

Senate Standing Committee on Rural and Regional Affairs and Transport

ANSWERS TO QUESTIONS ON NOTICE

Budget Estimates May 2007

Agriculture, Fisheries and Forestry

Question no: AQIS 01

Division/Agency: Australian Quarantine and Inspection Service

Topic: Quarantine Matters! campaign

Hansard page: 6 (23/5/07)

Senator O'Brien asked:

Senator O'BRIEN—Thank you for that. Is it possible to get, for each department and agency in this portfolio, what sum as a total figure was spent on advertising campaigns in 2006-07 and what sum will be spent in 2007-08?

Mr Pahl—Yes. We have probably got some of that information with us, and I will see if we can dig that up for you in the course of today.

Mr Grant—Within the department, there are two major campaigns that currently operate. There is the Quarantine Matters! campaign that operates through AQIS and the campaign that advises people about their eligibility for exceptional circumstances assistance that is administered through Centrelink. Information about that campaign should be directed towards that department, but we can certainly provide you with some information about the Quarantine Matters! campaign.

Answer:

In 2006-07, \$4,741,685 was expended on AQIS Quarantine Matters! Campaign Phase III.

From 1 July 2007-31 December 2007, \$2,382,557 is projected to be expended on Quarantine Matters! Campaign Phase III.

Senate Standing Committee on Rural and Regional Affairs and Transport

ANSWERS TO QUESTIONS ON NOTICE

Budget Estimates May 2007

Agriculture, Fisheries and Forestry

Question no: AQIS 02

Division/Agency: Australian Quarantine and Inspection Service

Topic: Quarantine Matters! campaign

Hansard page: 7 (23/5/07)

Senator O'Brien asked:

Senator O'BRIEN—In relation to Quarantine Matters! you will be able to give us the numbers for 2006-07 in terms of projected sums and the same for 2007-08?

Mr Grant—We will bring that to the committee tomorrow afternoon when AQIS appear.

Senator O'BRIEN—Will we be able to get a breakdown at that time of campaign costs, marketing, research, creative, preproduction, production, media purchasing and for the various media types?

Mr Grant—I think so. We will endeavour to bring together as much information as we can for the committee.

Answer:

Quarantine Matters! campaign costs by category in 2006-07:

- Research \$353,096
- Creative: \$381,423
- Pre-production and production: \$872,880
- Media purchasing: \$3,134,286

Quarantine Matters! campaign projected costs by category for 2007-08:

- Research: \$85,662
- Creative: \$30,000
- Media purchasing: \$2,266,895

Senate Standing Committee on Rural and Regional Affairs and Transport

ANSWERS TO QUESTIONS ON NOTICE

Budget Estimates May 2007

Agriculture, Fisheries and Forestry

Question no: AQIS 03

Division/Agency: Australian Quarantine and Inspection Service

Topic: Quarantine Matters! campaign

Hansard page: 8 (23/5/07)

Senator O'Brien asked:

Senator O'BRIEN—In terms of the Quarantine Matters! campaign, what was the time line? When were invitations to tender issued, when did the tenders close and who were the successful tenderers?

Ms Hinder—I am sorry, I do not have that level of detail with me. I would be happy to provide that for you on notice.

Answer:

On 8 September 2005, the Australian Quarantine and Inspection Service (AQIS) invitations to tender were issued for Phase III of the Quarantine Matters! campaign to Non-English speaking, public relations and market research consultants. Tenders closed at 2 pm, 22 September 2005. An invitation to tender to advertising agencies was posted and emailed to agencies on 11 April 2006. Tenders closed 5 May 2006.

The successful tenderers for the Quarantine Matters! Phase III component of the campaign were/are:

- Open Mind (market research consultant)
- KWP! (Advertising Agency)
- Ethic Communications (non-English communications consultant)
- Quay (strategic communications and public relations consultant).

Senate Standing Committee on Rural and Regional Affairs and Transport

ANSWERS TO QUESTIONS ON NOTICE

Budget Estimates May 2007

Agriculture, Fisheries and Forestry

Question no: AQIS 04

Division/Agency: Australian Quarantine and Inspection Service

Topic: Exports of live-stock to Egypt

Hansard page: 24 (23/5/07)

Senator O'Brien asked:

Mr Morris—When we get a response from Minister Abaza, we will consult with our minister on that response and ask him for his views in terms of the way forward.

Senator O'BRIEN—Does he have a determinative view in the matter?

Mr Morris—I do not think so. I think the delegated authority is with the Director of Quarantine. He passes that down through AQIS. It is probably more a question of AQIS, but I understand that the authority is actually with the Director of Quarantine and is delegated down to his delegate.

Senator O'BRIEN—I am keenly interested as to whether there is a deliberative view—if for no other reason than it might need to be exercised at times during a caretaker convention. If I could get an answer to that on notice, I would appreciate it.

Mr Morris—Okay.

Answer:

The Minister does not have a determinative view.

Senate Standing Committee on Rural and Regional Affairs and Transport

ANSWERS TO QUESTIONS ON NOTICE

Budget Estimates May 2007

Agriculture, Fisheries and Forestry

Question no: AQIS 05

Division/Agency: Australian Quarantine and Inspection Service

Topic: Melamine

Hansard page: 105 (24/5/07)

Senator O'Brien asked:

Senator O'BRIEN—Do we import any vegetable protein products from China?

Mr Magee—We will have to take that one on notice.

Answer:

Import Permits under the *Quarantine Act 1908* have been granted for corn gluten meal, organic soybean meal and vital wheat gluten from China for pet food and stockfeed purposes.

