



A glimpse of Bungkutoko Village



The main road was good enough (made of asphalt), but the village roads were made of conblocks. Some of the houses were brick, some were wooden



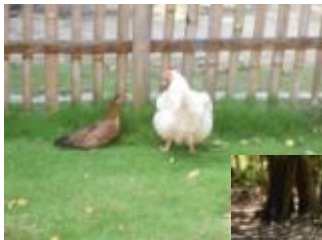
Traditional latrine made of wood (Picture), installed over the water at the beach



Net-line fishing was the common fishing equipment in Bungkutoko



Local Bungkutoko people used small boats to fish, whereas comers used bigger with advanced equipments boats



Aside from fishing, chicken and (some) goat farming were another source of their income





Life in Bungkutoko Village

Parameters	
Population	Approximately 36 household / neighbourhoods
Income sources	<ul style="list-style-type: none"> • Fishing (main income) • Others (e.g., civil servant, construction worker, fish collector, motorbike taxi driver, stock-farmer)
Village characteristics	<ul style="list-style-type: none"> • Formerly, Bungkutoko was a small island, separated from Kendari mainland • Bungkutoko was divided into 3 area: <ul style="list-style-type: none"> ◦ East – mostly were civil servant ◦ West – mostly farmer, only few were fisherman ◦ South – majority are fisherman • In this last two year, government has built a bridge to connect Bungkutoko with Kendari mainland
Village excitements	<ul style="list-style-type: none"> • Wedding parties • Recreation on the Nambo beach • Playing domino (young boy only) • Doing <i>Lulo</i> dance ((traditional dance which was done together in one circle
Village facilities	<ul style="list-style-type: none"> • Primary school was available, for higher level they needed to go to other village
Village needs	<ul style="list-style-type: none"> • Paved alley • More boats and advanced fishing equipment



The Role of Leaders and Elders in Bungkutoko



Role

Community leader (*tokoh masyarakat*)
He gave advice to the villager when there was in the household and between neighbors

Assuming role

Admitted by villagers since he was a well knowledge person – he used to be a teacher

Tasks

Accommodate the villagers' aspiration related to village challenge and conveyed to government
Distributed aid from government to assigned villagers

Influences

He has no power to give solution/advise when it came to financial problem. Villagers used to go to rich man in this village



MATA VILLAGE



A glimpse of Mata Village



Mata used to be the city centre of Kendari and it was near to the biggest harbor in Kendari. The population was very high, seen from the number of houses, almost no space between one house and another. Also, they already have public transportation.



Kids enjoyed playing football in the afternoon. Whilst teenage boys tended to help their parent fishing after school.



Different with other village, most of fisherman cultivated 'keramba'. This method was felt more effective since the number of fish decreased from time to time. Few fisherman still used net-line fishing



Life in Mata Village

Parameters	
Population	Approximately 380 household
Income sources	<ul style="list-style-type: none"> • Fishing (main source of income) • Others (e.g., civil servant, shop owner, stock-farmer, mechanic, driver, construction worker, greengrocer, and mechanic)
Village characteristics	<ul style="list-style-type: none"> • Highly developed village – complete public facilities and various job option • Had more advanced fishing technique (<i>Keramba</i>)
Village excitements	<ul style="list-style-type: none"> • Wedding parties • ‘<i>Syukuran</i>’ (blessing celebrations) • Fisherman’s Day celebration • Independence day
Village facilities	<ul style="list-style-type: none"> • Schools up to high school was available • Public facilities were available • Clean water was easy to find – two sources (government and private)
Village needs	<ul style="list-style-type: none"> • Needed more capital to expand <i>keramba</i> cultivation • Needed more training about <i>keramba</i> cultivation

The Role of Leaders and Elders in Mata



Role

Village elder (*tokoh masyarakat*)
The bridge between the village and government
The village's advisor

Assuming role

He was assumed as the village elder by villagers due to his respected experiences and his previous success as the village chief

Tasks

He gave guidance to the villagers and hear out the village's aspirations and tried to convey it to the local government.
He also mediated feuds between villagers.

