

s47F

From: s47F
Sent: Friday, 31 May 2013 2:16 PM
To: s47F
Subject: ACTION: Storyboard Phase 3 [DLM=For-Official-Use-Only]
Attachments: Storyboard Phase 3.pdf; ATT3028014.htm

s47F

I've spoken with s47F and also showed s47F the storyboard. s47C

s47C

s47C

If you're happy with this suggestion, I will go back to s47F with these and the other changes as already discussed. Once the updated creative comes through I will get s47F to clear through Defence s47F

Thanks

s47F

s47F

Strategic Communication | Counter People Smuggling Task Force
 Australian Customs and Border Protection

s47F

s47F

s47F

Sent: Friday, 31 May 2013 12:52 AM

s47F

s47F

Subject: Storyboard Phase 3

s47F

Ok great 10am on 13 June it is.

Please find attached Phase 3 of the storyboard - boat interception, initial processing and then preparation for transfer to offshore processing. Grateful for your comments and approval. Printing and binding will take about a week and then distribution will take about 2 weeks. As per the contract, all of the outputs are timed to be completed by the contract completion date at the end of June.



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FOI Document

s47F

From: s47F
Sent: Monday, 3 June 2013 12:47 PM
To: s47F
Cc: s47F
Subject: APPROVAL REQUIRED: Storyboard Phase 3 [DLM=For-Official-Use-Only]
Attachments: Storyboard Phase 3.pdf

s47F

Thank you for speaking with me about the storyboard campaign being produced to target rural and illiterate audiences in Afghanistan. s22(1)(a)(ii)

The 16 page storyboard campaign consists of four phases depicting the journey of a PII from Afghanistan travelling by boat to Australia.

Phase 3 of the storyboard (attached) depicts a boat interception, initial processing and then preparation for transfer to offshore processing. This is the only phase that includes imagery showing Australian Naval officers – frames 4 through 9.

Could you please review the attached and provide clearance to proceed?

We are running on very tight timeframes for this part of the campaign and would appreciate feedback/approval as soon as possible to allow adequate time for edits, printing and distribution in country. If you could please provide approval by tomorrow (4 June) it would be greatly appreciated.

If you have any questions, please do not hesitate to contact me.

Regards

s47

s47F

s47F Strategic Communication | Counter People Smuggling Task Force
 Australian Customs and Border Protection

s47F

s47F

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s47F

From: s47F
Sent: Wednesday, 27 March 2013 3:26 PM
To: s47F
Cc: s47F
Subject: Campaign Messaging
Attachments: for ACBPS_ Public Information Campaign Messaging_27 March.pdf;
 AI I1014252.htm

s47F

Great to see you again on Monday and thanks for the very useful discussion.

s22(1)(a)(ii)

s22(1)(a)(ii)

s47C

A few questions/comments from here:

- s22(1)(a)(ii)
- Production timeframes for outputs range from 2 to 5 weeks (with the Storyboard campaign taking 5 weeks). Given the output end point of 28 June, we really need to finalise messaging soon to begin production, ideally by the end of next week. Approval of the Storyboard messaging is the most pressing given the long lead time needed to design and illustrate 20 pages.

I look forward to discussing the campaign further on Wed 3rd April. Shall we aim for 11:30am again?

Have a great Easter break!

s47E(d), s47G(1)(a)

Public Information Campaign

You think you know where you are going? Think again!**s22(1)(a)(ii)**

s22(1)(a)(ii)

s47E(d), s47G(1)(a)

s47C

s47E(d), s47G(1)(a)

s47C

Objectives

This campaign has three key objectives:

1. Ensure s47E(d) PII internalise the policy reality that s47E(d) arriving to Australia by boat can be sent offshore for processing – including men, women and children.
2. Increase awareness of the consequences of being sent offshore for the individual, their family and the community – especially financial consequences.
3. Increase PII uncertainty of reaching Australia by boat, and subsequently, source community consideration of remaining at home, or attempting alternative destinations.

Think Again

Many s 47E(d) in the campaign target audience are illiterate and living in rural areas. Moreover, misunderstandings of policy announcements and false rumours are extremely common. For these reasons, the messages contained in this campaign are designed to be simple, clear and easy to relate to. s 22(1)(a)(ii)

b47E(8), b47G(1)(2), b47G

Public Information Campaign

You think you know where you are going? Think again!

s22(1)(a)(ii)

b47E(8), b47G(1)(2), b47G s47C

s22(1)(a)(ii)

