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:

Defensive TPs - May 2018 Sri Lanka s. 47(1)(b) creative products.docx.

### For-Official-Use-Only

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

Thanks for your work on these. As discussed, I'm happy with the products as they stand (5. 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.



## Cheers

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

Director Strategic Communication WHOMEAFFAIRS.GOV.AU>

Lanka [DLM=For-Official-Use-Only]

For Official Use Only

About to board the plane, but a few quick things (any my apologies for not providing input sooner, but this is looking regular to be become a sooner. The plane of the plane Joint Agency Task Force | Operation Sovereign Borders

- '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. 47(1)(b) 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)

Sent by Email+

For Official Use Only

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

**Date:** Thursday, 3 May 2018 at 1:56:31 pm

To: (a)(ii) (a)HOMEAFFAIRS.GOV.AU

Cc: 1<sup>s. 22(1)(a)(ii)</sup> @HOMEAFFAIRS.GOV.AU>

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

For-Official-Use-Only

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

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

s. 22(1)(a) – 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 5.22(1)(a)(ii)

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

Document 1

For-Official-Use-Only



## TALKING POINTS

Subject	Anti-people smuggling	communication campaign creative products  May 2018)
Date	1 May 2018	
	Agency	

### **ISSUE**



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.

  Feedback from our service provider indicates that these products have been well received by audiences and have generated high levels of engagement with campaign messages. concepts to effectively convey serious and important messages about people smuggling and

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

From: To: Cc:

Subject: RE: S. 47F, S. 47G(1)(a) sent you files via WeTransfer - Material deck for the hot spot activation [DLM=For-Official-

Use-Only]

Sensitivity: Normal

### For-Official-Use-Only

H<sup>s. 22(1)(a)(ii)</sup>

Great work. 5.47G(1)(a) have really brought their A game S.47(1)(b)

### **Horoscope**

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

- 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'.

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

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

Director Strategic Communication
Joint Agency Task Force | Operation Sovereign Borders
Communication and Engagement Branch | Executive Division
Department of Home Affairs

P: +612 s. 22(1)(a)(ii) | M: +61 (s. 22(1)(a)(ii)

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

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

Sent: Friday, 27 April 2018 10:39 AM

@HOMEAFFAIRS.GOV.AU> Cc: 5. ZZ(1)(a)(II) @HOMEAFFAIRS.GOV.AU>

**Subject:** FW: S. 47F, S. 47G(1)(a) sent you files via WeTransfer - Material deck for the hot spot activation [DLM=For-Official-Use-

Only]

### For-Official-Use-Only

Hi

has sent through the materials for the hot spot activation.



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)

Cc: s. 47F(1)

**Subject:** Fwd: S. 47F, S. 47G(1)(a) sent you files via WeTransfer - Material deck for the hot spot activation

His. 22(1)(a)(ii)

Please find the link to download the material deck for the hot spot activation.

Appreciate your approval/feedback.

Regards

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s. 47F, s. 47G(1)(a)

# sent you some files

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

Get your files

### Download link

https://wetransfer.com/downloads/7aa279403d2f7f35ab01db14bdbcfe 9920180426095124/79abab6624dfa3c291636dffbbc9763a20180426 095124/cdb44b

### 1 file

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

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s. 47F(1) Managing Director

s. 47G(1)(a)

Colombo 6 Sri lanka t 94 (0) s. 47F(1) m 94 (0) s. 47F(1) s. 47G(1)(a)

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

Date: Monday, 21 May 2018 at 5:28:20 pm @HOMEAFFAIRS.GOV.AU> s. 22(1)(a)(ii) @HOMEAFFAIRS.GOV.AU> - Feedback and s. 33(a)(iii) approval [DLM=For-Official-Use-Only] **Subject:** Re: May s. 47(1)(b) For Official Use Only 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) Director Strategic Communication Joint Agency Task Force | Operation Sovereign Borders Communication and Engagement Branch | Executive Division Department of Home Affairs P: +612 s. 22(1)(a)(ii) | M: +61  $^{s. 22(1)(a)(ii)}$ E: s. 22(1)(a)(ii) @homeaffairs.gov.au