Influences

He has a strong influence in the village, people looked up and respect his advices.
As an ex-village chief, he had some influence in the local government – people knew and respected him



Kupang



Map Of Kupang





General findings of Kupang

- The villages were easy to access (the main road condition was good). The villagers' houses were varied, some were made from brick wall (usually the village head or boat owner) while the others were made of wood and brick walls
- The villagers usually got married after 25 years old and still live with their parents. It was common if one house was occupied by two or more families. Nevertheless, they did not share the income and expenditure together
- Public facilities, such as schools, public market, government clinic/hospital were available. However they were still struggling to find clean water. Government have tried to solve this problem by providing water in rotation (each village twice a week) but it still cannot meet the village's need
- Though school facilities were available, the drop out rate was quite high due to financial problem
- Oesapa village was known for salted fish. The villagers often bought fish from other villages demand of cured fish were high



Life as fisherman at Kupang

Fishing Methods



Compressor



Net fishing

Some of the fish they caught



Layur (Beltfish)



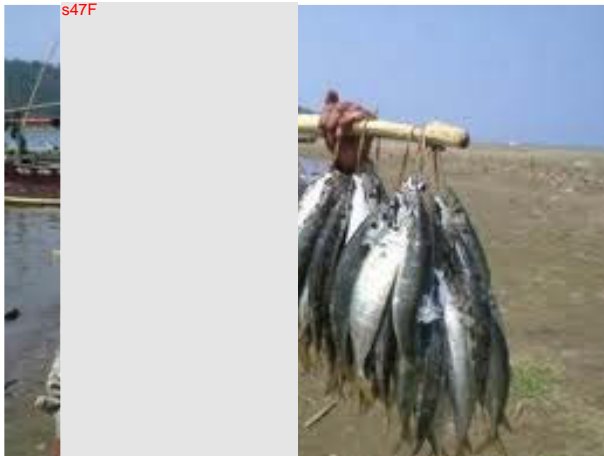
Kembung (Mackerel)



Marlin



Kerapu (Grouper)



- **Monthly income (max. 6 months):** approximately IDR 500,000-1,000,000
- **Challenge:** on summer monsoon, they cannot fish since the sea condition would be dangerous – They used to look for job alternative or loan from 'Koperasi'
- **Fish trade:** The fisherman sold their fish to fish collector



OESAPA VILLAGE



A glimpse of Oesapa Village



Some of the houses were made of brick, partially brick and others made of wood



Shared bath – there was limited clean water

CARE, an NGO, once came to aid them with the water problem



Oesapa known as the main producer of salted fish in Kupang



Fishing nets and 'Lampara' boats were used to catch fish



s47F

Most of the respondents claimed that Oesapa used to be the centre of illegal migrant activities, before IOM came and did a plenty of instigations



Life in Oesapa Village

Parameters	
Population	Approximately 129 households / neighbourhoods
Income sources	<ul style="list-style-type: none"> • Fishing (main income) • Others (e.g., civil servant, construction worker, few military, and haberdasher)
Village characteristics	<ul style="list-style-type: none"> • Many newcomers at Oesapa. Particularly, college student who studied in University near Oesapa. This made villagers were more open to stranger • Well known as fish curing area in Kupang – fish from other area around Kupang was sent to Oesapa to be cured
Village excitements	<ul style="list-style-type: none"> • Wedding parties • Picnic at Lasiana Beach • Valentine celebrations and soccer matches (youth only)
Village facilities	<ul style="list-style-type: none"> • Schools up to university level was available • Government clinic was available • Market was approximately 5 minutes away from the village, and the vegetable vendor came daily
Village needs	<ul style="list-style-type: none"> • Funds to develop new home industry (fish floss) • Clean water • Place to build boat (mentioned by the boat maker)



The Role of Leaders and Elders in Oesapa



Role

Religious leader (*ustad*)
He served as spiritual advisor

Assuming role

He was selected by local government to handle religious activities in Oesapa

Tasks

He focused on religious activities e.g., preaching or teaching Koran. Besides, he also gave some advise for other villagers related to spiritual life

Influences

His influence was limited to spiritual activities. Moreover, he used to go outside for preaching. Therefore, he did not spend much time with other villagers



BOLOK VILLAGE

A glimpse of Bolok Village



Mostly houses made from stone. Formerly the villagers lived very close to the harbor. But the government displaced them by giving compensation. Therefore, they could build permanent house



This village was near to marine police office – they communicated the areas permitted to catch fish (even few fisherman had the



The main road was made of asphalt



They always fish with compressor and spears – claimed as hereditary fishing method (perceived as more effective and easier to get fish but high risk)