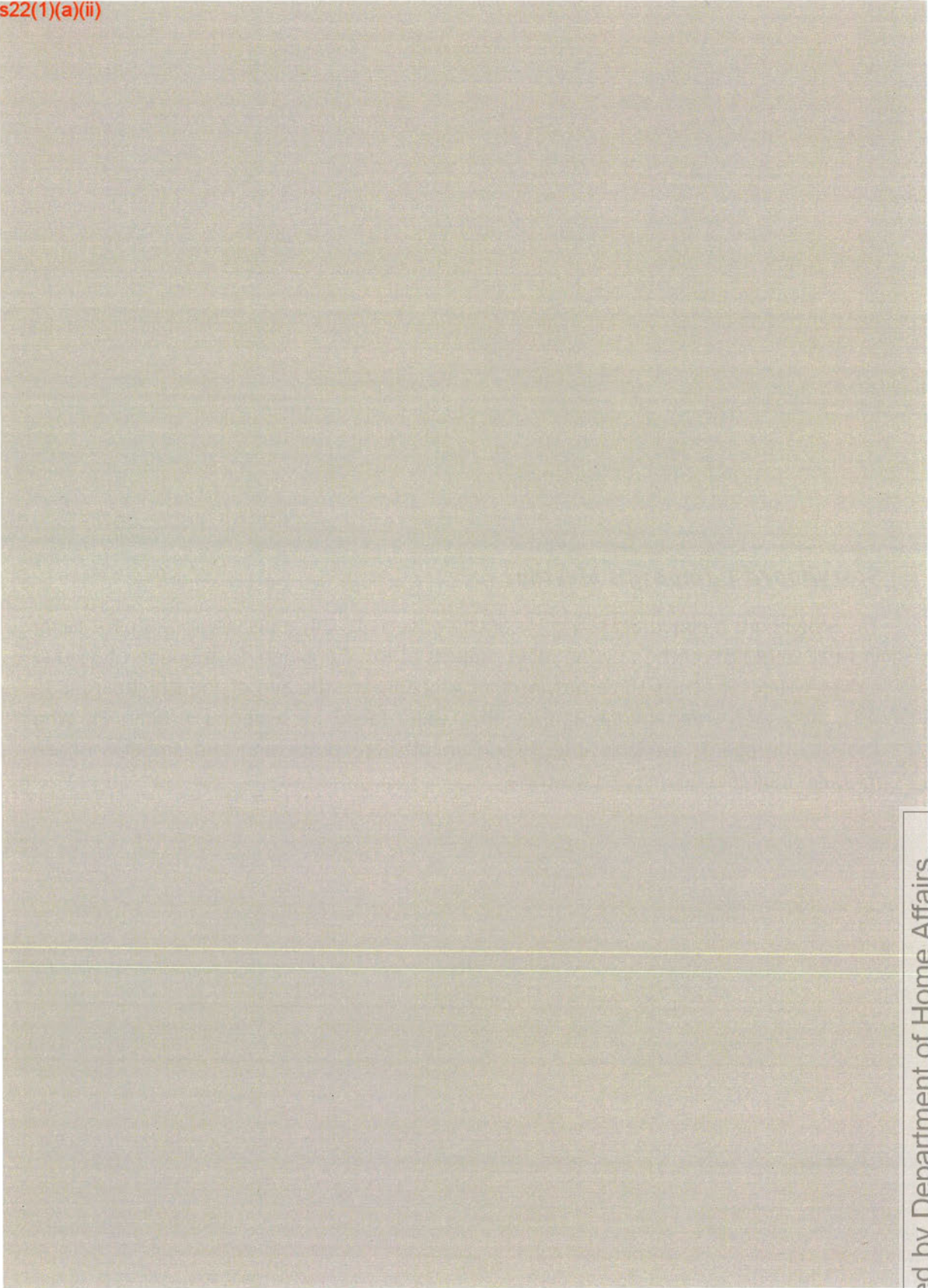
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b47E(8), b47G(1)(D), b47G(1)

Public Information Campaign

You think you know where you are going? Think again!

s22(1)(a)(ii)

