

QUESTION TAKEN ON NOTICE

SUPPLEMENTARY BUDGET ESTIMATES HEARING: 1 November 2005

IMMIGRATION AND MULTICULTURAL AND INDIGENOUS AFFAIRS PORTFOLIO

(234) Output 2.3: Australian Citizenship

Senator Hurley asked:

According to budget paper No 2, 1.0 million dollars will be added to promotion of citizenship during 2005-2006, page 236, normally how much funding is allocated to DIMIA for promoting Australian citizenship?

- a. Who are the direct recipient(s) of these fundings?
- b. How much has been spent on ad campaigns?
- c. Provide a detailed account of funds disbursement for ad campaign 2004-2005.

Answer:

Budget appropriations to DIMIA for the promotion of citizenship since 2001, is as follows:

Financial Year	Budget Appropriation
• 2001-2002	\$2.0m
• 2002-2003	\$1.0m
• 2003-2004	\$1.0m
• 2004-2005	\$1.0m
• 2005-2006	<u>\$2.0m</u>
Total	\$7.0m

- a. The services of the following contractors were funded from these appropriations:
 - Universal McCann (2002-2005)
 - Mitchell Media Pty Ltd (2001-2003 only)
 - Coo'ee Brisbane Pty Ltd (2001-2005)
 - The Research Forum (2001-2005)
 - Cultural Perspectives Pty Ltd (2001-2005)
- b. Total expenditure on the advertising component of the citizenship promotion campaign, including tracking research, has been \$9.929 million over the period 01 July 2000 to 30 June 2005.

The \$7 million noted above (answer 1.) was supplemented by internal departmental funding to the value of \$2.929m.

- c. Funds disbursed for the advertising component of the citizenship promotion campaign in 2004-2005 were:

• Universal McCann,	\$1,543,000
• Coo'ee Brisbane Pty Ltd;	\$ 143,000
• The Research Forum;	\$ 119,000
• Cultural Perspectives,	\$ 61,000