



# Campaign Evaluation 'Don't be sorry'



## Report of Findings

Prepared for:

**Department of Immigration and Citizenship**

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s. 22(1)(a)(ii)

s. 47F(1)

**Job No.:**

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**Date:**

26 June 2013

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s. 47E(d)

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s. 47E(d)

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## Introduction

As part of a comprehensive planning and development process, the Department of Immigration and Citizenship requested a quantitative research study to measure the current level of awareness and understanding of onshore diaspora community members on the government's current migration and humanitarian policies s. 47E(d)

s. 47E(d)

In February 2013, the department launched the *Don't be sorry* campaign to s. 33(a)(iii), s. 47E(d)

s. 33(a)(iii), s. 47E(d)

s. 47E(d)

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## Survey Method

The survey was administered through a computer assisted telephone interview (CATI) by skilled and experienced bi or multi-lingual interviewers, in the language of choice of the participants. Great care was taken to set the participants at ease to encourage them to be honest and forthright in their contribution, and to overcome their fear of the consequences of expressing views about the Government.

A total of <sup>s. 47E(d)</sup> surveys were completed with respondents from <sup>s. 47E(d)</sup> priority cohort groups as identified by the Department of Immigration and Citizenship including a mix of <sup>s. 47E(d)</sup> respondents.

The margin of error associated with a sample of this size is less than +/-5.7%. It should be borne in mind, however, that this margin of error will increase for analysis on sub-segments of the sample (e.g. for analysis based on gender and age) due to smaller individual sample sizes.

s. 33(a)(iii), s. 47E(d)

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## Significance Testing

Significance tests for all cells were conducted on the unweighted database. The test used was a Z-test. This is a two-tailed test of the difference between proportions for large samples. It tests if two sample proportions have come from a population with a given proportion or from two different populations.

The formula used for calculation of Z from a table is:

T=Total base    C=Column base  
R=Row base    X=Cell count

$$Z = \frac{X/C - (R-X)/(T-C)}{\sqrt{R/T * (1-R/T) * (1/C + 1/(T-C))}}$$


where C and T-C are both > 30.

Results that are significantly different from the average are marked with blue box   in this report.

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## Sample Composition

s. 33(a)(iii), s. 47E(d)



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## The Survey

s. 47E(d)

4. Information access and sharing
5. Advertising Awareness
6. Responsibility for sharing information

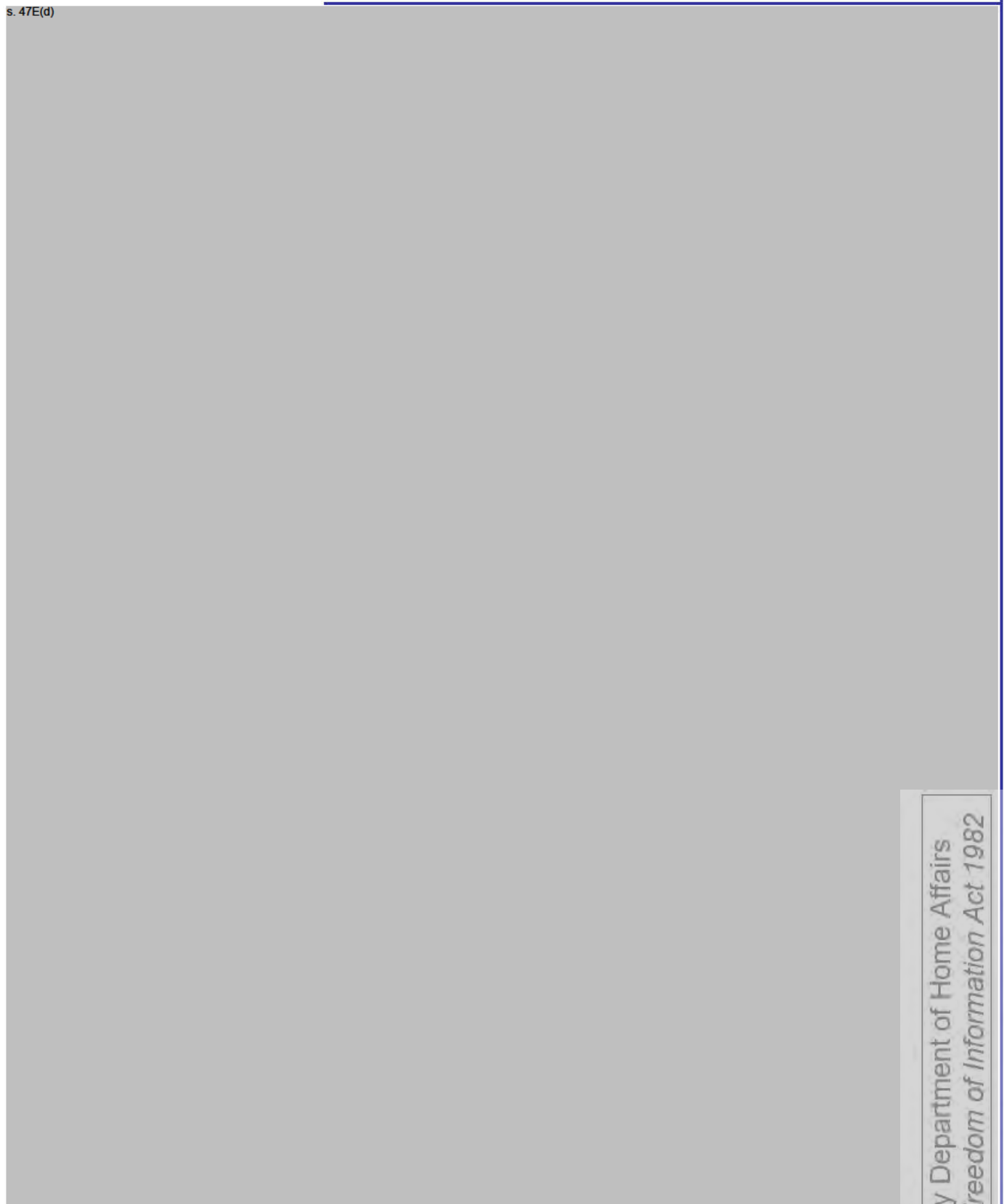
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## Executive Summary

s. 47E(d)

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s. 47E(d)



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s. 47E(d)



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## Key Findings

s. 47E(d)

s. 33(a)(iii), s. 47E(d)

s. 47E(d)

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Document 1, pages 13 to 27 have been removed as exempt information under section 33(a)(iii) and 47E(d) of the Freedom of Information (FOI) Act (1982)

## Awareness of Advertising

12. Have you seen any advertising recently about Australia's asylum seeker by boat policies? It doesn't matter whether the ads you saw were on TV, radio, in the newspapers, online, outdoors or anywhere else?