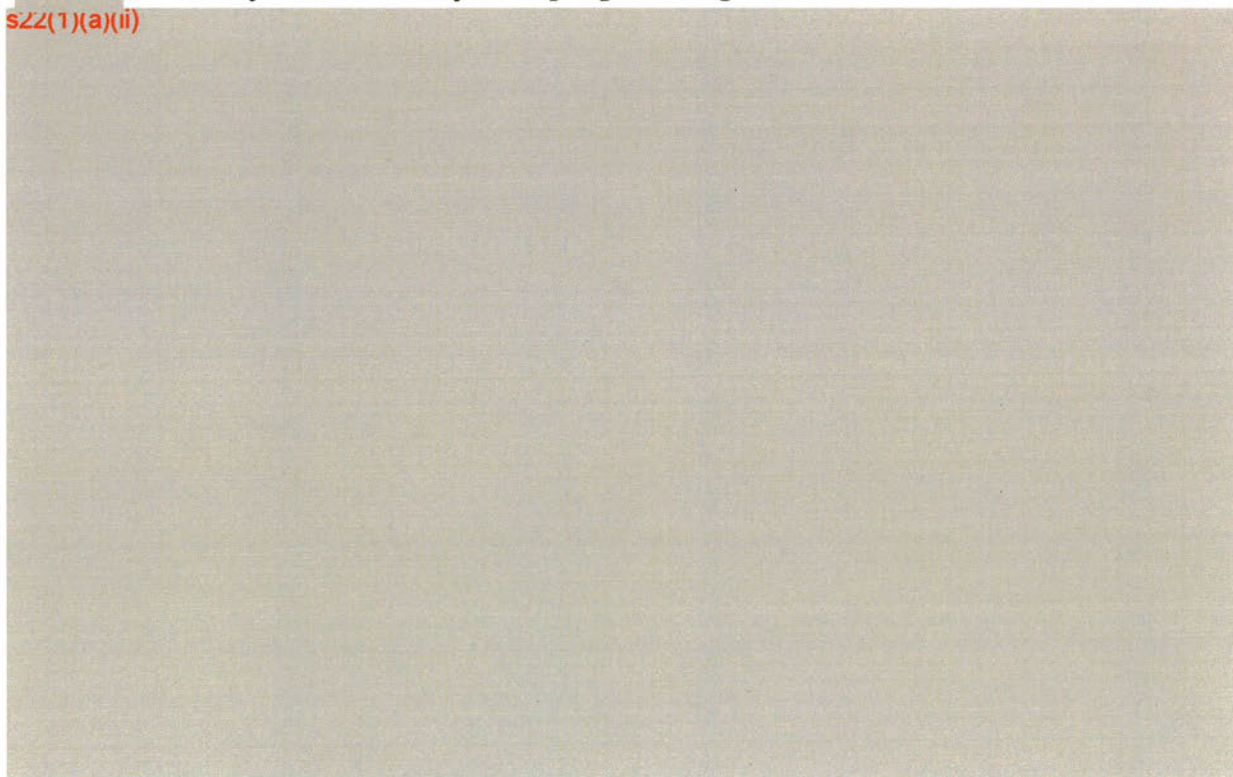


b47E(8), b47D(1)(A), b47

Public Information Campaign

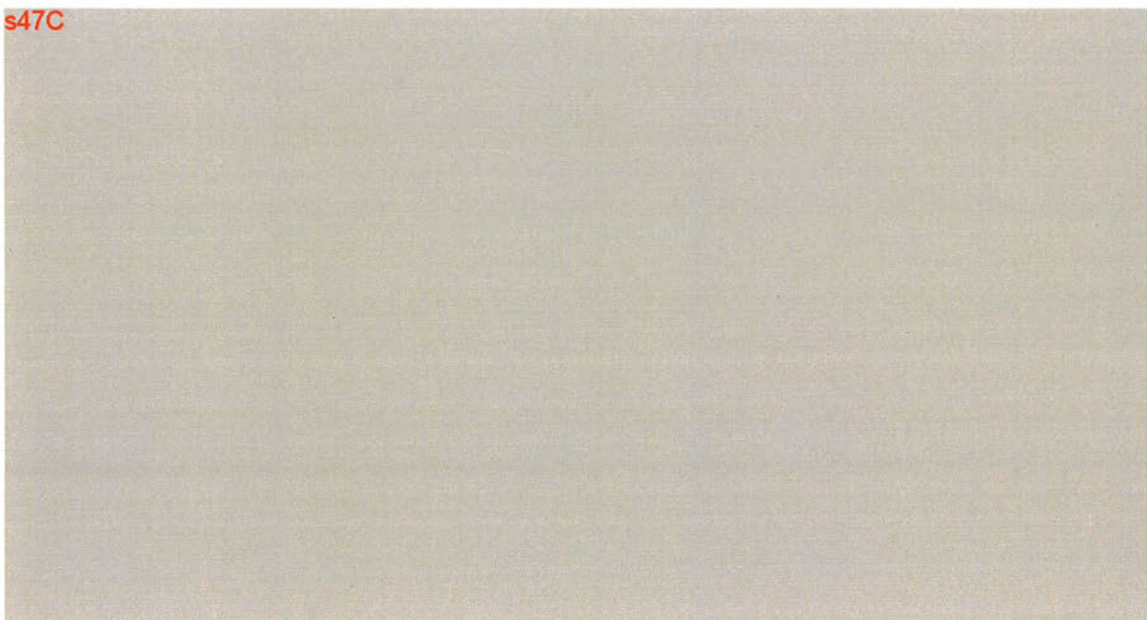
You think you know where you are going? Think again!

s22(1)(a)(ii)

***Storyboard Campaign Message***

The Storyboard is aimed at s47E(d) PIs aged between 16-24, especially illiterate PIs living in rural areas not reached by the other outputs of this campaign. Distribution of 30,000 copies will occur across three provinces of Afghanistan. The aim of the storyboard is to accurately and entertainingly convey the reality faced by a young Afghan PI who foolishly disregards available information on offshore processing and embarks on an irregular migration journey to Australia.

s47C

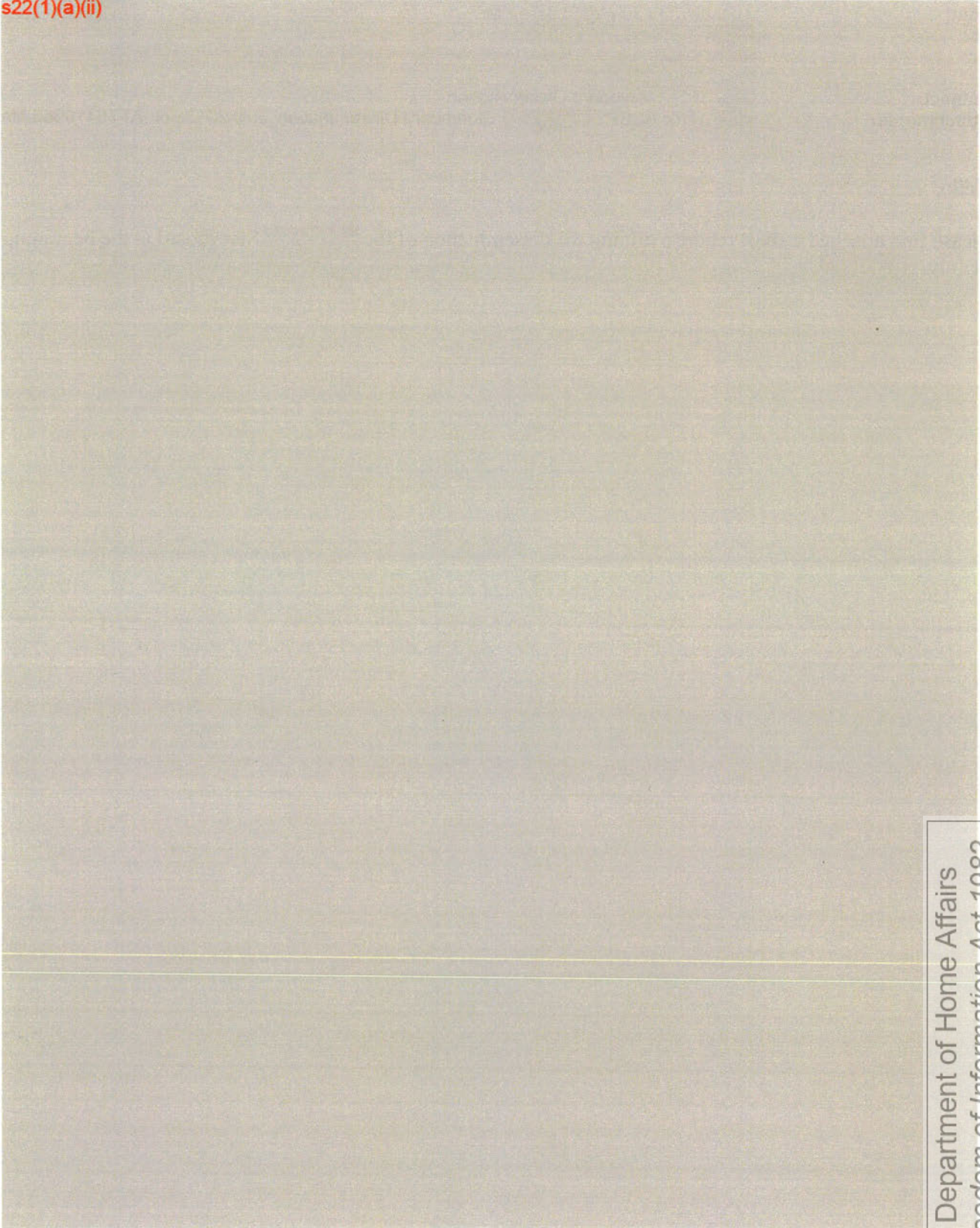


b6(2)(e), b7(2)(1)(d), b4

Public Information Campaign

You think you know where you are going? Think again!