For Official Use Only

@HOMEAFFAIRS.GOV.AU>

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

To:

Cc:

MOMEAFFAIRS.GOV.AU>

@HOMEAFFAIRS.GOV.AU>

@HOMEAFFAIRS.GOV.AU>

Subject: FW: May

- Feedback and s. 33(a)(iii) approval [DLM=For-Official-Use-Only]

For-Official-Use-Only

Hi s. 22(1)(a)

From:

FYI – s. 47(1)(b) 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)

For-Official-Use-Only

For-Official-Use-Only

From: S. 22(1)(a)(ii) <u>@dfat.gov.au</u>>

Sent: Monday, 21 May 2018 4:32 PM

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)
- 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)

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

Sent: Wednesday, 9 May, 2018 4:20 AM

To:s. 47F(1)

Cc: s. 22(1)(a)(II) (DFAT);s. 22(1)(a)(ii) (DFAT);s. 22(1)(a)(ii)

Subject: RE: May s. 47(1)(b) - Feedback and 5. 33(a)(iii) approval [DLM=For-Official-Use-Only]

### For-Official-Use-Only

Hi s. 47F(1)

@dfat.gov.au) will arrange sale approvals, and clearance of translated materials. I believe s. 22(1)(a)(ii) 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) (cc'd into this email) when liaising with s. 22(1)(a)(ii) in relation to approvals and materials, so we all remain in the loop.

Many thanks, 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)

### For-Official-Use-Only

From: S. 22(1)(a)(ii) @dfat.gov.au>

Sent: Tuesday, 8 May 2018 9:10 PM

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

Cc: S. 22(1)(a)(ii) @H (DFAT) <<sup>s. 22(1)(a)(ii)</sup> @dfat.gov.au> @HOMEAFFAIRS.GOV.AU>; S. 22(1)(a)(ii)

@dfat.gov.au>; s.

Subject: RE: May s. 47(1)(b) - Feedback and s approval [DLM=For-Official-Use-Only] Released by the Department of Home Affairs under the Freedom of Information Act 1982

Assistant Director Strategic Communication

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Joint Agency Task Force | Operation Sovereign Borders Communication and Engagement Branch | Executive Division Department of Home Affairs

P: +612<sup>s. 22(1)(a)(ii)</sup> M: +61<sup>s. 22(1)(a)(ii)</sup> E: s. 22(1)(a)(ii) <u>@homeaffairs.gov.au</u>

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

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# "You will be Turned Back"

s. 47(1)(b)

# **CREATIVE PROPOSAL**

s. 47G(1)(a)

16 March 2018

# Background

П

s. 47(1)(b)

 Thus, the need to refresh the creative in order to keep the campaign from becoming stale, while still maintaining its strong message.

s. 47(1)(b)

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# Our understanding of Requirement

s. 47(1)(b)

- Should have the ability to resonate at a 'universal' level with the ability to localize it where relevant.

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# **Universal Consumer insights**



# Our learnings over the years - Universal

- S. 47(1)(b)

