

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
AUSTRALIAN CUSTOMS AND BORDER PROTECTION SERVICE

Question No. 83

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

Provide the terms of reference for the Porter Novelli Australia Pty Ltd public relations consultancy.

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

The engagement of Porter Novelli Australia Pty Ltd for a public relations consultancy was to develop and implement a public relations and stakeholder engagement strategy for the SmartGate initiative.

The statement of requirements for the consultancy were:

- Develop and implement a public relations and stakeholder engagement strategy;
- Develop a set of accurate and consistent messages;
- In conjunction with Customs and Border Protection, develop and implement a stakeholder management plan;
- Develop, produce and distribute supporting information materials in consultation with Customs and Border Protection; and
- Identify and manage suitable opportunities and publicity events for proactive communication of identified messages.