

## QUESTION TAKEN ON NOTICE

**BUDGET ESTIMATES HEARING: 28 MAY 2008**

IMMIGRATION AND CITIZENSHIP PORTFOLIO

### **(19) Program 1.1: Visa and Migration**

Senator Barnett (L&CA 94) asked:

Provide further particulars on the eVisitors campaign and the Working Holiday Maker campaign. Also on the proposed campaigns, the US Work and Holiday promotions campaign, the temporary skilled reform project and the working holiday promotions.

*Answer:*

The particulars of the promotional campaigns are as follows:

#### eVisitors

Promotions funds were allocated to promote the new eVisitor service that was introduced on 27 October 2008. Seventy-five percent of those funds were spent on web advertising for the period from 25 October 2008 to 14 November 2008 on the following websites:

[www.lonelyplanet.com](http://www.lonelyplanet.com)

[www.lonelyplanet.com.au](http://www.lonelyplanet.com.au)

[www.expedia.com](http://www.expedia.com)

The remainder was spent on printing postcards to promote eVisitor. These were available to clients through the London, Athens, Vienna and Warsaw posts.

#### Working Holiday Maker

In February 2008, the Government decided to expand the Working Holiday and Work and Holiday program as a measure to help reduce inflationary pressures caused by labour shortages. The *Combine Work and Play* campaign was developed to assist with achieving this outcome.

The campaign was launched on 1 July 2008 and ended in September 2008. This involved print media such as brochures, posters, banners, postcards and promotional bags. These promotional products were distributed to overseas posts in countries which have a Working Holiday or Work and Holiday arrangement with Australia. The campaign also included online advertising on five websites including, Lonely Planet, Expedia, AsiaRooms, Facebook and Hotmail. A breakdown of the cost for each of these items is specified in the table below.

<b>Product</b>	<b>Quantity</b>	<b>Cost</b>
A5 Information booklets	40 000	\$6,413
Promotional pull-up banners	32	\$16 720
Postcards x 2 designs	70 000	\$2,739
Promotional satchel bags	20 000	\$12 760
A3 Posters	2000	\$770
Online advertising	5 websites	20,900
<b>Total</b>		<b>\$60 302</b>

Temporary Skilled Reform

The planned Temporary Skilled Reform campaign has been delayed until 2009-10.