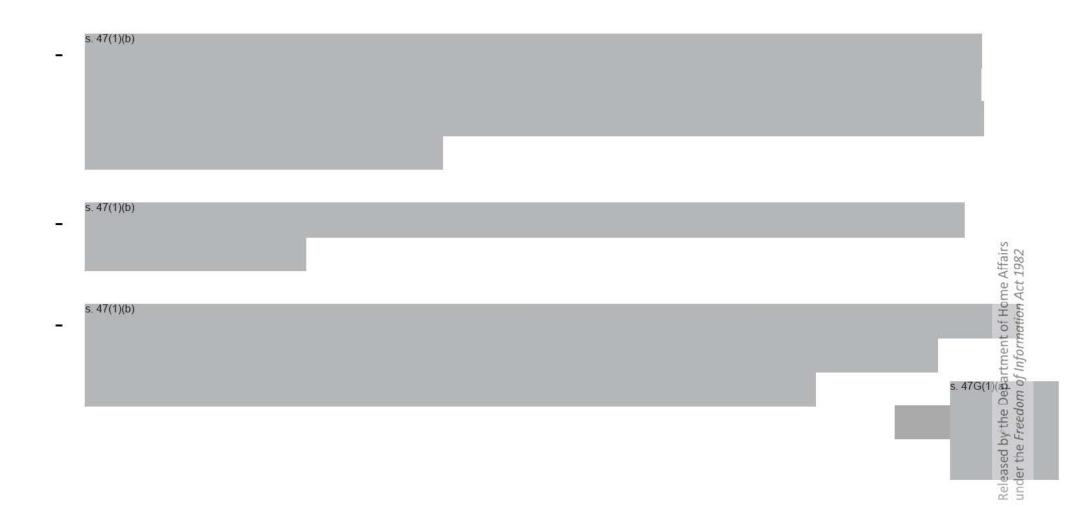
- Universal platforms that can be localized to suit the quirks, nuances and relevance of the local market works best.

rinder the Freedon of Informatio

# Our learnings during the last year — Sri Lanka



# Creative Proposal - Recommendation



# Creative – Campaign Idea 1

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s. 47(1)(b)
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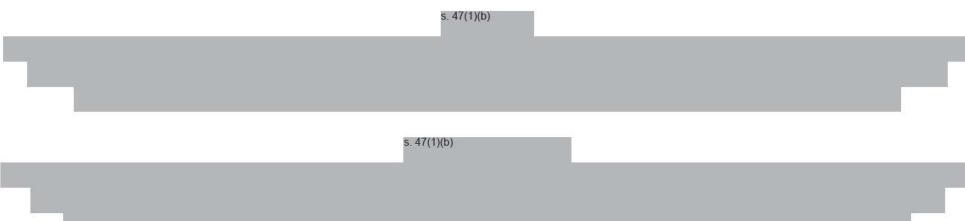
# Creative – Campaign Idea 1 – Messaging

s. 47(1)(b)
s. 47(1)(b)

# The messages cover:

- False promises of the people smugglers
- Losing your money and home
- Losing you family
- Risking your life





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### Points to note:



# Creative – Campaign Idea 2

s. 47(1)(b)

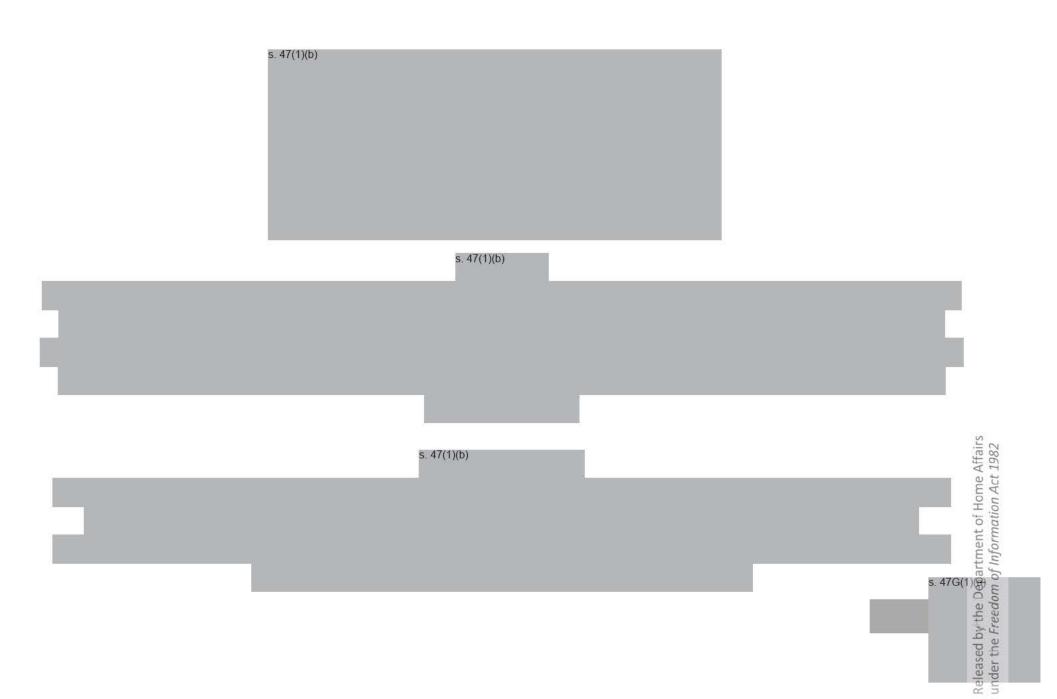
## Creative – Campaign Idea 2 – Messaging