s22(1)(a)(ii)



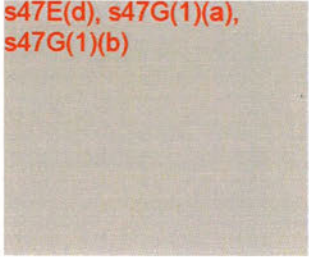
s47F

From: s47F
Sent: Tuesday, 30 July 2013 3:15 PM
To: s47F
Cc: s47F
Subject: Storyboard Dissemination
Attachments: Storyboard Dissemination_July 2013.pdf; ATT5410965.htm
for ACBPS

Hello,

Please find attached a short report outlining the dissemination of the Storyboard at the beginning of July. s22(1)(a)(ii)

s47E(d), s47G(1)(a),
s47G(1)(b)

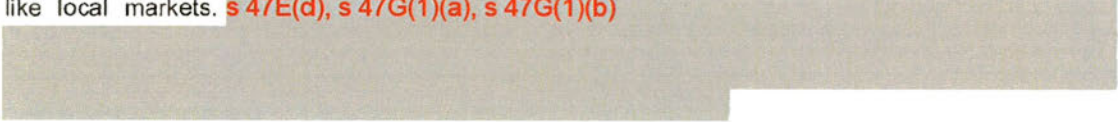


s47E(d), s47G(1)(a),
s47G(1)(b)

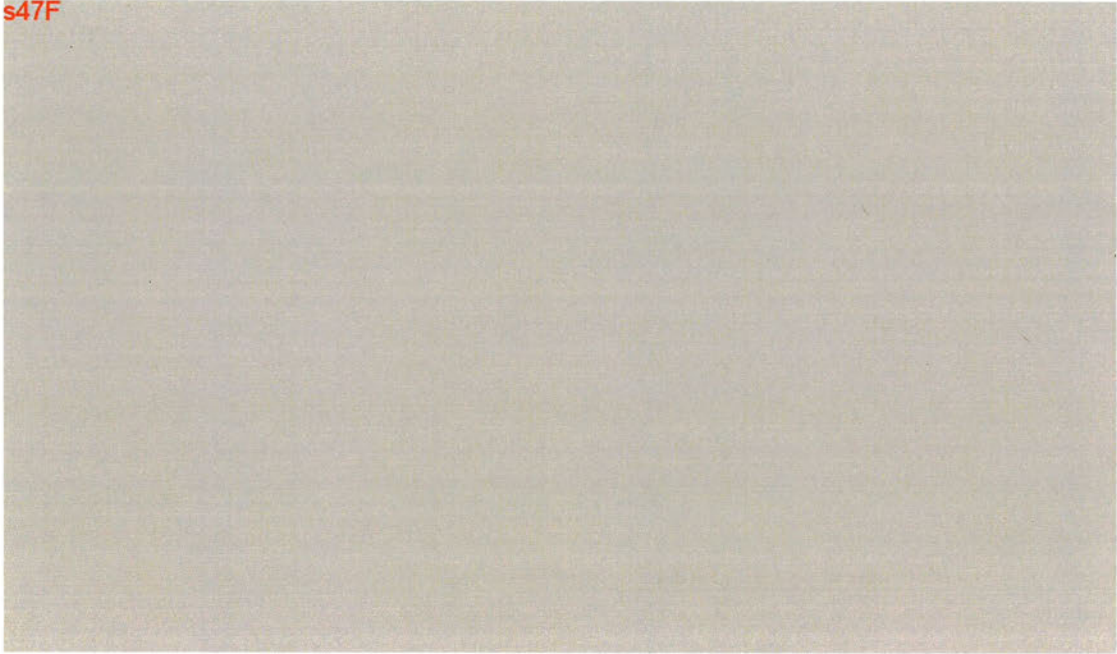
Storyboard Dissemination

July 2013

In early July 2013, 30,000 copies of an Australian Government-branded storyboard were disseminated in Bamyán and Ghazni Provinces in Afghanistan. The storyboard depicted the journey of a young asylum seeker from Afghanistan to Indonesia, and on to Australia by boat. The story ends with the asylum seeker being detained in Manus Island detention centre waiting to be processed. Copies of the storyboard were disseminated through NGOs, religious groups, schools and at popular public places like local markets. s 47E(d), s 47G(1)(a), s 47G(1)(b)



s47F



s47F

From: s47F
Sent: Friday, 22 March 2013 7:53 PM
To: s47F
Cc: s47F
Subject: FW: Meeting follow up [DLM=For-Official-Use-Only]
Attachments: s47E(d), s47G(1) for ACBPS_s22(1)(a)(ii)
s47E(d), s47G(1) for ACBPS_PIC Overview.pdf

Hello all

s22(1)(a)(ii)

The context to this is two fold:

- s22(1)(a)(ii)

Again, apologies for the short timeframe, but appreciate any comments in advance of Monday morning (1130), but I will advise s47E(d), s47G(1) on Monday that further consultation is required over the next couple of days following the meeting.

Regards

s47F

s47F
Intelligence Collection and Policy
Counter People Smuggling Task Force
Australian Customs and Border Protection Service

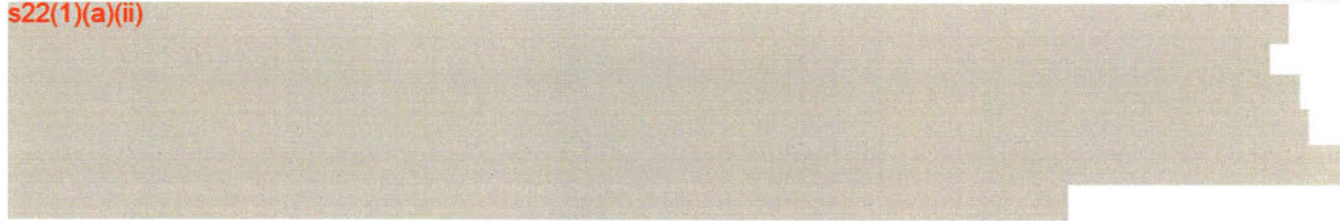
s47F

From: s47F
Sent: Friday, 22 March 2013 3:48 PM
To: s47F
Cc: s47F
Subject: Re: Meeting follow up [SEC=UNCLASSIFIED]