Senate Standing Committee on Rural and Regional Affairs and Transport

ANSWERS TO QUESTIONS ON NOTICE

Budget Estimates May 2007

Agriculture, Fisheries and Forestry

Question no: AQIS 06

Division/Agency: Australian Quarantine and Inspection Service

Topic: Quarantine Matters! campaign

Hansard page: 109 (24/5/07)

Senator O'Brien asked:

Senator O'BRIEN—How is the spend broken down in those TV placements, radio and newspaper?

Ms Gordon—We might have to take that one on notice and come back with some detail.

Answer:

Avian Influenza campaign (2006-2007 financial year) approximate costs based on media placements are:

- a. Outdoor (includes light box and convenience) - \$542, 440 (GST incl)
- b. International in-flight magazines - \$187,656 (GST incl).

Senate Standing Committee on Rural and Regional Affairs and Transport

ANSWERS TO QUESTIONS ON NOTICE

Budget Estimates May 2007

Agriculture, Fisheries and Forestry

Question no: AQIS 07

Division/Agency: Australian Quarantine and Inspection Service

Topic: Quarantine Matters! campaign

Hansard page: 109 (24/5/07)

Senator O'Brien asked:

Senator O'BRIEN—When were those campaigns referred to the Ministerial Committee on Government Communications for approval?

Ms Gordon—The Quarantine Matters! campaign has been an ongoing campaign since 2002, so there have been various times where we have gone back to the Ministerial Committee on Government Communications. It has been broken down into three phases. The third phase was planned from last year, but when we had just started the development of the campaign Steve Irwin died and we had to go back and develop a new campaign. So the meetings with the ministerial committee took place—off the top of my head, and we can confirm it with you—in about October.

Answer:

The Quarantine Matters! 'Big Bugs' creative concept materials were referred to the Ministerial Committee on Government Communications (MCGC) meeting of 13 October 2006 for approval.

The final Quarantine Matters! 'Big Bugs' advertising materials and media strategy were referred to the MCGC meeting of 28 February 2007 for approval.

Senate Standing Committee on Rural and Regional Affairs and Transport

ANSWERS TO QUESTIONS ON NOTICE

Budget Estimates May 2007

Agriculture, Fisheries and Forestry

Question no: AQIS 08

Division/Agency: Australian Quarantine and Inspection Service

Topic: Quarantine Matters! campaign

Hansard page: 110 (24/5/07)

Senator O'Brien asked:

Senator O'BRIEN—How much is proposed for running the ads in 2007-08?

Ms Gordon—We will have to take that question on notice and come back with the detail of that.

Answer:

The approved placement expenditure for 2007-08 is \$2,266,895 (GST incl).

Senate Standing Committee on Rural and Regional Affairs and Transport

ANSWERS TO QUESTIONS ON NOTICE

Budget Estimates May 2007

Agriculture, Fisheries and Forestry

Question no: AQIS 09

Division/Agency: Australian Quarantine and Inspection Service

Topic: Bees – list of other countries where APPG/AQIS has ceased imports

Hansard page: 114 (24/5/07)

Senator Siewert asked:

Senator SIEWERT—Going back to my earlier question, is there a list of other countries from where we have ceased imports?

Mr Lihne—My understanding is that it is only the USA, but I will take that on notice and confirm it.

Answer:

On the advice of Biosecurity Australia, Australian Quarantine and Inspection Service (AQIS) no longer issues import permits for live bees from the USA.

The conditions contained in the AQIS' Import Conditions (ICON) database preclude import permits from being granted for live bees originating in countries that have the Africanised gene.

Senate Standing Committee on Rural and Regional Affairs and Transport

ANSWERS TO QUESTIONS ON NOTICE

Budget Estimates May 2007

Agriculture, Fisheries and Forestry

Question no: AQIS 10

Division/Agency: Australian Quarantine and Inspection Service

Topic: Bees – Full set of conditions for the importation of bees

Hansard page: 114 (24/5/07)

Ms Gordon—Perhaps, Senator, we might come back to you with the full set of conditions for the importation of bees.

Senator SIEWERT—Okay.

Answer:

The conditions for the importation of bees are contained in the Australian Quarantine and Inspection Service's Import Conditions (ICON) database; available at www.daff.gov.au/aqis.

Senate Standing Committee on Rural and Regional Affairs and Transport

ANSWERS TO QUESTIONS ON NOTICE

Budget Estimates May 2007

Agriculture, Fisheries and Forestry

Question no: AQIS 11

Division/Agency: Australian Quarantine and Inspection Service

Topic: Indian Hardwood

Hansard page: 116 (24/5/07)

Senator O'Brien asked:

Senator O'BRIEN—Thank you for that information. I have some questions about the importation of tree species. Can someone tell us about particularly plantation forestry tree species. Is there a general information source here for that? My office has become aware that in relation to some Indian hardwood—in particular, teak varieties—according to sections of the nursery sector, there is significant difficulty in bringing those tree types into Australia, and new technology breakthroughs into commercial forestry. What barriers have we in place in relation to those types of species?

Mr Liehne—I would need to take on notice the specific species. All nursery stock imported into Australia is required to go through testing in post-entry quarantine. A lot of the commercial production species require extensive testing to ensure that they meet our quarantine requirements before they are released from quarantine. I would need to look at the specific species and get back to you.

Answer:

Import conditions for Indian hardwood from India, in particular teak varieties (*Tectona grandis*), require two years disease screening in a Government post-entry plant quarantine facility. Tissue culture plantlets of *Tectona grandis* may be imported without the need for post-entry disease screening if sourced from AQIS approved laboratories. There have been no applications for approval of tissue culture laboratories in India to support importation of tissue culture plantlets of Indian hardwoods.