

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
AUSTRALIAN FEDERAL POLICE

Question No. 50

Senator Barnett asked the following question at the hearing on 26 May 2009:

With regard to the proposed airport security campaign market research;

- a) when is the campaign proposed to commence,
- b) is the \$70,000 a one-off payment or an annual fee, and
- c) what is the plan around this campaign given there is \$70,000 of research required?

The answer to the honourable senator's question is as follows:

- a) The market research phase of the campaign commenced in May 2009. Further stages of the campaign will be developed based upon the outcomes of the research.
- b) The \$70,000 (inclusive of GST) is a once-only expenditure.
- c) The research will gauge public awareness of the Australian Federal Police (AFP) role and presence at the eleven major Australian airports. Findings from this research will inform the planning of future campaign strategies; which would likely focus on awareness raising initiatives within airports to highlight the AFP role; who to contact to report suspicious behaviour; and who to contact in an emergency.

The research will explore:

- awareness, understanding and knowledge of the various AFP roles at airports;
- attitudes towards the AFP presence;
- current behaviours and attitudes towards engaging with police;
- barriers and motivators to reporting suspicious behaviour;
- concerns for safety at airports and on planes; and
- preferred communication tools and terminology for target audiences.

The research will centre on two target audiences:

- general public visiting airports; passengers, visitors and people who work at airports, and
- aviation industry stakeholders; airport corporations, government departments and agencies engaged in airport activities or regulation, commercial airline carriers and state and territory police services.