

**Archived:** Wednesday, 15 January 2020 3:29:05 PM

**From:**

**To:**

**Cc:**

**Subject:** RE: TPs for Sri Lanka [DLM=For-Official-Use-Only]

**Sensitivity:** Normal

**Attachments:**

s. 47E(d) TPs - May 2018 Sri Lanka s. 47E(d) creative products.docx;

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For-Official-Use-Only

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

Thanks for your work on these. As discussed, I'm happy with the products as they stand (s. 22(1)(a)(ii) we can fill you in on our conversations about this when you're back).

I've done some work on the TPs – attached.

s. 47E(d)

Cheers

s. 22(1)(a)

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

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E: s. 22(1)(a)(ii) @homeaffairs.gov.au

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**From:** s. 22(1)(a)(ii)

**Sent:** Thursday, 3 May 2018 8:16 PM

**To:** s. 22(1)(a)(ii) @HOMEAFFAIRS.GOV.AU>; s. 22(1)(a)(ii) @HOMEAFFAIRS.GOV.AU>

**Subject:** Re: TPs for Sri Lanka [DLM=For-Official-Use-Only]

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

About to board the plane, but a few quick things (any my apologies for not providing input sooner, but this is looking really good)

Horoscopes

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s. 47E(d)

- 'Sri Lankan' translates into two words, so essentially Sri Lankan means Sri Lankan person already so we can just refer to them as Sri Lankans in the first dot point

- also first dot point - should this be 'it is almost four years', or 'it has been almost four years?'

TPs

- I think these need a little bit of work, but just noticed in the intro we refer to the horoscopes being in the press. At this stage, we are just using for the s. 47E(d) yeah? Also, if we could swap out the word obviously to clearly.

s. 22(1)(a)(ii) . Great work on this.

Sorry guys, have to board. Might give you a call tomorrow and catch up!!! Been seeing all the emails, but not a lot of time to process or respond.

Thanks for all your work!

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

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**From:** s. 22(1)(a)(ii) <[s.22\(1\)\(a\)\(ii\)@HOMEAFFAIRS.GOV.AU](mailto:s.22(1)(a)(ii)@HOMEAFFAIRS.GOV.AU)>  
**Date:** Thursday, 3 May 2018 at 1:56:31 pm  
**To:** s. 22(1)(a)(ii) <[s.22\(1\)\(a\)\(ii\)@HOMEAFFAIRS.GOV.AU](mailto:s.22(1)(a)(ii)@HOMEAFFAIRS.GOV.AU)>  
**Cc:** s. 22(1)(a)(ii) <[s.22\(1\)\(a\)\(ii\)@HOMEAFFAIRS.GOV.AU](mailto:s.22(1)(a)(ii)@HOMEAFFAIRS.GOV.AU)>  
**Subject:** TPs for Sri Lanka [DLM=For-Official-Use-Only]

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

Please see attached some brief TPs about the horoscope for your review, as well as the updated creative.

s. 22(1)(a)(ii) – grateful for your thoughts too.

Once these are cleared, I will send them to T, PSI and Post.

Kind regards,

s. 22(1)(a)(ii)  
Strategic Communication Officer  
Joint Agency Task Force | Operation Sovereign Borders  
Communication and Engagement Branch | Executive Division  
Department of Home Affairs  
Telephone: 02 s. 22(1)(a)(ii)

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Email: s. 22(1)(a)(ii) [@homeaffairs.gov.au](mailto: @homeaffairs.gov.au)

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## TALKING POINTS

<b>Subject</b>	Anti-people smuggling communication campaign creative products s. 47E(d) May 2018)
<b>Date</b>	1 May 2018
	Agency

### ISSUE

s. 47E(d)

*These talking points have been prepared to support responses to any media enquiries that arise regarding these products.*

### TALKING POINTS

- Australia's anti-people smuggling communication campaign utilises a range of creative products and communication mediums to reach culturally and linguistically diverse target audiences.
- Creative and engaging communication products are more likely to capture the attention of our audience, and achieve the objective of informing people about the dangers and consequences of attempting illegal migration to Australia by boat.
- The creative products currently being used in Sri Lanka employ light-hearted and humorous concepts to effectively convey serious and important messages about people smuggling and illegal migration by boat.

s. 47E(d)

**Archived:** Wednesday, 15 January 2020 3:29:07 PM

**From:**

**To:**

**Cc:**

**Subject:** RE: s. 47F(1) .lk sent you files via WeTransfer - Material deck for the hot spot activation [DLM=For-Official-Use-Only]

**Sensitivity:** Normal

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

Great work. s. 22(1)(a)(ii) have really brought their A game s. 47E(d).

