

## QUESTION TAKEN ON NOTICE

### SUPPLEMENTARY BUDGET ESTIMATES: 19 OCTOBER 2010

#### IMMIGRATION AND CITIZENSHIP PORTFOLIO

#### **(250) Program 3.1: Border Management**

Senator Cash asked:

How much has the department spent on anti-people smuggling campaigns either in Australia or overseas? For example, how much did the Saatchi and Saatchi (volleyball nets and soccer balls) campaign in Sri Lanka cost? Was an evaluation done of that program and what were the measurable outcomes?

*Answer:*

Costs of onshore anti-people smuggling information activities in financial year 2009-10, and to 19 October 2010 in Australia were:

<b>Expense category</b>	<b>\$</b>
Employees	8 652.92
Travel	22 356.33
Advertising	16 027.34
Printing design and artwork	2 225.95
Promotional/Marketing sponsor	1 288.76
Research	49 170.00
Consultant expenses	2 068.00
Interpreting and translating	38 982.38
Film and photo development	1 650.00
Freight	1 538.97
Office expenses	3 995.22
<b>TOTAL</b>	<b>147 955.87</b>

The Saatchi and Saatchi (volleyball nets and soccer balls) campaign in Sri Lanka cost was managed and paid for by the Australian Customs and Border Protection Service, which has responsibility for overseas information campaigns on anti-people smuggling.

The DIAC onshore information strategy has not yet been completed in its delivery. When it is, an evaluation will be undertaken.