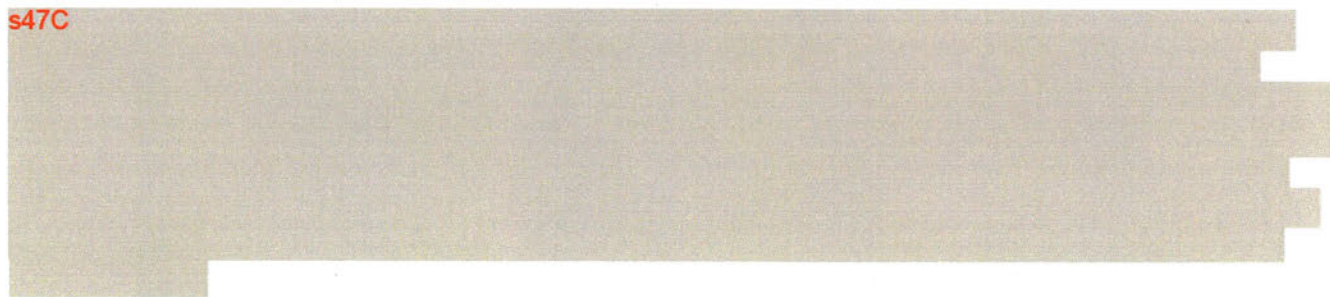
Hi s47F

I hope you are well. As promised, please find attached two documents.

s22(1)(a)(ii)

A large rectangular area of the document is redacted with a solid grey block.

s47C

A large rectangular area of the document is redacted with a solid grey block.

I hope these documents provide the information and detail you were after and I look forward to moving ahead with the campaign. Please do let me know if you require anything specifically for Monday, otherwise we can discuss further on Monday.

b6(7)(E), b6(7)(F), b6(7)(G), b6(7)(H)

s22(1)(a)(ii)

s22(1)(a)(ii)

s22(1)(a)(ii)

s22(1)(a)(ii)

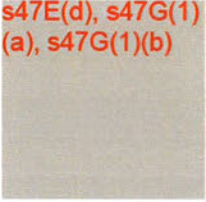
s22(1)(a)(ii)

s22(1)(a)(ii)

s22(1)(a)(ii)

s22(1)(a)(ii)

s47E(d), s47G(1)
(a), s47G(1)(b)



**“YOU THINK YOU KNOW WHERE
YOU ARE GOING? THINK AGAIN!”**

s47C, s47E(d), s47G(1)(a), s47G(1)(b)



Objectives

This campaign has three key objectives:

1. Ensure s47E(d) PIs internalise the policy reality that s47E(d) arriving to Australia by boat are sent offshore for processing – including men, women and children.
2. Increase awareness of the consequences of being sent offshore for the individual, their family and the community.
3. Increase PI uncertainty of reaching Australia by boat, and subsequently, source community consideration of remaining at home, or attempting alternative destinations.

b47E(5), b47G(1)(A), b47

Public Information Campaign

You think you know where you are going? Think again!

Think Again

s 47C, s 47E(d)

[REDACTED]

s47C

[REDACTED]

b47E(5), b47G(1)(A), b47

s 47C, s 47E(d)

s22(1)(a)(ii)

[REDACTED]

s22(1)(a)(ii)

[REDACTED]

s22(1)(a)(ii)

[REDACTED]

s22(1)(a)(ii)

[REDACTED]

b47E(0), b47G(1)(0), b47

Public Information Campaign

You think you know where you are going? Think again!

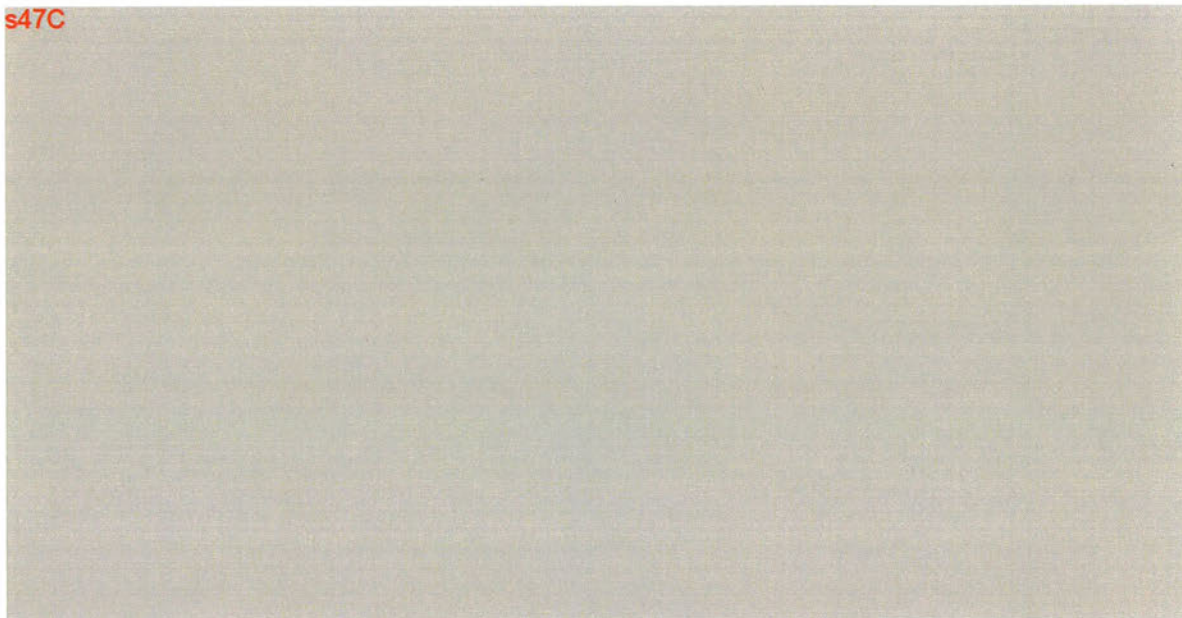
s47C

Message

s47C

is aimed at s47E(0) PIs aged between 16-24, especially illiterate PIs living in rural areas not reached by the other outputs of this campaign. Distribution of 30,000 copies will occur across three provinces of Afghanistan. The aim s47C is to accurately and entertainingly convey the reality faced by a young Afghan PI who foolishly disregards available information on offshore processing and embarks on an irregular migration journey to Australia.