The Bolok harbor – some villagers worked as porter in this harbor



Life in Bolok Village

Parameters	
Population	Approximately 4000 people
Income sources	<ul style="list-style-type: none"> • Fishing • Others (e.g., few driver, porter, few civil servant, haberdasher, and construction worker)
Village characteristics	<ul style="list-style-type: none"> • Bolok was divided into five territory • The distance of each house was apart → made people did not know one each other well • Instead of fishing, some villagers also have seaweed farming • The drop out rate was high due to expensive school fee • s47E(d)
Village excitements	<ul style="list-style-type: none"> • For leisure time, they preferred spending time for taking a rest since they were tired after fishing
Village facilities	<ul style="list-style-type: none"> • School up to high school was available. Event they have fishery school • Public transportation was available – but rarely
Village needs	<ul style="list-style-type: none"> • Clean water • Scholarship for fisherman's children • More safe fishing equipments • 'Koperasi'



The Role of Leaders and Elders in Bolok



Role

Village head (*kepada desa*)
He served as mediator between villagers and local government

Assuming role

The role was assumed before elected by the villagers

Tasks

Socialized new regulation from government to villagers
Daily advisor to maintain the harmony among villagers

Influences

He was well-connected with local government – usually invited for meeting that managed by government.
Therefore, villagers used to deliver their aspiration to him



NAMOSAIN VILLAGE



A glimpse of Namosain Village



The houses were varied, some were made from brick wall while the others were mixed wood and brick wall



Instead of fishing, some fisherman's also have breed ducks



People used to build the toilet outside the house due to hygiene reason.

The net line-fishing that usually used by fisherman





Life in Namosain Village

Parameters	
Population	Approximately 10.300 people (based latest election participant)
Income sources	<ul style="list-style-type: none"> • Fishing • Others (e.g., few civil servant, porter, construction worker, few security, and haberdasher)
Village characteristics	<ul style="list-style-type: none"> • There were many boat owner here, since the government gave it to them • The drop out rate was high • Fellow villager knew each other since they have lived in Namosain for longer time • Most female did not work
Village excitements	<ul style="list-style-type: none"> • Wedding parties • Soccer matches
Village facilities	<ul style="list-style-type: none"> • Schools up to high school was available • Government clinic and hospital were available
Village needs	<ul style="list-style-type: none"> • Clean water • Scholarship • Fish auction • Job opportunities for fisherman's wives



The Role of Leaders and Elders in Namosain



Role

Village head (*kepala desa*)
Mediator between government/NGO and villagers

Assuming role

The role was assumed before selected by the villagers

Tasks

Conveyed villagers' need to the government/NGO who wanted to develop this village
Gave advise related to living together
Talked to young people who used to get drunk

Influences

He has a big influence particularly when solving problems that happened in their village such as: young people who often get drunk
His suggestion was also required while discussing things that related with village daily life



Rote

Map Of Rote





General Findings on Rote

- Throughout Rote, there was only one main road which was in good condition (recently repaired). The road connected the villages and ease trade around the island
- Most of the villages were under-developed, some houses still were made from palm stalks and leaves, public facilities were not easily access, such as: schools, healthcare, clean water, gasoline, market, etc.
- Interestingly, Oelaba was the most developed village we seen, most of the houses were made of brick and well-maintained. Public facilities were quite complete – healthcare, water, schools (school was available at different neighborhood)
- Limited source of income was one of the biggest problem in Rote, the island was quite remote (only a few boats transport per day, and on bad weather, there would be no boat coming) and not many visited the island
- Food cultivating was not easy since limited areas suitable to grow plants, often villages barter their produces (e.g. 1 liter of rice = 1 medium/big size fish)
- The main religion of the island was Christians, however the fishermen and people in their village (coastline villages) were Muslims
 - The genuine Rote people lived a bit farther from the coastline – called mountain people
 - The comers, were Bugis people – they first came to fish and then settle and marry local people



Life as fisherman at Rote

Fishermen Methods



Traditional Fishermen equipment



Net line-Fishermen

Some of the fish they



Sharks



Dolphins



Sea cucumber



Tuna



Snapper



- **Daily income (max. 6 months):** approximately IDR 20,000 – 50,000
- **Challenge:** on summer monsoon, they cannot fish since the sea condition would be dangerous – no income from the sea
- **Fish trade:** Sea cucumbers and sharks was commonly sold to specific collectors, while other fish commonly sold to villagers or traded to rice