### Horoscope

- I've marked up a number of changes to the horoscope drafts for consideration.
- While I'm happy to keep the main 'you will be turned back' arrow graphic, in the text of the horoscopes, I'd prefer to use 'returned' / 'stopped and returned' s. 47E(d) ' to reflect what actually happens with Sri Lankan boats (for the sake of accuracy [more defensible] and credibility).
- Several of the predictions are focused on financial consequences, which is good, but I'd like to include one about not trusting people smugglers. Maybe 'You will be exploited by a criminal': 'If you unwisely trust someone who offers you illegal travel by boat, they will cheat you and steal your money'.

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

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

Cheers

s. 22(1)(a)

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

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**From:** s. 22(1)(a)(ii)  
**Sent:** Friday, 27 April 2018 10:39 AM  
**To:** s. 22(1)(a)(ii) @HOMEAFFAIRS.GOV.AU>  
**Cc:** s. 22(1)(a)(ii) @HOMEAFFAIRS.GOV.AU>  
**Subject:** FW: s. 47F(1) Ik sent you files via WeTransfer - Material deck for the hot spot activation [DLM=For-Official-Use-Only]

For-Official-Use-Only

Hi s. 22(1)(a)(i)

s. 22(1)(a)(ii) sent through the materials for the hot spot activation.

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

I've also attached the reworked horoscope for your review.

Happy to discuss any time.

Kind regards,

s. 22(1)(a)(ii)  
Strategic Communication Officer  
Joint Agency Task Force | Operation Sovereign Borders  
Communication and Engagement Branch | Executive Division  
Department of Home Affairs  
Telephone: 02 s. 22(1)(a)(ii)  
Email: s. 22(1)(a)(ii) @homeaffairs.gov.au

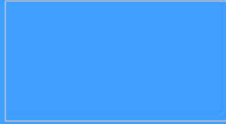
For-Official-Use-Only

**From:** s. 47F(1) .lk>  
**Sent:** Thursday, 26 April 2018 7:58 PM  
**To:** s. 22(1)(a)(ii) @HOMEAFFAIRS.GOV.AU>; s. 22(1)(a)(ii) @HOMEAFFAIRS.GOV.AU>  
**Cc:** s. 47F(1) .lk>  
**Subject:** Fwd: s. 47F(1) .lk sent you files via WeTransfer - Material deck for the hot spot activation

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

Please find the link to download the material deck for the hot spot activation.  
Appreciate your approval/feedback.

Regards



s. 47F(1)

se

es

1 file, 14.5 MB in total • E Will be deleted on 3 May, 2018

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

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

1 file

Material for Hot Spot- May. 26 April pptx.pptx

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s. 47F(1)  
Managing Director

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

Colombo 6 Sri Lanka  
t 94 (0)s. 47F(1)  
m 94 (0)s. 47F(1)  
s. 22(1)(a) [srilanka.com](http://srilanka.com)



**Archived:** Wednesday, 15 January 2020 3:29:09 PM

**From:**

**To:**

**Cc:**

**Subject:** RE: May s. 47E(d) - Feedback and s. 33(a)(iii) approval [DLM=For-Official-Use-Only]

**Sensitivity:** Normal

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

Yes please s. 47E(d)

Thanks

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

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E s. 22(1)(a)(ii) @homeaffairs.gov.au

---

**From:** s. 22(1)(a)(ii)

**Sent:** Monday, 21 May 2018 9:30 PM

**To:** s. 22(1)(a)(ii) @HOMEAFFAIRS.GOV.AU>

**Cc:** s. 22(1)(a)(ii) @HOMEAFFAIRS.GOV.AU>

**Subject:** Re: May s. 47E(d) - Feedback and s. 33(a)(iii) approval [DLM=For-Official-Use-Only]

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I would have to check with s. 22(1)(a)(ii).

However generally speaking, in Sri Lanka there is good sharing of information and consultation within the AHC. Previously this has included DHOM and HOM. I have no reason to believe this would have changed, but happy to confirm with s. 22(1)(a)(ii) required.