s47C



Print and online options are yet to be decided on and therefore do not currently form a part of this campaign.

s47F

From: s47F
Sent: Friday, 3 May 2013 11:17 AM
To: s47F
Subject: FW: Storyboard Phase 1 for approval [SEC=UNCLASSIFIED]
Attachments: Storyboard Phase 1_Pages 1-4.pdf; ATT3999166.htm

s47F

Intelligence Collection and Policy
Counter People Smuggling Task Force
Australian Customs and Border Protection Service

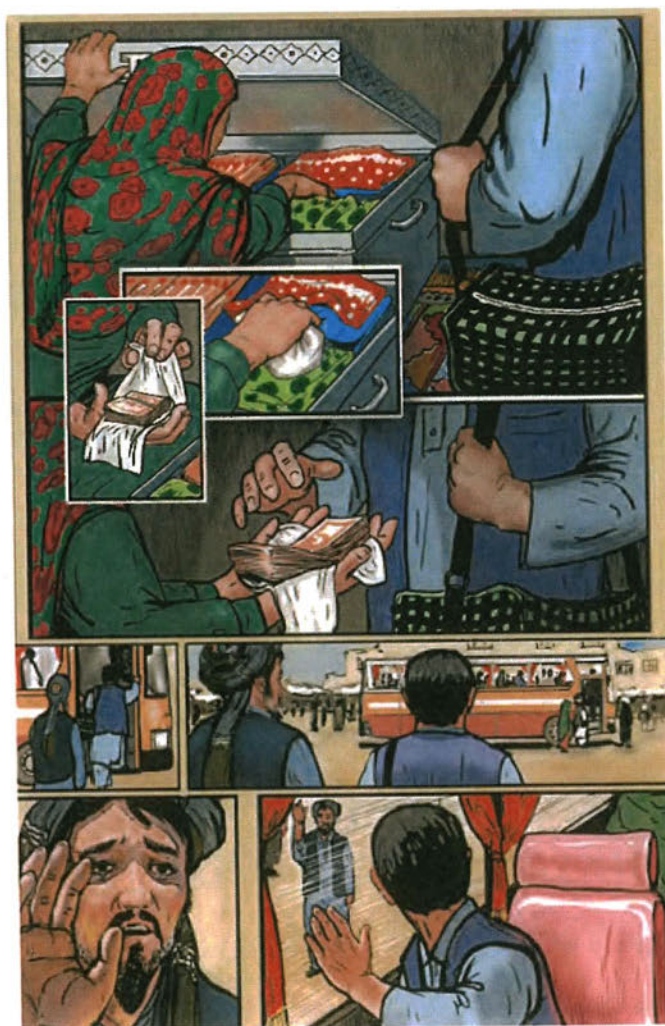
s47F

From: s47F
Sent: Thursday, 2 May 2013 5:22 AM
To: s47F
Subject: Storyboard Phase 1 for approval

s47F

Looking forward to chatting tomorrow. s 47C, s 47E(d)

If the style/concept is approved, we will begin illustrating the next phase of pages.



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s47F

From: s47F
Sent: Tuesday, 4 June 2013 12:11 AM
To: s47F
Cc: s47F
Subject: Re: Storyboard Phase 3 [SEC=UNCLASSIFIED]

s47F

Great, thanks for the feedback. s47C

s47C

We will get the revised version to you asap.

Kind Regards,

s47F

s47F

s47E(d), s47G(1)(a), s47G(1)(b)

On 03/06/2013, at 2:00 AM, s47F wrote:

s47F

Thanks for sending through phase 3 of the storyboard. Sorry this took a little longer than the other two phases as it depicts Navy officers we needed to run it past our colleagues at Defence as well.

s47C

s47C

Thanks

s47F

s47F

s47F Strategic Communication | Counter People Smuggling Task Force
Australian Customs and Border Protection

s47F

s47F

From: s47F

Sent: Friday, 31 May 2013 12:52 AM

To: s47F

Cc: s47F

Subject: Storyboard Phase 3

s47F

Ok great 10am on 13 June it is.

Please find attached Phase 3 of the storyboard - boat interception, initial processing and then preparation for transfer to offshore processing. Grateful for your comments and approval. Printing and binding will take about a week and then distribution will take about 2 weeks. As per the contract, all of the outputs are timed to be completed by the contract completion date at the end of June.

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s47F

From: s47F
Sent: Monday, 3 June 2013 3:33 PM
To: s47F
Subject: RE: APPROVAL REQUIRED: Storyboard Phase 3 [SEC=RESTRICTED]

RESTRICTED

s47C

From: s47F
Sent: Monday, 3 June 2013 15:30
To: s47F
Subject: RE: APPROVAL REQUIRED: Storyboard Phase 3 [SEC=RESTRICTED]

Thanks s47F,

s47C

Really appreciate you looking at this for us.

Regards

s47F

From: s47F
Sent: Monday, 3 June 2013 3:19 PM
To: s47F
Cc: s47F
Subject: RE: APPROVAL REQUIRED: Storyboard Phase 3 [SEC=RESTRICTED]

RESTRICTED

s47F

s47C

s47F

From: s47F
Sent: Monday, 3 June 2013 15:09
To: s47F
Subject: RE: APPROVAL REQUIRED: Storyboard Phase 3 [SEC=RESTRICTED]

RESTRICTED

s47F

The storyboard is cleared by Defence.

s47C

Regards

s47F

s47F

Strategic Communication Branch

s47F

s47F

From: s47F
Sent: Monday, 3 June 2013 14:11
To: s47F
Subject: RE: APPROVAL REQUIRED: Storyboard Phase 3 [SEC=RESTRICTED]

s47F

Reduced PDF as requested.