- Nearly half of all respondents said that they had seen advertising recently about Australia's asylum seeker by boat policies.

- s. 33(a)(iii), s. 47E(d) respondents were significantly less likely to have seen the advertising with less than s. 33(a)(iii), s. 47E(d) respondents claiming to have seen the advertising.

- s. 33(a)(iii), s. 47E(d) respondents were significantly more likely to have seen the advertising.

s. 33(a)(iii), s. 47E(d)



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## Advertising Recall

13. What do you recall about the advertising that you saw or heard? For example the colour of the advertisements, images in the advertisements, or the main message of the advertisements, where to go for more information?

s. 47E(d)

- Whilst there was a range of responses given the most common responses mentioned danger and boats. s. 33(a)(iii), s. 47E(d) respondents were more likely than other respondents to mention this.
- s. 47E(d) of respondents mentioned the man speaking, crying or looking distressed. s. 33(a)(iii), s. 47E(d) respondents were more likely than other respondents to mention this.
- More than a quarter of respondents mentioned the media source rather than the content of the advertising.



s. 47E(d)

s. 33(a)(iii), s. 47E(d)

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## Advertising Recall

14. I am going to read you a description. Can you please tell me if you recall seeing or hearing this before today?

*The campaign has a logo of a face with a tear dropping and displays a picture of a boat in rough water, or a family or a man on a stretcher with the headline: Remind family.*

*It then goes on to say: It could take longer, but the legal way is the right way into Australia. Don't risk being sorry forever. The law has changed. Know the facts at [www.australia.gov.au/dontbesorry](http://www.australia.gov.au/dontbesorry)*

*The TV and radio ads feature a man speaking in-language telling us he's sorry, sorry he didn't warn them of the dangers. Have you seen or heard this advertisement before today?*

- s. 47E(d) respondents recalled seeing or hearing the *Don't be sorry* campaign when it was described to them.
- s. 47E(d) of respondents who said they had seen or heard any advertising recalled seeing or hearing the *Don't be sorry* campaign.
- s. 33(a)(iii), s. 47E(d) respondents were significantly more likely to have seen or heard the campaign
- s. 33(a)(iii), s. 47E(d) respondents were significantly less likely to have seen or heard the campaign.
- Less than s. 33(a)(iii), s. 47E(d) respondents who had seen or heard any advertising recalled seeing or hearing the *Don't be sorry* campaign.



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## Advertising Main Message

15. What was the main message in that advertisement?

s. 47E(d)

- Whilst there was a range of responses given the most common responses mentioned that coming by boat is risky and dangerous.
- More than s. 47E(d) of respondents mentioned that advertising said to apply for legal ways instead of coming by boat.
- There were no significant differences by diaspora group.



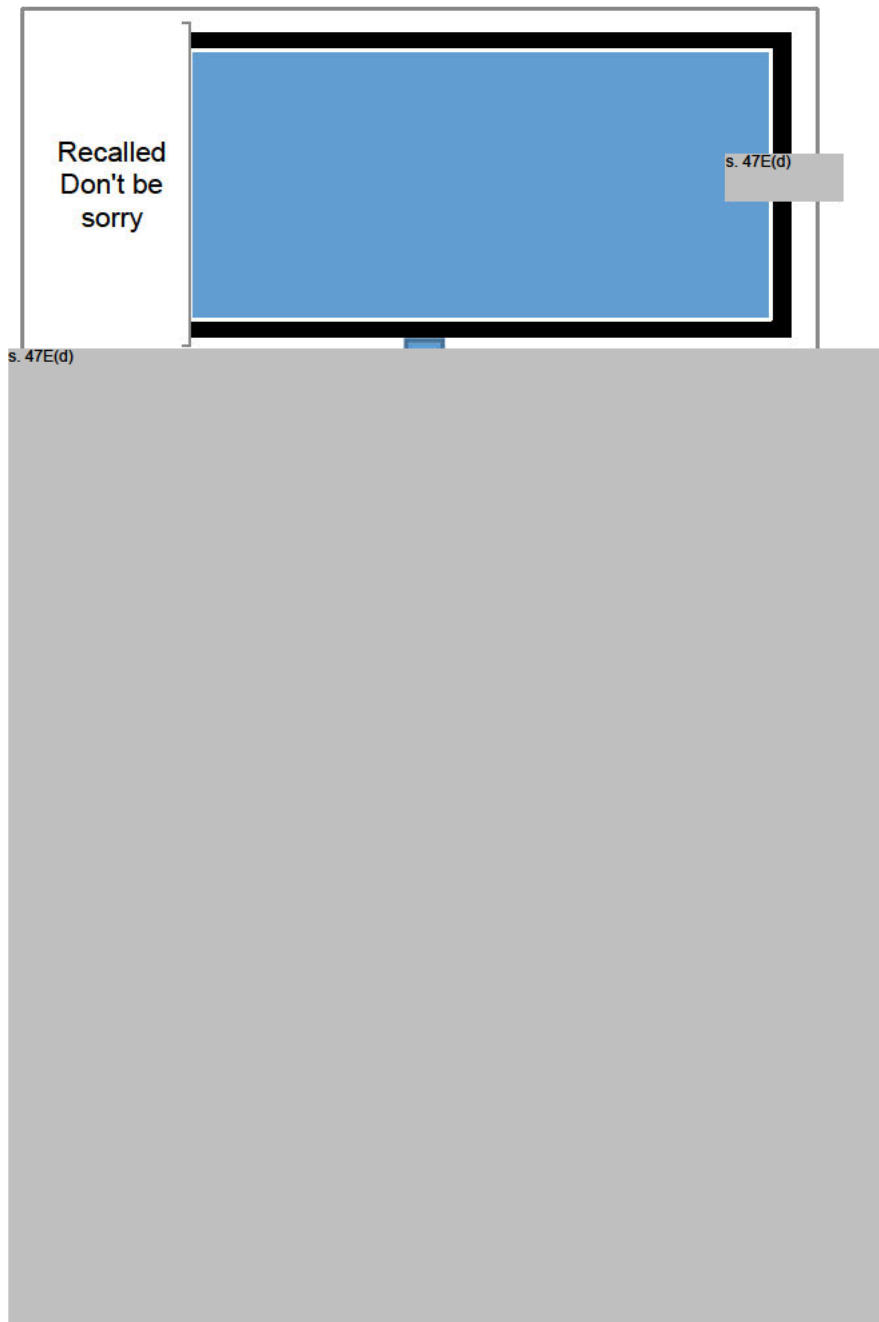
s. 47E(d)

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## Advertising Source

16. If yes to Q14, where did you see or hear this advertising? MULTIPLE RESPONSE

- Nearly <sup>s. 47E(d)</sup> the respondents who recalled seeing or hearing the *Don't be sorry* campaign saw an online video or YouTube video.
- <sup>s. 33(a)(iii), s. 47E(d)</sup> respondents were significantly more likely to have seen an online video or YouTube video.
- <sup>s. 47E(d)</sup> of respondents who recalled seeing or hearing the *Don't be sorry* campaign saw it on TV.