PAPELA VILLAGE



A glimpse of PAPELA village



Most of houses already used bricks with iron sheeting as the roof, whilst a few were still wooden traditional houses

Limited source of income, plenty of the fishermen's wives and widows sold fish on sidewalk



Small mom and pop's store – sold daily needs and Fishermen needs



Boat making process



Life in Papela village

Parameters	
Population	Approximately 400 people
Income sources	<ul style="list-style-type: none"> • Fishermen (main) • Limited other sources of income: Fish seller, shop owner, boat maker, ice seller
Village characteristics	<ul style="list-style-type: none"> • Most of the villagers were comer from Sulawesi (Bugis people) • Some women became fish seller – they often were widows, selling fish was their source of income for the family (the husbands were either lost or died at sea) • Gone to Ashmore Reef was common – caught shark, dolphins and sea cucumbers
Village excitements	<ul style="list-style-type: none"> • Wedding partied • Eids
Village facilities	<ul style="list-style-type: none"> • Sidewalk fish market • Elementary school • Public bathroom/toilet (recently built by government) • Public clinic <i>Posyandu</i> (<i>Pos Layanan Terpadu</i> / Intergrated Healthcare Post)
Village needs	<ul style="list-style-type: none"> • Public toilet • Boat engines • Market → the available market was 7 Km away • Port



The Role of Leaders and Elders in Papela



Role

Tradition leader (*tetua adat*)
He managed the needs of fisherman in Rote

Assuming role

The role was assumed after he got elected by the villagers – villagers perceived that he was a responsible person

Tasks

His main task was to monitor the needs of the fisherman, he would checked what fisherman needs and he tried to help the villagers fulfilled it, such as: built a house

Influences

He was perceived to be able to gather villagers to help one another
Villager also asked for his guidance related to Fishermen problems



TUNGGANAMO VILLAGE



A glimpse of TUNGGANAMO village



Some houses were made of brick and some were still traditional wooden house – most believed it was cooler in summer

Other sources of income: boat maker, honey harvesting and seaweed collector



Some public facilities in: mosque, clean water and public toilet



Life in Tunggananamo village

Parameters	
Population	Approximately 1,000 people
Income sources	<ul style="list-style-type: none"> • Fishermen (main) • Other sources of income: fish seller, honey harvester, seaweed farmer, salt maker
Village characteristics	<ul style="list-style-type: none"> • Most of the villagers were come from Buton or Wanci Island – Sulawesi • 100 % Moslem • Many elders lived in the traditional wooden houses – very traditional appliances • Many women became fish seller to help the family's economy • Limited clean water – one water pipe for the whole village
Village excitements	<ul style="list-style-type: none"> • Wedding parties • Eids • Soccer and dancing for the youth
Village facilities	<ul style="list-style-type: none"> • Mosque • Public toilet – in very bad condition • School – elementary school only • Water pipe
Village needs	<ul style="list-style-type: none"> • Boat's engine • Advanced Fishermen equipments • Other option for work – especially on summer monsoon



The Role of Leaders and Elders in Tungganamo



Role

Religious Leader '*Ustad*', gave spiritual guidance and the representative for local inter-faith committee (>10 years)

Assuming role

The role was assumed by villagers – there were no official elections. People looked up to him out of respect, especially in relation to religion

Tasks

As the Muslim leader, his main task was to take care the Mosque, as the source of Islamic knowledge and wisdom.
He also rectified should some issues happened in the village, often related to government rules and regulation

Influences

As a man of faith, the villagers looked at him and often asked for blessings prior to go to the sea.
As a representative of Islamic community, he had friends in the government that could help him conveyed the village's aspirations



OELABA VILLAGE



A glimpse of OELABA village



Houses, public facilities and road access in Oelaba



There were plenty of big boats in Oelaba which mainly used sail (non engine boats), some medium and small boats around the port (the port was quite large)