The messages cover the following areas

s. 4/(1)(b

- False promises of the people smugglers
- Losing your money and home
- Losing you family
- Risking your life

Slogans, quotes, phrases etc. are used universally to get across messages in a memorable way. We tap into this insight which can be adapted across markets, making it entertaining, memorable and even culturally relevant. The messaging will be remembered and we believe it will have a better connect/ impact than just a statement type message.









s. 22(1)(a)(ii) Document 4 Released by the Department of Home Affairs under the Freedom of Information Act 1982

Released by the Department of Home Affairs under the Freedom of Information Act 1982 s. 22(1)(a)(ii) s. 47G(1)(a)

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#### Leaflet

ldea:

The Zodiac is a universally recognized and faithfully followed concept. s. 47(1)(b)

What ever their sign, they will be sent back if they travel to Australia illegally by boat.

s. 47(1)(b)

#### Leaflet

### **Your Star Sign** Aquarius Your lands will be lost **Pisces** Your life will be Capricorn Domestic issues Scorpio You will be shunned You will lose your jawels and gold by society Cancer Libra Gemini You will knowingly Your wealth will be You will be a debtor Taurus Sagittarius Leo ou will be shunned You will eat You will forfeit Whatever your star sign - whatever your goal Sail illegally to Aussie - back you'll go YOU WILL BE TURNED BACK A massage from australia





#### **Zodiac Media Innovation**

Every newspaper carries the zodiac with daily fortunes told, and it is common for an entire page to be dedicated to this purpose.

In this execution we plan to use this common occurrence to our advantage by framing the page with our message-"Whatever your star sign Whatever your goal Sail illegally to Ausi Back you'll go!"



s. 22(1)(a)(ii) Document 4 Released by the Department of Home Affairs under the Freedom of Information Act 1982

### Points to note:



## Independent leaflets

s. 47(1)(b)

s. 47G(1)(a)

#### The Zodiac Leaflet

The Zodiac is a universally recognized and faithfully followed concept. Leveraging the superstitious nature of the audience we will tell them that their stars won't be aligned if they travel to Australia illegally by boat.

What ever their sign, they will be sent back if they travel to Australia illegally by boat.



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s. 47G(1)(a)

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## Summary

s. 47(1)(b)

s. 47G(1)(a), s. 47F

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# "Hot Spot Activation"

Report 1

#### **Department of Home Affairs**

4th to 10th June 2018

s. 47G(1)(a)

#### **Overall Objectives**

 Re-iterate that attempting to go to Australia illegally by boat is a futile effort



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#### **Material Disseminated**

Leaflets - S & T





Document 5



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Document 5

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## **Key Learnings/Observations**



# Thank you

#### "Hot Spot Activation"

s. 47G(1)(a)

5. TI U(1)(U)

Report 4 (Final)