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## Response to Advertising

17. If YES to Q14, Did you visit the Department of Immigration and Citizenship website [www.australia.gov.au/dontbesorry](http://www.australia.gov.au/dontbesorry) as a result of seeing any of the advertising?

- s. 47E(d) of the respondents who recalled seeing or hearing the *Don't be sorry* campaign visited the [www.australia.gov.au/dontbesorry](http://www.australia.gov.au/dontbesorry) website as a result of seeing the campaign.

s. 33(a)(iii), s. 47E(d)

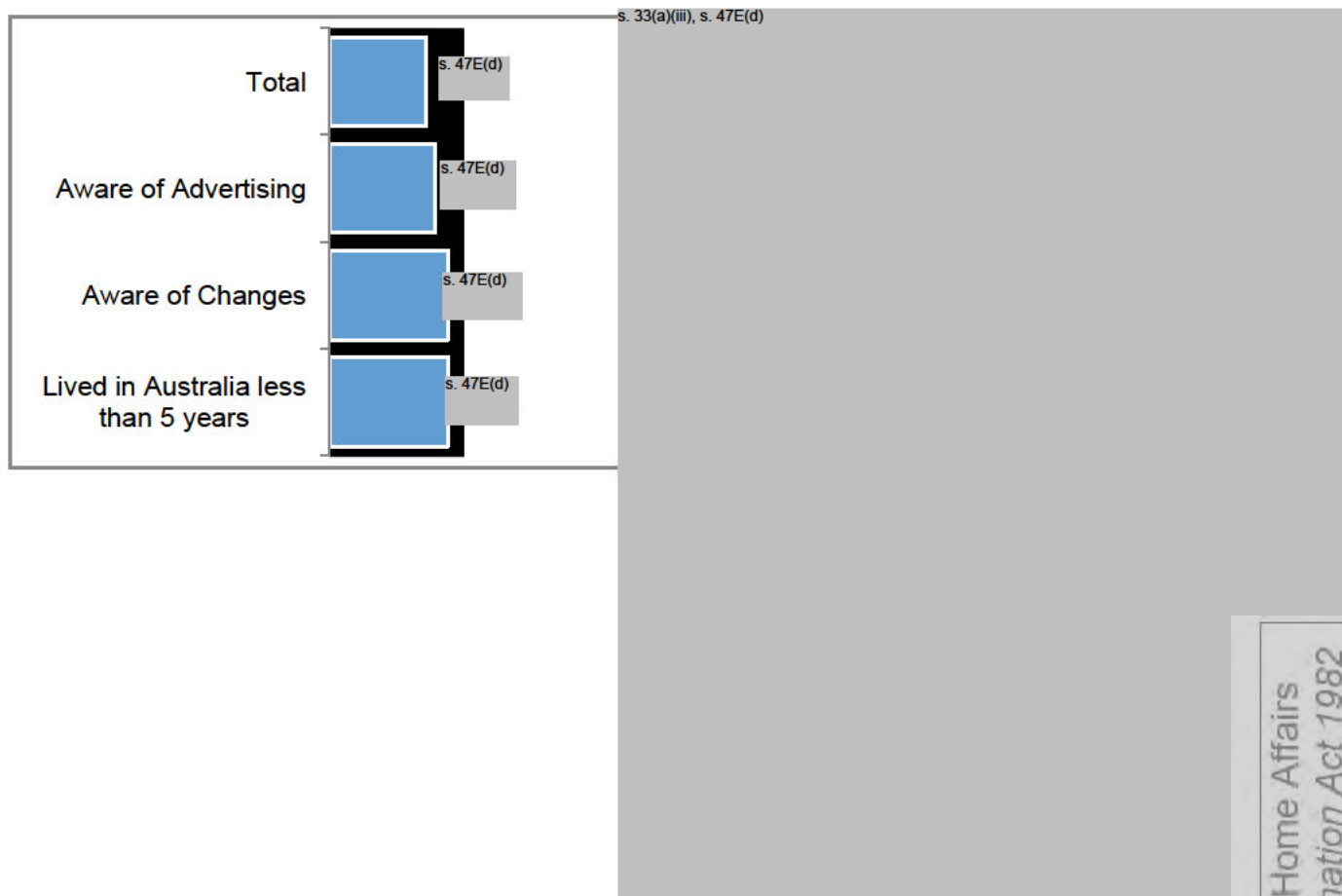


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## Information Access and Sharing

18. Have you spoken to any friends or family back home about Australia's asylum seeker by boat policy changes?  
YES

- s. 47E(d) respondents have spoken to friends or family back home about Australia's asylum seeker by boat policy changes.
- Respondents who are aware of the advertising s. 47E(d) and respondents who are aware of the changes in policy s. 47E(d) were more likely to have spoken to friends and family back home.
- Respondents who had lived in Australia less than 5 years were significantly more likely to have spoken to friends and family back home than those who had lived in Australia more than 5 years.

