

QUESTION TAKEN ON NOTICE

SUPPLEMENTARY BUDGET ESTIMATES HEARING: 17 October 2011

IMMIGRATION AND CITIZENSHIP PORTFOLIO

(SE11/0100) Program: Internal

Senator Humphries (L&CA written) asked:

What advertising – Campaign and Non-Campaign – did the Department/Agency undertake in 2011-12? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.

Answer:

The Department of Immigration and Citizenship did not undertake any campaign advertising (as defined by Campaign Advertising by Australian Government Departments and Agencies produced by the Department of Finance and Deregulation [September 2011]) in 2011-12.

Non-campaign advertising comprised recruitment for specific job vacancies; auction and tender notices; invitations to make submissions or apply for grants; other public notices; and routine activities including Harmony Day, Australia Day, Refugee Week, Citizenship Week and “No To People Smuggling” information.

The total spend on advertising services undertaken from 1 July 2011 to 30 September 2011 was \$229 337.29 GST exclusive as provided by Universal McCann (a division of Mediabrands Australia Pty Ltd) and Adcorp Australia Ltd.