**Department of Home Affairs** 

23<sup>rd</sup> to 29<sup>th</sup> June 2018



#### **Overall Objectives**

 Re-iterate that attempting to go to Australia illegally by boat is a futile effort



#### **Material Disseminated**

Leaflets - S & T





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Document 6



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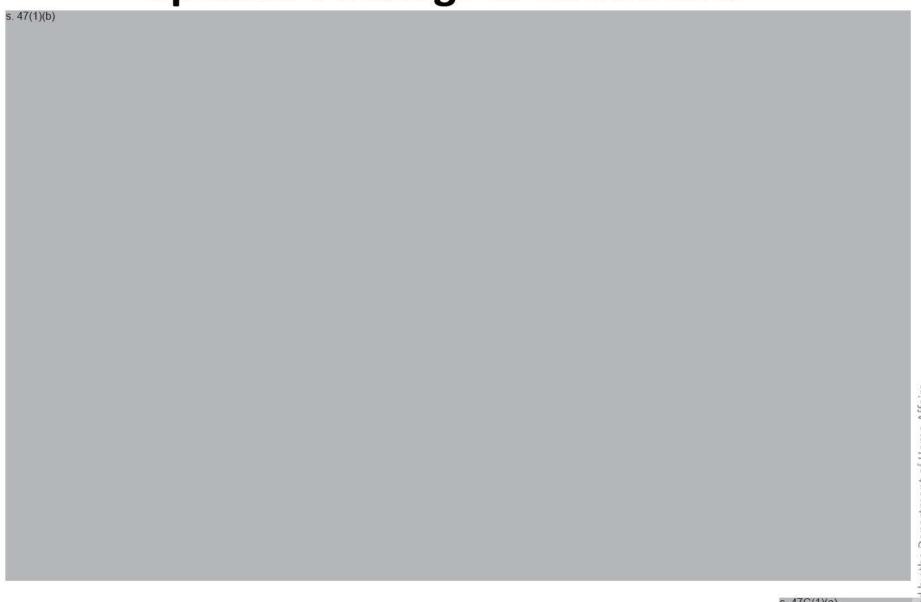
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## **Key Learnings/Observations**



# Thank you

#### "Hot Spot Activation"

Report 2

**Department of Home Affairs** 

11th to 16th June 2018

s. 47G(1)(a)

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#### **Overall Objectives**

 Re-iterate that attempting to go to Australia illegally by boat is a futile effort



#### **Material Disseminated**

Leaflets - S & T





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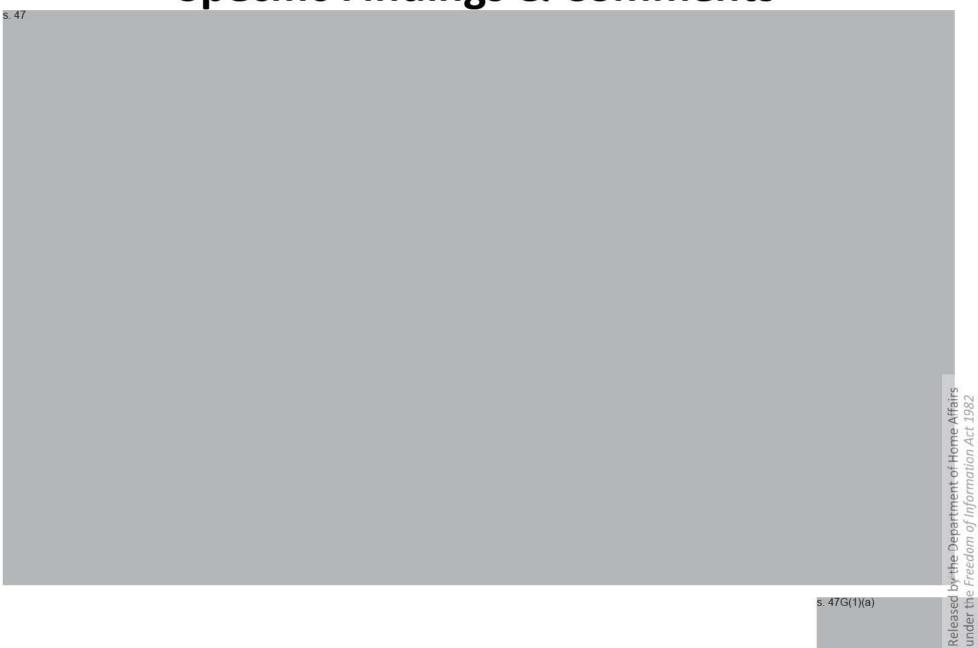
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## **Key Learnings/Observations**



