

QUESTION TAKEN ON NOTICE

SUPPLEMENTARY BUDGET ESTIMATES HEARING: 30 October 2006

IMMIGRATION AND MULTICULTURAL AFFAIRS PORTFOLIO

(53) Output 1.1: Migration and Temporary Entry

Senator Crossin (L&CA 66 and written) asked:

Provide the costs associated with the promotional activities in relation to skilled migration to Australia, either internationally or domestically, the type of activity/advertising and the spend per country.

Answer:

The Department currently undertakes a range of promotional activities in relation to skilled migration to Australia including:

1. holding recruitment events - "Australia Needs Skills" expos - to introduce Australian employers and state government representatives to potential skilled migrants (both overseas and in Australia) with the skills they are seeking;
2. participating in commercial events to raise the awareness of potential skilled migrants on migrating to Australia;
3. holding information seminars to deliver information about migrating to Australia;
4. outreach programmes to regional Australia and industry; and
5. general promotional activities.

Recruitment events - "Australia Needs Skills" expos

To date, 8 onshore and 11 overseas expos have been held in the following locations:

2005

Brisbane, Australia	14 June
London, England	27-29 September
Amsterdam, The Netherlands	3-4 October
Berlin, Germany	6-7 October
Chennai, India	11-13 October
Melbourne, Australia	15 October
Perth, Australia	2 November

2006

Brisbane, Australia	6 May
Kolkata, India	10-11 March
Shanghai, China	9-10 May
Hong Kong, China	13-14 May

Manila, Philippines	17-18 May
Adelaide, Australia	26-27 May
Melbourne, Australia	1-2 September
Sydney, Australia	23 September
London, England	14-15 October
Manchester, England	17-18 October
Dublin, Ireland	21-22 October
Perth, Australia	11 November

The direct costs incurred by the Department for these expos include venue, advertising, coordination (booths), some promotional material and freight. Australian employers are charged \$1,100 (including GST) per day to participate in these expos under partial cost recovery arrangements.

Country	Cost 05/06 (including cost recovery)	Cost 06/07 (including cost recovery)	Total
United Kingdom and Ireland	\$208,000	\$368,000	\$576,000
The Netherlands	\$153,000		\$153,000
Germany	\$172,000		\$172,000
India	\$172,000		\$172,000
China (including Hong Kong)	\$237,000		\$237,000
The Philippines	\$93,000		\$93,000
Australia	\$451,000	\$531,000	\$982,000
Total	\$1,486,000	\$899,000	\$2,385,000

Attending commercial events

The Department has attended commercial events as an exhibitor in America, Brazil, Canada, Chile, China, England, Germany, Ireland, Korea, Lebanon, Mexico, the Netherlands, Peru and Thailand.

Expenditure for this purpose was coordinated through the overseas posts and was \$189,000 in 2005-06 and \$134,000 in 2006-07.

Holding information sessions

The Department has held information seminars in the United States of America, Colombia and Peru. An online information seminar was also held for skilled workers in North America. The online seminar delivered information on skilled migration for skilled people interested in living and working in Australia through the internet.

Expenditure for this purpose was \$152,000 in 2006-07.

Outreach programmes

The Department runs two Outreach Officer Programmes to promote skilled migration: Regional Outreach Officers and Industry Outreach Officers. Both provide information to the community about immigration programmes.

The Regional Outreach Officer network was established in 2004-05 to promote and support the Australian Government's state-specific and regional migration initiatives.

Industry Outreach Officers provide peak industry and association bodies with information about the immigration options to address their skill shortages when they cannot fill skilled jobs locally.

Expenditure for these programmes was in the order of \$1,990,000 in 2005-06 and \$1,990,000 in 2006-07.

General promotional activities

General promotional activities include brochures, flyers, handouts and video productions designed to provide information about available visa options to both potential migrants and employers.

Expenditure for this purpose was in the order of \$424,000 in 2005-06 and \$125,000 in 2006-07.