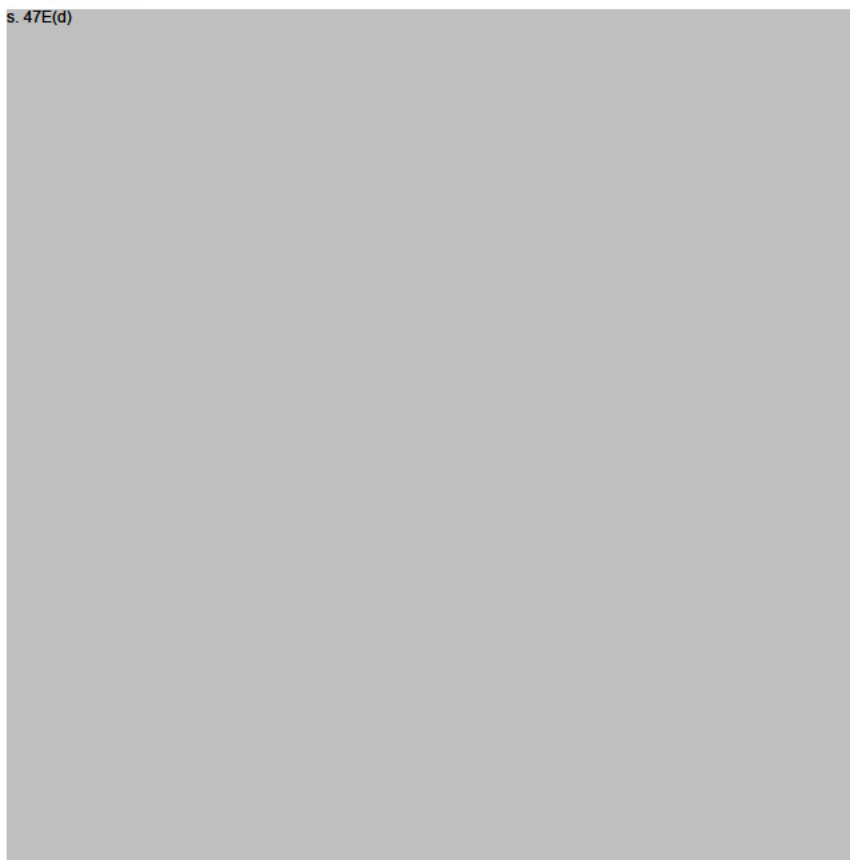


## Information Access and Sharing

19. What methods have you used to communicate these changes with your friends and family back home?

- The majority of respondents <sup>s. 47E(d)</sup> communicated the changes in asylum seeker by boat policy to their friends and family back home by telephone.
- <sup>s. 33(a)(iii), s. 47E(d)</sup> respondents were significantly more likely to use the telephone to communicate with family and friends back home.
- Younger respondents (aged under 35 years) were significantly more likely to use Skype <sup>s. 47E(d)</sup> and Social media <sup>s. 47E(d)</sup> than older respondents.

s. 47E(d)



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20. What have you told them? <sup>s. 47E(d)</sup>

- More than <sup>s. 47E(d)</sup> the respondents who communicated with their friends and family back home told them not to come by boat, it is risky.
- More than <sup>s. 47E(d)</sup> told their friends and family back home to apply legally.
- <sup>s. 47E(d)</sup> respondents mentioned that they told their friends and family back home that the policy has changed.
- <sup>s. 47E(d)</sup> told their friends and family back home to not come to Australia at all.

<sup>s. 47E(d)</sup>



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## Responsibility for Sharing Information

21. How would you describe your role in providing factual information about migration policies in Australia to your community in Australia?

- s. 47E(d) respondents did not know how to describe their role.
- s. 47E(d) respondents described their role as either significant s. 47E(d) or reasonable s. 47E(d).

s. 47E(d)



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22. How would you describe your role in providing factual information about migration policies in Australia to your community overseas?

- Similar proportions to the previous question described their role in providing factual information overseas, with over <sup>s. 47E(d)</sup> saying they had a significant <sup>s. 47E(d)</sup> or reasonable <sup>s. 47E(d)</sup> role.

s. 47E(d)



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s. 47E(d)

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s. 33(a)(iii), s. 47E(d)

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s. 47E(d)



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## Summary and Recommendations

- **Success or failure of campaign?**

With nearly half the respondents recalling the advertising, awareness of the campaign was reasonably high. In particular, there appears to be good cut through amongst the <sup>s. 33(a)(iii), s. 47E(d)</sup> communities. Whilst <sup>s. 33(a)(iii), s. 47E(d)</sup> respondents initially said that they were aware of advertising about the policy when prompted they were less likely to recall it. Perhaps they were more aware of news and media items about the issue in general rather than the specific advertising campaign.

<sup>s. 33(a)(iii), s. 47E(d)</sup> respondents were significantly less likely to have recalled the campaign. There was also not one mention of either of the cricketer celebrities that were used in the campaign. Those who recalled the advertisement were most likely to have heard on the radio or seen on television.

We would suggest that the campaign should continue based on the cut through achieved amongst most of the communities. However in order to reach the <sup>s. 33(a)(iii), s. 47E(d)</sup> community in particular it would be worth investigating an alternative media strategy.

s. 47E(d)

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s. 47E(d)

In summary we would suggest that the campaign was effective and that further investment is warranted.

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**Campaign Evaluation  
Wave 2  
'No way'**



FINAL Report

Prepared for:  
**Department of Immigration and Border Protection**

**Client Contact:**

**McNair Ingenuity Research Contact:**

**Job No.:**

**Date:**

s. 22(1)(a)(ii)

s. 47F(1)

1426G

17 December 2014

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s. 47E(d)

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## Introduction

As part of a comprehensive planning and development process, the Department of Immigration and Citizenship (now Department of Immigration and Border Protection) requested a quantitative research study to measure the current level of awareness and understanding of onshore diaspora community members on the government's current migration and humanitarian policies.

s. 33(a)(iii), s. 47E(d)

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## Survey Method

The survey was administered through a computer assisted telephone interview (CATI) by skilled and experienced bi or multi-lingual interviewers, in the language of choice of the participants. Great care was taken to set the participants at ease to encourage them to be honest and forthright in their contribution, and to overcome their fear of the consequences of expressing views about the Government.

A total of s. 47E(d) surveys were completed with respondents from s. 47E(d) priority cohort groups as identified by the Department of Immigration and Border Protection.

The margin of error associated with a sample of this size is less than +/-3.6%. It should be borne in mind, however, that this margin of error will increase for analysis on sub-segments of the sample (e.g. for analysis based on gender and age) due to smaller individual sample sizes.

s. 47E(d)

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## Significance Testing

Significance tests for all cells were conducted on the unweighted database. The test used was a Z-test. This is a two-tailed test of the difference between proportions for large samples. It tests if two sample proportions have come from a population with a given proportion or from two different populations.

The formula used for calculation of Z from a table is:

T=Total base    C=Column base  
R=Row base    X=Cell count

$$Z = \frac{X/C - (R-X)/(T-C)}{\sqrt{R/T * (1-R/T) * (1/C + 1/(T-C))}}$$

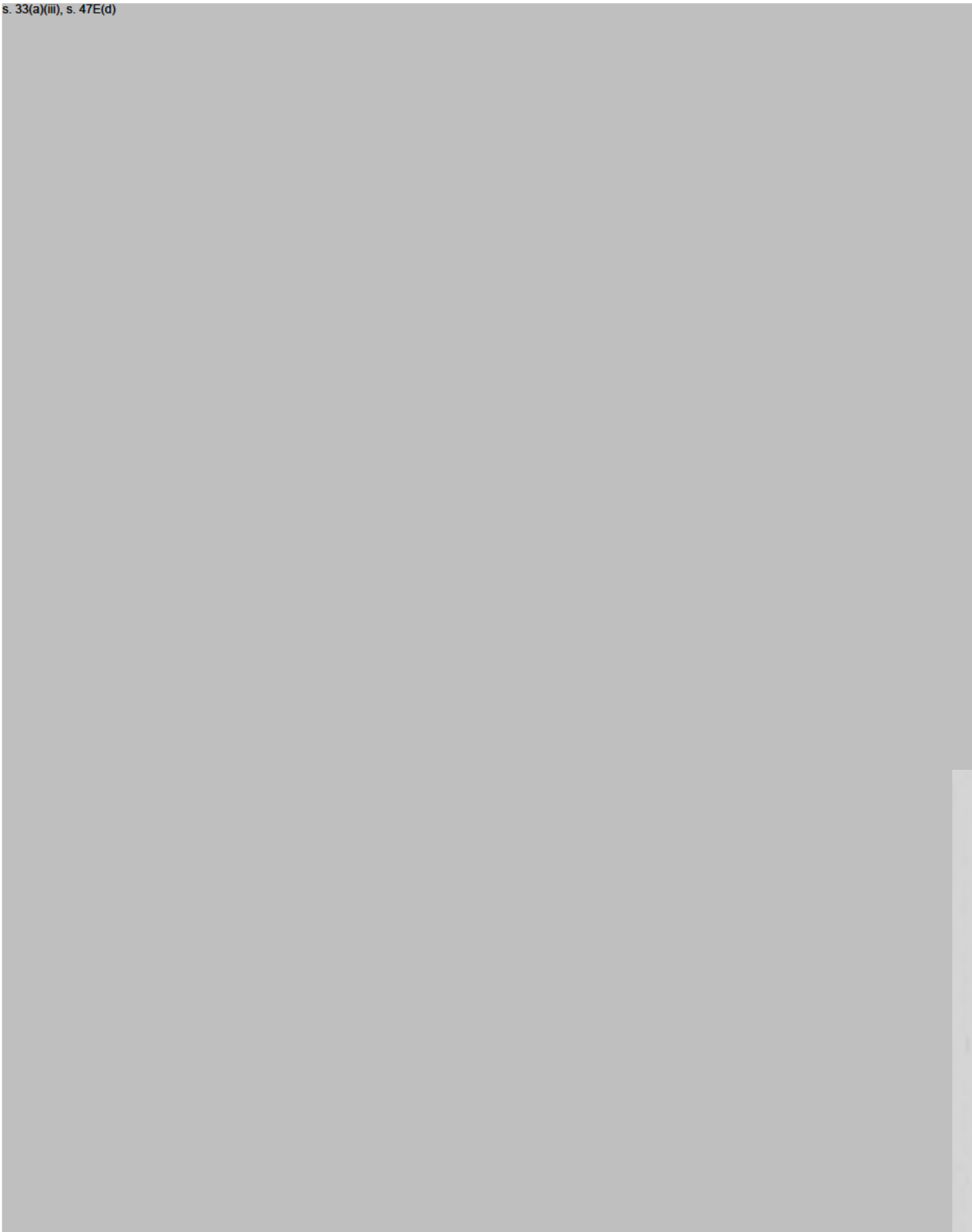
where C and T-C are both > 30.

Results that are significantly different from the average <sup>s. 47E(d)</sup> are marked with blue box ☐ in this report.

s. 47E(d)

## Sample Composition

s. 33(a)(iii), s. 47E(d)



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## The Survey

s. 47E(d)

4. Information access and sharing
5. Advertising awareness
6. Responsibility for sharing information

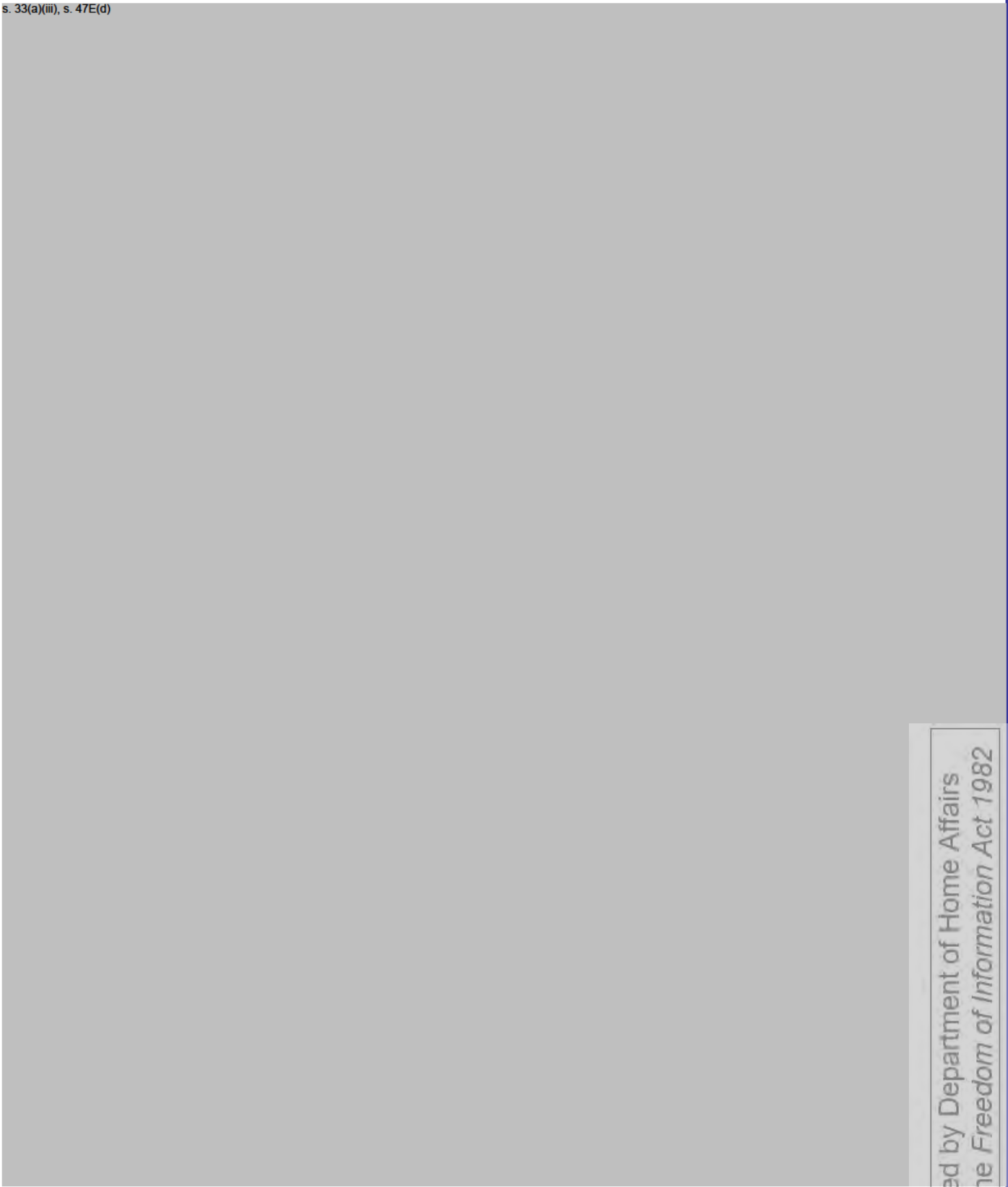
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Market &  
Social  
Research  
ISO 20252  
SAI GLOBAL

## Key Findings

s. 33(a)(iii), s. 47E(d)



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## Information Access and Sharing

8a. Which is the main source of information about changes or policy in this area?