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

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**From:** s. 22(1)(a)(ii) @HOMEAFFAIRS.GOV.AU>

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**Date:** Monday, 21 May 2018 at 5:28:20 pm

**To:** s. 22(1)(a)(ii) <[REDACTED]@HOMEAFFAIRS.GOV.AU>

**Cc:** s. 22(1)(a)(ii) <[REDACTED]@HOMEAFFAIRS.GOV.AU>

**Subject:** Re: May s. 47E(d) - Feedback and s. 33(a)(iii) approval [DLM=For-Official-Use-Only]

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Thanks s. 22(1)(a)(ii) that's great.

Can you advise who at Post Colombo s. 22(1)(a)(ii) consulted? Did he consult DFAT stakeholders?

Cheers

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

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

Director Strategic Communication

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Communication and Engagement Branch | Executive Division

Department of Home Affairs

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E: s. 22(1)(a)(ii) <[REDACTED]@homeaffairs.gov.au>

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**From:** s. 22(1)(a)(ii) <[REDACTED]@HOMEAFFAIRS.GOV.AU>

**Date:** Monday, 21 May 2018 at 5:20:40 pm

**To:** s. 22(1)(a)(ii) <[REDACTED]@HOMEAFFAIRS.GOV.AU>

**Cc:** s. 22(1)(a)(ii) <[REDACTED]@HOMEAFFAIRS.GOV.AU>

**Subject:** FW: May s. 47E(d) - Feedback and s. 33(a)(iii) approval [DLM=For-Official-Use-Only]

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

FYI – s. 47E(d) activity scheduled in SL for May has received s. 33(a)(iii) approval. We're good to go!

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

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

Strategic Communications | JATF OSB

P: 02 s. 22(1)(a)(ii) | M: s. 22(1)(a)(ii)

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**From:** s. 22(1)(a)(ii) <[REDACTED]@dfat.gov.au>

**Sent:** Monday, 21 May 2018 4:32 PM

To: s. 47F(1) .lk>  
Cc: S. 22(1)(a)(ii) @HOMEAFFAIRS.GOV.AU>; s. 22(1)(a)(ii) @dfat.gov.au>; s. 22(1)(a)(ii) (DFAT) s. 22(1)(a)(ii) @DFAT.GOV.AU>; s. 22(1)(a)(ii) @HOMEAFFAIRS.GOV.AU>; s. 47F(1) .lk  
Subject: RE: May s. 47E(d) - Feedback and s. 33(a)(iii) approval [DLM=For-Official-Use-Only]

For-Official-Use-Only

Hi All,

s. 33(a)(iii) approval received. See attached

s.

Thanks

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

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From: s. 47F(1) .lk>

Sent: Thursday, 10 May 2018 8:38 AM

To: s. 22(1)(a)(ii) @dfat.gov.au>

Cc: s. 22(1)(a)(ii) @HOMEAFFAIRS.GOV.AU>; s. 22(1)(a)(ii) @dfat.gov.au>; s. 22(1)(a)(ii) s. 22(1)(a)(ii) @dfat.gov.au>; s. 22(1)(a)(ii) @HOMEAFFAIRS.GOV.AU>; s. 47F(1) .lk

Subject: RE: May s. 47E(d) - Feedback and s. 33(a)(iii) approval [DLM=For-Official-Use-Only]

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

Hope you are doing great....its been a while! ☺

Here I have attached the Sinhala versions of the print material we will be using in the upcoming Hot Spot activation. Have attached the English versions also for you to refer.

Will share the Tamil versions once its completed.

The items attached:

1. Horoscope Eng. Leaflet visual & the Sinhala script of it on pdf (once the copy is cleared will lay it out on the visual)
2. s. 22(1)(a)(ii)

In the meantime would appreciate if you could approve the attached at your earliest.

Thanks in advance.

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

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

From: s. 22(1)(a)(ii) <[REDACTED]@HOMEAFFAIRS.GOV.AU>  
Sent: Wednesday, 9 May, 2018 4:20 AM  
To: s. 47F(1) [REDACTED]  
Cc: s. 22(1)(a)(ii) (DFAT); s. 22(1)(a)(ii) (DFAT); s. 22(1)(a)(ii) (DFAT); s. 22(1)(a)(ii) (DFAT)  
Subject: RE: May s. 47E(d) [REDACTED] - Feedback and s. 33(a)(iii) [REDACTED] approval [DLM=For-Official-Use-Only]

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Hi s. 47F(1) [REDACTED]

s. 22(1)(a)(ii) [REDACTED] <[REDACTED]@dfat.gov.au> will arrange s. 33(a)(iii) [REDACTED] approvals, and clearance of translated materials. I believe you have dealt with her previously. I have provided Post with the latest route plan – attached for reference.