Thanks

s47F

From: s47F
Sent: Monday, 3 June 2013 1:34 PM
To: s47F
Subject: RE: APPROVAL REQUIRED: Storyboard Phase 3 [SEC=RESTRICTED]

RESTRICTED

s47F

s22(1)(a)(ii)

s47F

From: s47F
Sent: Monday, 3 June 2013 12:47
To: s47F
Cc: s47F
Subject: APPROVAL REQUIRED: Storyboard Phase 3 [SEC=RESTRICTED]

s47F

Thank you for speaking with me about the storyboard campaign being produced to target rural and illiterate audiences in Afghanistan. s22(1)(a)(ii)

The 16 page storyboard campaign consists of four phases depicting the journey of a PII from Afghanistan travelling by boat to Australia.

Phase 3 of the storyboard (attached) depicts a boat interception, initial processing and then preparation for transfer to offshore processing. This is the only phase that includes imagery showing Australian Naval officers – frames 4 through 9.

Could you please review the attached and provide clearance to proceed?

We are running on very tight timeframes for this part of the campaign and would appreciate feedback/approval as soon as possible to allow adequate time for edits, printing and distribution in country. If you could please provide approval by tomorrow (4 June) it would be greatly appreciated.

If you have any questions, please do not hesitate to contact me.

Regards

s47F

s47F
 Strategic Communication | Counter People Smuggling Task Force
 Australian Customs and Border Protection
 s47F

s47F

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s47F

From: s47F
Sent: Wednesday, 12 June 2013 9:39 AM
To: s47F
Cc: s47F
Subject: Storyboard Phase 4 and Covers
Attachments: Storyboard Front Cover_1.pdf; ATT3712483.htm; Storyboard Back Cover.pdf; ATT3712484.htm; Storyboard Phase 4_revised.pdf; ATT3712485.htm

s47F

Please find attached the Storyboard Phase 4 revised, and front and back covers. s47C

I know you are very busy right now, but grateful for a quick turnaround so we can begin printing.

Looking forward to seeing you tomorrow morning.

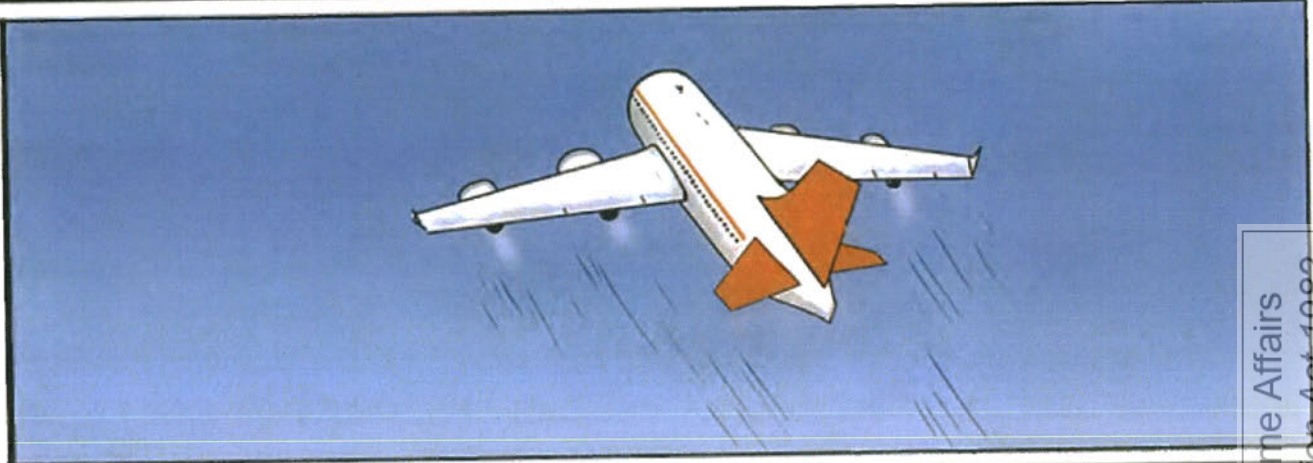
Kind Regards,

s47F

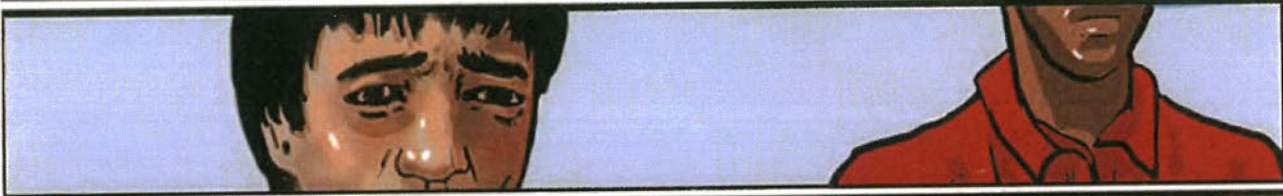
s47F

s47E(d), s47G(1)(a), s47G(1)(b)

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s47F

From: s47F
Sent: Friday, 7 June 2013 10:01 AM
To: s47F
Cc: s47F
Subject: Changes: Storyboard Phase 4 [DLM=For-Official-Use-Only]

s47F

Thanks for phase 4 of the storyboard.

s47C

Looking forward to seeing the final version.

Thanks

s47

s47F

s47F Strategic Communication | Counter People Smuggling Task Force
Australian Customs and Border Protection

s47F

s47F

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under the *Freedom of Information Act 1982*

From: s47F [REDACTED]
Sent: Thursday, 6 June 2013 9:53 PM
To: s47F [REDACTED]
Cc: s47F [REDACTED]
Subject: Storyboard Phase 4

s47F [REDACTED]

Please find attached Phase 4 of the storyboard for your comments and approval.

s47F

From: s47F
Sent: Thursday, 13 June 2013 5:57 PM
To: s47F
Cc: s47F
Subject: Re: Storyboard Phase 4 and Covers [DLM=For-Official-Use-Only]

s47F

Thanks for that summary of our chat! In addition (if it helps with decision making...) we would need the final approval probably tomorrow or latest monday if we are to meet the deadline in option 2.