Life in Oelaba village

Parameters	
Population	Approximately 3,227 people
Income sources	<ul style="list-style-type: none"> • Fishermen (main) • Other sources of income: fish seller, cookie seller, gasoline seller, husbandry, and mom & pop shops
Village characteristics	<ul style="list-style-type: none"> • The village was quite developed and advanced in many aspects compared to other villages – plenty of big boats, asphalt road, modern houses, healthcare and education were easily available • A few sent their children to study in Kupang • Most of the fishermen went to Ashmore Reef to gather sea cucumber only
Village excitements	<ul style="list-style-type: none"> • Wedding parties • Eids • Soccer and dancing – the youth
Village facilities	<ul style="list-style-type: none"> • School – up to junior high school • Government clinics in every neighbourhood • Market – daily • Field – for playing soccer or ceremonial matters
Village needs	<ul style="list-style-type: none"> • Better port • Fish market



The Role of Leaders and Elders in Oelaba



Role

Neighborhood's chief
He took care the village's welfare

Assuming role

He was youth leader before he was elected as the neighborhood's chief

Tasks

Maintained village's welfare: assisted the neighborhood for any aids or help
Took care of fishermen's widows
Gave guidance for villagers for their daily problems and issues

Influences

He had good connection at the local government and ensure the village received aid from government



TASILO VILLAGE



A glimpse of TASILO village



**Traditional house
and wood fences**

**Fishing
equipment**



**Seaweed
farming**

Clean water





Life in Tasilo village

Parameters	
Population	Approximately 70 houses
Income sources	<ul style="list-style-type: none"> • Fishermen (main) • Seaweed farmers (alternative)
Village characteristics	<ul style="list-style-type: none"> • Quite isolated • Under-developed • Most houses were wooden house and the distance one house to another was rather far • Limited transportation – barrier to get connected to other surrounding villages
Village excitements	<ul style="list-style-type: none"> • Wedding parties
Village facilities	<ul style="list-style-type: none"> • Schools – only elementary school • Church
Village needs	<ul style="list-style-type: none"> • Clean water • Doctors or nurses – they had a small clinic without any medical staff • Affordable gasoline • Market



The Role of Leaders and Elders in Tasilo



Role

Village's head (*kepala desa*)
He served as mediator between local government and the villagers

Assuming role

The role was assumed after elected directly by local government

Tasks

Communicated the village's needs to local governments
Provided advice for the villagers – daily life problems and issues
Opened the community ceremony e.g., wedding party

Influences

Since he had good connection with government, the villagers trusted their aspiration to him
He was also the law in the village – he verdict seaweed thieves

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Counter Maritime People Smuggling Taskforce

**Research Agency Proposals
Evaluation Report**

Version: 0.24
Date: 20 March 2013
Classification: ~~Protected~~

Documentation and Approvals

Document Location

Document Title	Evaluation of Creative Agency Proposals
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Author

Name/Title	Version #	Date of Issue
s47F	0.1	15 March 2013

Approvals

This document requires approval from:

Version	Name	Title/Area	Date of Issue
	s47F	National Director, Intelligence and Targeting, Australian Customs and Border Protection Service	

Endorsement

This document requires endorsement from:

Version	Name	Title/Area	Date of Issue
	s47F	Director National Intelligence Collection and Policy	ACBPS
		Director Irregular Migration Research & Analysis Section	DIAC

1. Recommendation

It is the recommendation of the evaluation panel that **the following agencies would be deemed appropriate to undertake research in Indonesia:**

IPSOS

s22(1)(a)(ii) - relates to
irrelevant third parties

2. Background

An email was sent to three agencies in February 2013 inviting proposals to undertake evaluation and market research activities in Indonesia. The agencies were identified by social market research company, Trinity P3 on behalf of the Counter Maritime People Smuggling Taskforce. Trinity P3 recommended them as having the capacity in-country to develop and deliver market research activities to measure public information campaign implementation ~~to assist in disrupting potential anti-people smuggling communication activity.~~

On Tuesday, 12 March 2013, the three agencies submitted their proposals to the Australian Customs and Border Protection Service.

3. Evaluation panel

The evaluation panel comprised:

Name	Title/Area	Agency
s47F	Director Intelligence Collection and Policy	ACBPS
	Director Irregular Migration Research & Analysis Section	DIAC
	<u>Manager National Intelligence Collection and Policy</u>	<u>ACBPS</u>

4. Selection process

The selection process involved:

- Evaluation team assessment of the proposals on 19 March 2013.

5. Ranking technique

The scoring technique used allocated a score of between 0 and 10, based on the definitions below. Each strategy and execution was assessed according to the extent to which they satisfied the proposed objectives.