8b. Which is the next main source of information about changes or policy in this area?

- Respondents were asked to choose the main areas they obtain their information about changes or policy in this area and the next main information source.
- The top four sources (net main and secondary) were:
  1. Family and friends, as selected by more than s. 47E(d) of respondents.
  2. Internet selected by just under s. 47E(d) of respondents.
  3. Main stream media – particularly television
  4. Government websites

s. 47E(d)



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8a. Which is the main source of information about changes or policy in this area?

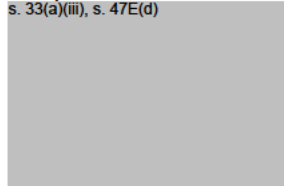
8b. Which is the next main source of information about changes or policy in this area?

- The main and next sources of information were family and friends, internet mainstream and in-language television.

- Variations by diaspora group are as follows:

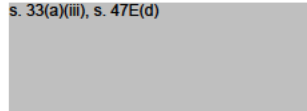
- Family and friends were number one for:

s. 33(a)(iii), s. 47E(d)



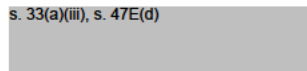
- Internet is number one for:

s. 33(a)(iii), s. 47E(d)



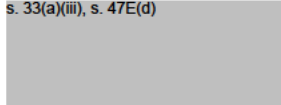
- Government websites is number one for:

s. 33(a)(iii), s. 47E(d)

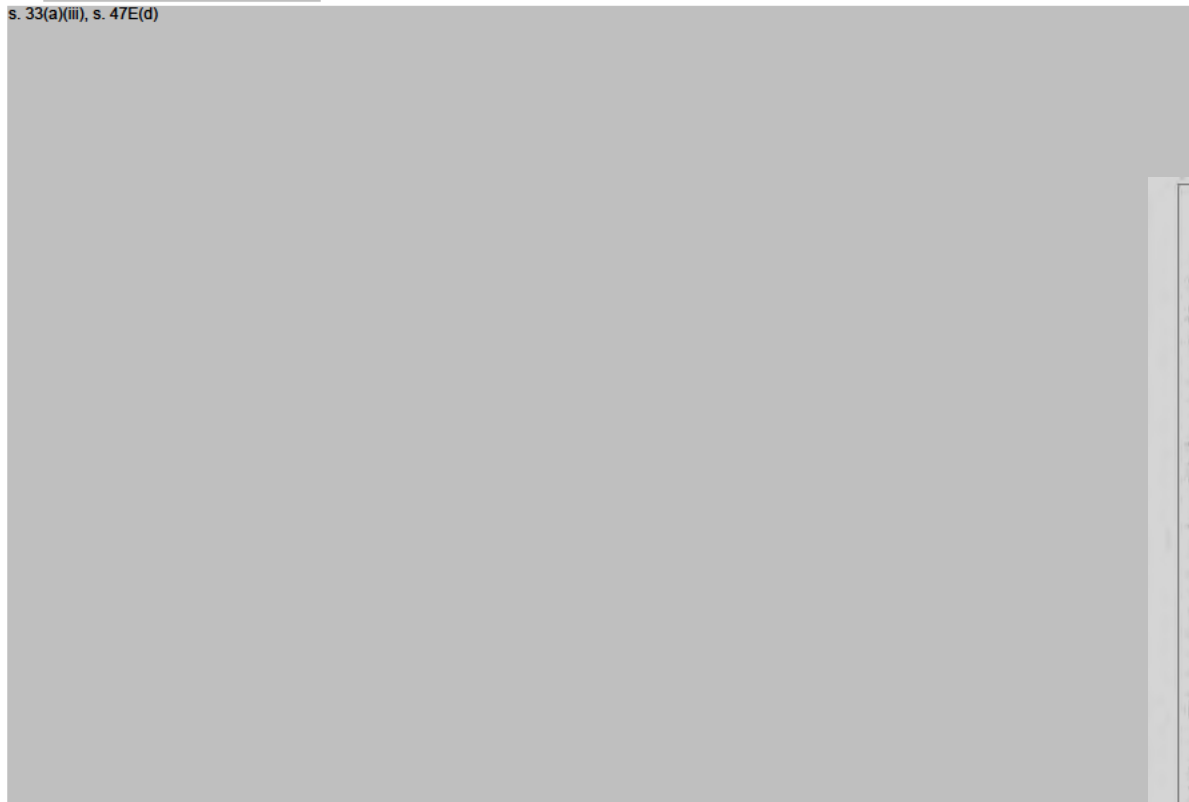


- Mainstream television is number one for:

s. 33(a)(iii), s. 47E(d)



s. 33(a)(iii), s. 47E(d)



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9a. How reliable would you say MAIN information [source] is?

- Whilst family and friends is a main source of information, nearly s. 47E(d) of users of this information source consider it unreliable and only s. 47E(d) consider it very reliable.
- The most likely media to be considered reliable is government websites.

s. 47E(d)

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10. Where do you think people overseas get their information about Australia's asylum seeker by boat policies?