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s. 47 Document 7 Released by the Department of Home Affairs under the Freedom of Information Act 1982

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Document 7

# Thank you

#### "Hot Spot Activation"

Report 3

**Department of Home Affairs** 

17th to 22nd June 2018

s. 47G(1)(a)

s. 47G(1)(a)

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#### **Overall Objectives**

 Re-iterate that attempting to go to Australia illegally by boat is a futile effort

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s. 47(1)(b)
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#### **Material Disseminated**

Leaflets - S & T





Document 8

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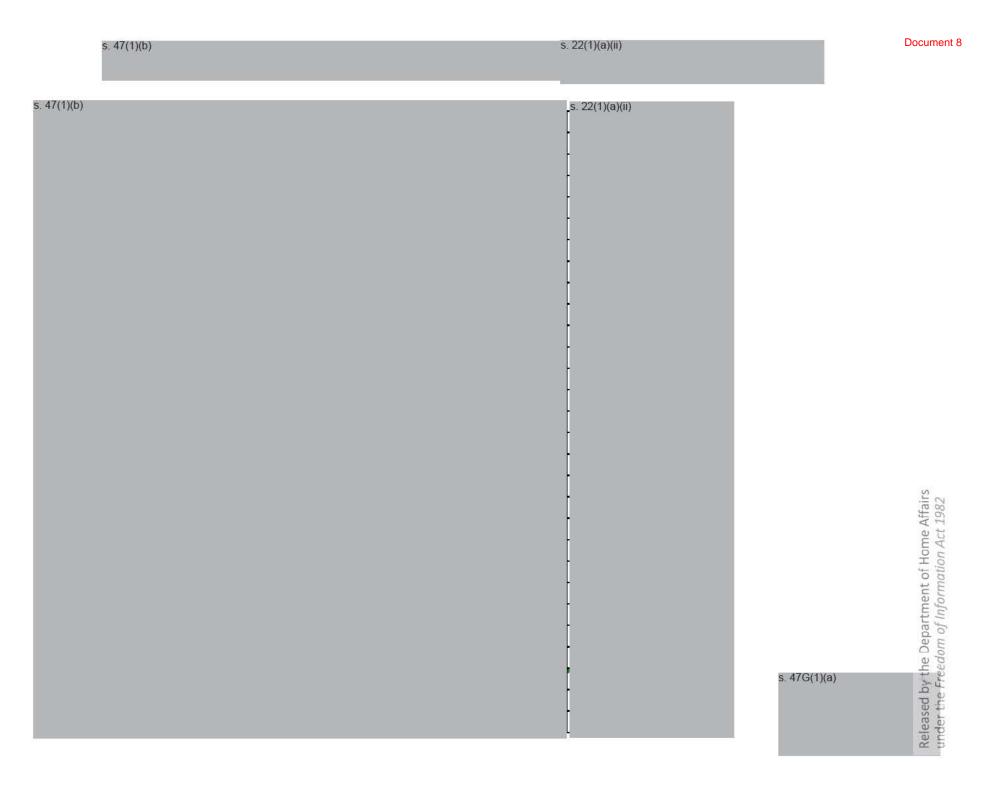
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## **Key Learnings/Observations**



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# Thank you