Kind Regards,

s47F

s47F

s47E(d), s47G(1)(a), s47G(1)(b)

On 13/06/2013, at 5:26 PM, s47F wrote:

s47F

I've spoken with s47F about the changes requested today (following input from DIAC).

s47C

Regards

s47F

From: s47F

Sent: Thursday, 13 June 2013 12:15 PM

To: s47F

Cc: s47F

Subject: RE: Storyboard Phase 4 and Covers [DLM=For-Official-Use-Only]

s47F

Thank you for the meeting this morning, it was lovely to meet you and put a face to the name.

s47C

Regards

s47F

s47F

s47F

Strategic Communication | Counter People Smuggling Task Force
Australian Customs and Border Protection

s47F

s47F

From: s47F

Sent: Wednesday, 12 June 2013 9:39 AM

To: s47F

Cc: s47F

Subject: Storyboard Phase 4 and Covers

s47F

Please find attached the Storyboard Phase 4 revised, and front and back covers. s47C

I know you are very busy right now, but grateful for a quick turnaround so we can begin printing.

Looking forward to seeing you tomorrow morning.

Kind Regards,

s47F

s47F

s47E(d), s47G(1)(a), s47G(1)(b)

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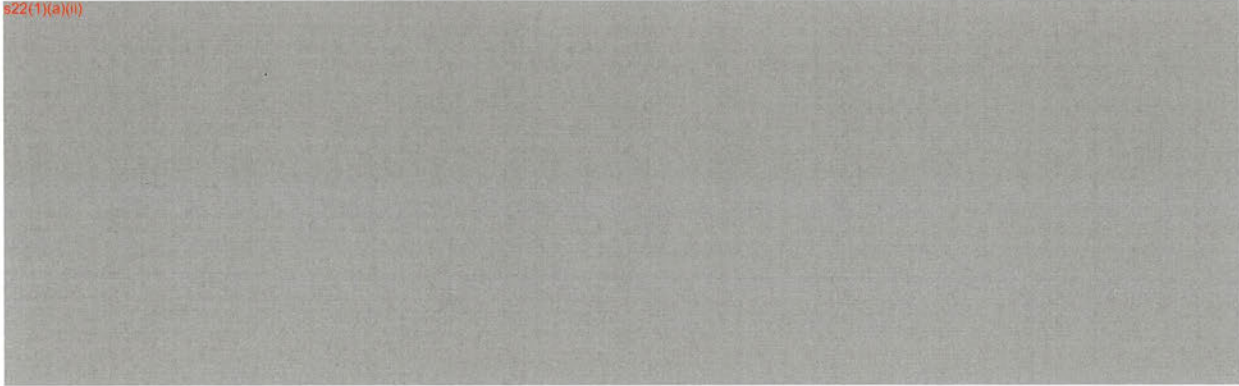
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s22(1)(a)(i)

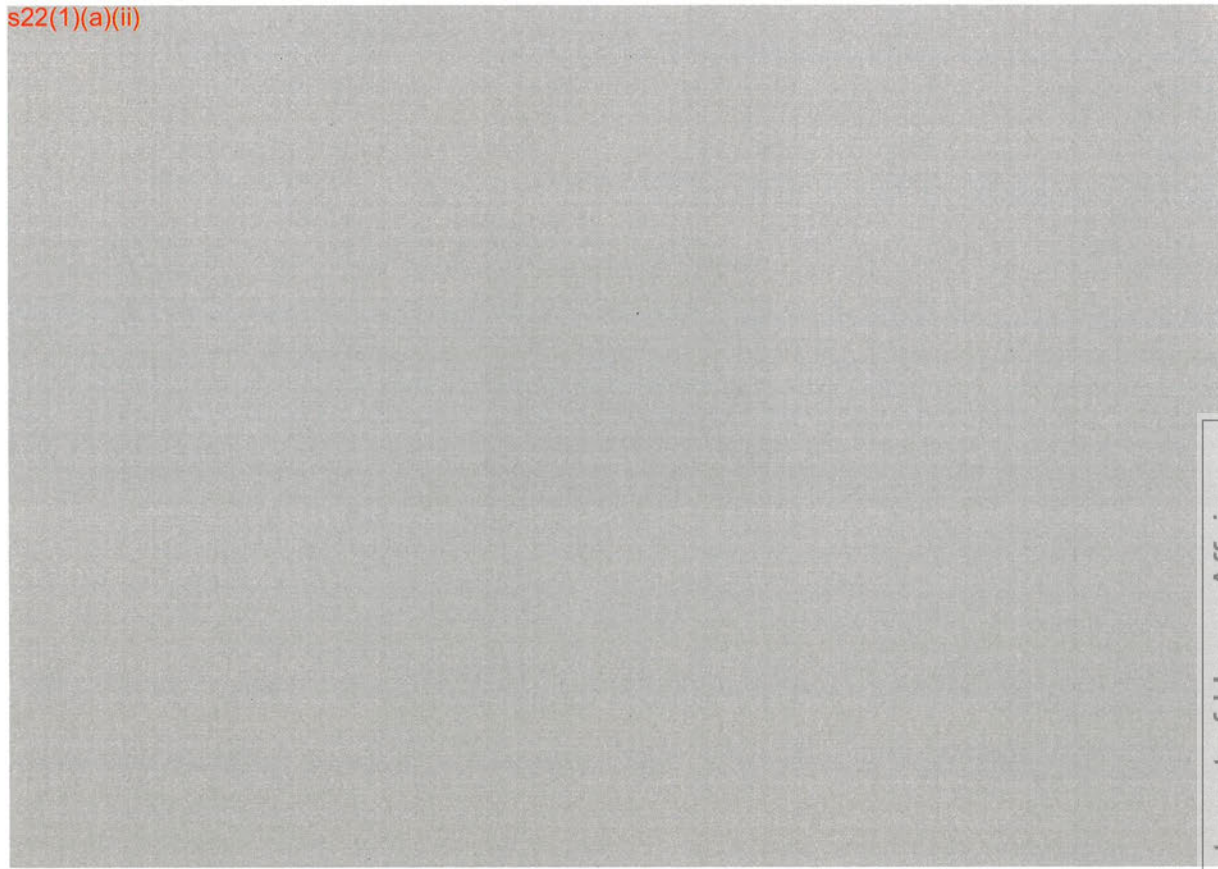


s22(1)(a)(ii)



3.2 Storyboard Campaign..... 15

s22(1)(a)(ii)



s22(1)(a)(ii)