- The greatest number s. 47E(d) of respondents nominated friends and family as an information source but there was a significant decrease in the number of respondents who said that this was a main information source s. 47E(d)
- The Internet s. 47E(d) was the second most mentioned information source. This is significantly fewer people who mentioned the Internet s. 47E(d)
- There was a significant decrease in the number of respondents who said that main media s. 47E(d) was a main information source s. 47E(d)
- People smugglers were mentioned as an information source by s. 47E(d)

s. 33(a)(iii), s. 47E(d)

11. How reliable would you say this information is?

- Information sources are considered reliable by most respondents with one exception –
  - s. 47E(d) of respondents say that people smugglers are not reliable as an information source and only s. 47E(d) say they are very reliable.
  - s. 47E(d) say that the Australian Government websites are considered very reliable.

s. 47E(d)

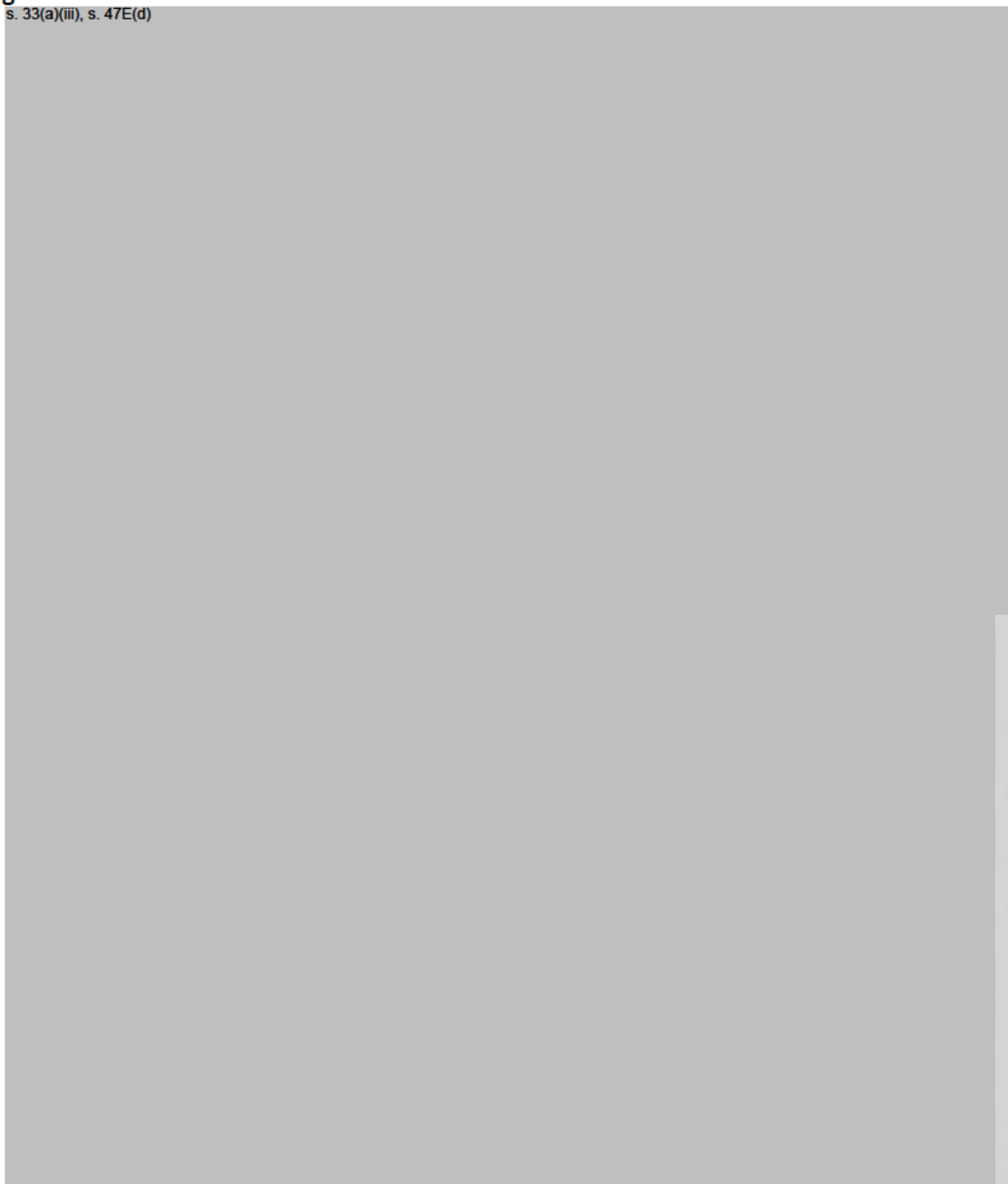
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## Awareness of Advertising

12. Have you seen any advertising recently about Australia's asylum seeker by boat policies? It doesn't matter whether the ads you saw were on TV, radio, in the newspapers, online, outdoors or anywhere else?

- Less than four in ten respondents s. 47E(d) said that they had seen or heard advertising recently about Australia's asylum seeker by boat policies.
- s. 33(a)(iii), s. 47E(d) respondents were significantly less likely to have claimed to have seen or heard the advertising.
- s. 33(a)(iii), s. 47E(d) respondents were significantly more likely to have claimed to have seen or heard the advertising.

s. 33(a)(iii), s. 47E(d)



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## Advertising Recall

13. What do you recall about the advertising that you saw or heard? For example the colour of the advertisements, images in the advertisements, or the main message of the advertisements, where to go for more information? s. 47E(d)

- More than s. 47E(d) who said they had seen or heard advertising correctly identified the ad when they described it. s. 47E(d)

s. 47E(d)

- Whilst there was a range of responses given, the most common responses mentioned in both waves were not being able to settle in Australia.

s. 47E(d)



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## Advertising Recall

14. *I am going to read you a description. Can you please tell me if you recall seeing or hearing this before today?*

*The campaign has a picture of a wooden boat in a stormy sea with a map of Australia with a line crossed through it and the words: No way – if your family and friends get on a boat without a visa they will not end up in Australia.*

*The online ads also have a picture of a boat on a stormy sea as the image gets lighter the map of Australia with the red line crossed through it is stamped over the top, followed by the words No Way, then they will not call Australia home if your family and friends get on a boat without a visa they will not end up in Australia; People smugglers are liars. Think again.*

*The radio ads feature a man speaking in-language or English telling us, 'The Australian Government has introduced **has tough border protection measures**. Any vessel seeking to illegally enter Australia will be intercepted and safely removed beyond our waters. The rules apply to everyone: families, children, unaccompanied children, educated and skilled. There are no exceptions. If your family and friends come to Australia illegally by boat there is NO WAY they will end up in Australia.'*

*Have you seen or heard this advertisement before today?*

- Nearly s. 47E(d) respondents recalled seeing or hearing the *No way* campaign when it was described to them.
- s. 33(a)(iii), s. 47E(d) respondents were significantly more likely to say they have seen or heard the campaign, once prompted.
- s. 33(a)(iii), s. 47E(d) respondents were significantly less likely to say they have seen or heard the campaign, once prompted.

s. 33(a)(iii), s. 47E(d)



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## Advertising Main Message

### 15. What was the main message in that advertisement?

s. 47E(d)

- Whilst there was a range of responses given, the most common responses mentioned not being able to settle in Australia.
- s. 47E(d) of respondents, who recalled the campaign, mentioned that the advertisement said "Do not come to Australia illegally by boat".