Please also copy in myself, s. 22(1)(a)(ii) [REDACTED] (cc'd into this email) when liaising with s. 22(1)(a)(ii) [REDACTED] in relation to approvals and materials, so we all remain in the loop.

Many thanks,

s. 22(1)(a)(ii) [REDACTED]

s. 22(1)(a)(ii) [REDACTED]

Strategic Communications | JATF OSB

P: 02 s. 22(1)(a)(ii) [REDACTED] | M: s. 22(1)(a)(ii) [REDACTED]

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From: s. 22(1)(a)(ii) [REDACTED] <[REDACTED]@dfat.gov.au>  
Sent: Tuesday, 8 May 2018 9:10 PM  
To: s. 22(1)(a)(ii) [REDACTED] <[REDACTED]@HOMEAFFAIRS.GOV.AU>  
Cc: s. 22(1)(a)(ii) [REDACTED] <[REDACTED]@HOMEAFFAIRS.GOV.AU>; s. 22(1)(a)(ii) [REDACTED] <[REDACTED]@dfat.gov.au>; s. 22(1)(a)(ii) [REDACTED] <[REDACTED]@dfat.gov.au>  
(DFAT) <s. 22(1)(a)(ii) [REDACTED]@dfat.gov.au>  
Subject: RE: May s. 47E(d) [REDACTED] - Feedback and s. 33(a)(iii) [REDACTED] approval [DLM=For-Official-Use-Only]

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

Have sought views if any on the promotional material – don't expect any.

s. 22(1)(a)(ii) will get onto s. 33(a)(iii) approvals and materials can be sent to her and please cc myself and s. 22(1)(a)(ii) when sending these.

Cheers,

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

Superintendent s. 22(1)(a)(ii)  
Counsellor (Immigration and Border Protection)  
Department of Home Affairs  
Australian High Commission, Colombo  
21 Srimath R G Senanayake Mawatha (formerly Gregory's Road)  
Colombo 7 Sri Lanka  
[www.homeaffairs.gov.au](http://www.homeaffairs.gov.au) | [www.srilanka.embassy.gov.au](http://www.srilanka.embassy.gov.au)

---

From: s. 22(1)(a)(ii) @HOMEAFFAIRS.GOV.AU>  
Sent: Tuesday, 8 May 2018 5:18 AM  
To: s. 22(1)(a)(ii) @dfat.gov.au>  
Cc: s. 22(1)(a)(ii) HOMEAFFAIRS.GOV.AU>; s. 22(1)(a)(ii) @dfat.gov.au>  
Subject: May s. 47E(d) - Feedback and s. 33(a)(iii) approval [DLM=For-Official-Use-Only]  
Importance: High

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

Hope you're well. Our next s. 47E(d) has now been locked in for 30 May to 26 June 2018.

I've attached the following for your awareness and action please:

- Overview s. 47E(d), including proposed promotional materials s. 22(1)(a)(ii) – FOR FINAL REVIEW
- Final route map – FOR s. 33(a)(iii) APPROVAL

Can you please review and provide any feedback on the promotion materials as soon as possible. These have been cleared by JATF Executive, with the concept cleared by Post a few weeks ago. Hopefully there aren't any issues from your perspective, however please raise them if so as we still have time to make changes.

We would appreciate if you could also please facilitate the approval of the route map through s. 33(a)(iii). To ensure the s. 47E(d) can commence on 30 May, we will please require s. 33(a)(iii) approval as soon as possible. s. 22(1)(a)(ii) will also be sending through the final products for translation approvals, as per usual process. Can you please confirm who these materials need to be sent to? Previously s. 22(1)(a)(ii) sent them directly to s. 22(1)(a)(ii).

Apologies for the short turnaround. If there any issues, please let us know. Happy to give you a call if that's easier.

Many thanks,

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

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

Assistant Director Strategic Communication

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*Please note: I am not in the office on Friday.*

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