Recalled No  
way

s.  
47E(d)

s. 33(a)(iii), s. 47E(d)

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## Advertising Source

16. If yes to Q14, where did you see or hear this advertising? *MULTIPLE RESPONSE*

- More than s. 47E(d) respondents who recalled seeing or hearing the campaign, saw it on television.



s. 33(a)(iii), s. 47E(d)


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## Response to Advertising

17. If YES to Q14, Did you visit the Department of Immigration and Citizenship website [www.australia.gov.au/novisa](http://www.australia.gov.au/novisa) as a result of seeing any of the advertising?

- s. 47E(d) of the respondents who recalled seeing or hearing the campaign visited the [www.australia.gov.au/novisa](http://www.australia.gov.au/novisa) website as a result of seeing the campaign.

s. 33(a)(iii), s. 47E(d)



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## Information Access and Sharing

18. Have you spoken to any friends or family back home about Australia's asylum seeker by boat policy changes?  
YES

- s. 47E(d) of respondents have spoken to friends or family back home about Australia's asylum seeker by boat policy changes.
- s. 33(a)(iii), s. 47E(d) respondents were significantly more likely to have spoken to friends and family back home about Australia's asylum seeker by boat policy changes.
- Respondents, who were already aware of change s. 47E(d), played a significant role in their community s. 47E(d) and those who had lived in Australia for less than five years s. 47E(d) were significantly more likely to have spoken to friends and family back home about Australia's asylum seeker by boat policy changes.

s. 33(a)(iii), s. 47E(d)

19. What methods have you used to communicate these changes with your friends and family back home?

- The majority of respondents s. 47E(d) communicated the changes in asylum seeker by boat policy to their friends and family back home by telephone.
- Contact by social media has significantly decreased from s. 47E(d).

s. 47E(d)



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s. 47E(d)

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## Responsibility for Sharing Information

21. *How would you describe your role in providing factual information about migration policies in Australia to your community in Australia?*

- Almost s. 47E(d) respondents did not know how to describe their role.
- Nearly s. 47E(d) respondents described their role as either significant s. 47E(d) or reasonable s. 47E(d).

s. 47E(d)



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22. *How would you describe your role in providing factual information about migration policies in Australia to your community overseas?*

- There were no significant differences in the way respondents described their role in providing factual information to their community overseas.

s. 47E(d)



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s. 47E(d)



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s. 33(a)(iii), s. 47E(d)

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s. 47E(d)

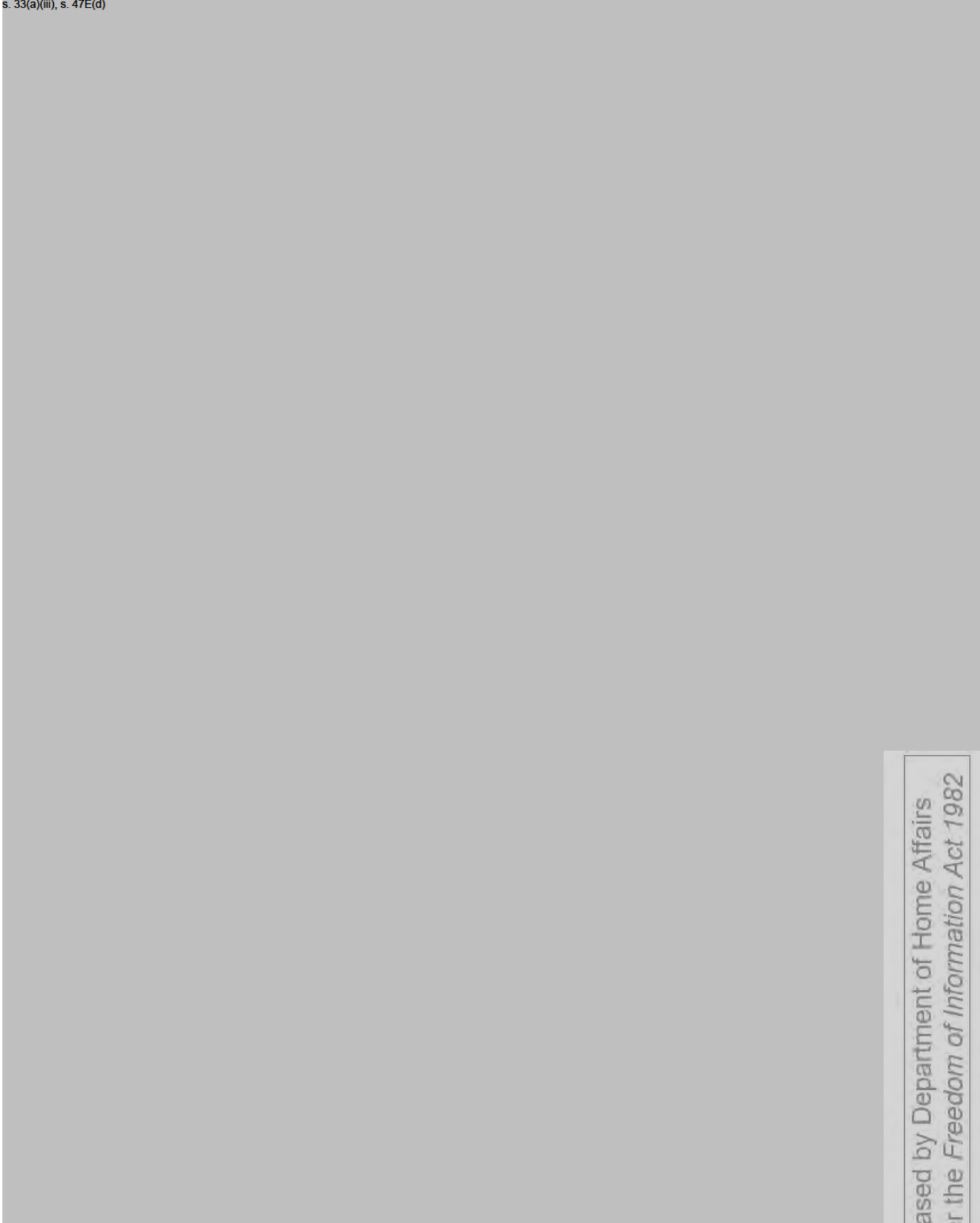


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s. 33(a)(iii), s. 47E(d)



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s. 33(a)(iii), s. 47E(d)

We would recommend continuing the campaign to improve the knowledge about specific policies and to try to increase the number of people who will try to communicate with their communities back home. We would also recommend that continued reinforcement about the key points in the policy would ensure that all the correct messages were being delivered to friends and family overseas.

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Document 2, pages 118 to 186 have been removed as exempt information under section 33(a)(iii) and 47E(d) of the Freedom of Information (FOI) Act (1982)