Score	Description	Definition
10	Exceptional	<ul style="list-style-type: none"> Meets the requirements and comprehensively offers substantially increased range and levels of service to those detailed in the brief and which would be of significant benefit to the Commonwealth. Provides demonstrated evidence of the proposed range and levels of service currently being provided and which are being successfully exceeded. Claims fully substantiated through thorough reference checking (site visits, unequivocal support from referees) to confirm that the agency is currently providing the range and exceeding the levels of service offered and has the capacity to undertake the department's requirements. No identifiable risks involved.
9	Outstanding	<ul style="list-style-type: none"> Meets the requirements and offers increased range and levels of service to those detailed in the brief and which would be of significant benefit to the Commonwealth. Provides demonstrated evidence of the proposed increase in range and levels of service currently being provided at an acceptable level. Claims fully substantiated through thorough reference checking (site visits, unequivocal support from referees) to confirm that the agency is currently providing the increased range and levels of service offered at an acceptable level and has the capacity to undertake the department's requirements. No identifiable risks involved.
8	Very good	<ul style="list-style-type: none"> Meets the requirements and offers substantially increased levels of service to those detailed in the brief. Provides demonstrated evidence of the proposed higher levels of service currently being provided and at an acceptable level. Claims substantiated through thorough reference checking (site visits, very strong support from referees) to confirm that the agency is currently providing the increased levels of service offered at an acceptable level and has the capacity to undertake the department's requirements. Minor issues in relation to non-key points resulted from evaluation, no strategies required to manage issues. Extremely low risks involved.
7	Good	<ul style="list-style-type: none"> Meets the requirements and offers increased levels of service to those detailed in the brief. Provides demonstrated evidence of where the proposed increased levels of service have been provided at an acceptable level. Claims substantiated through thorough reference checking (site visits, strong support from referees) to confirm that the agency has previously provided the increased levels of service offered at an acceptable level and has substantiated that the agency has the capacity and resources, such as infrastructure, available to undertake the required services. Minor issues in relation to non-key points resulted from evaluation, minor strategies required to manage issues. Very low risks involved.
6	Above average	<ul style="list-style-type: none"> Meets the requirements as stated in the brief. Provided evidence where the proposed services are being provided, or have previously been provided, at an acceptable level.

Score	Description	Definition
		<ul style="list-style-type: none"> Claims substantiated through reference checking (site visits, sound support from referees) to confirm that the agency is providing or has previously provided the levels of service offered at an acceptable level and that the agency has the capacity and resources, such as infrastructure, available to undertake the required services. Issues in relation to non-key points resulted from evaluation, minor strategies required to manage issues. Low risks involved.
5	Acceptable/ Average	<ul style="list-style-type: none"> Meets the requirements as stated in the brief. Provided evidence where similar services to those being offered are being provided, or have been provided previously, at an acceptable level. Claims substantiated through reference checking (site visits, adequate support from referees) to confirm that the agency is providing or has previously provided similar services at an acceptable level and that the agency has the capacity and resources, such as infrastructure, available to undertake the required services. Issues in relation to key points resulted from evaluation, strategies required to manage issues. Acceptable risks involved.
4	Marginal	<ul style="list-style-type: none"> Does not meet all the requirements as stated in the brief. Provided limited evidence of where similar services are being provided or have been previously provided. Some claims unsubstantiated and unworkable. Referees indicated some reservations. Issues resulted from evaluation, detailed strategies required to manage issues. Medium risks involved.
3	Poor	<ul style="list-style-type: none"> Does not meet the requirements as stated in the brief. Provided little or no evidence of where similar services are being provided or have been previously provided. Claims largely unsubstantiated and in most cases unworkable. Considerable issues resulted from evaluation, very detailed strategies required to manage issues. High risks involved.
2	Very poor	<ul style="list-style-type: none"> Does not meet the requirements as stated in the brief. Claims almost totally unsubstantiated and unworkable. Very high risks involved.
1	Unacceptable	<ul style="list-style-type: none"> Does not meet the requirement as stated in the brief. Claims unsubstantiated and unworkable. Extreme risk involved.
0	Non-compliant	<ul style="list-style-type: none"> Failed to provide an effective response.

7. Evaluation of agency proposals

IPSOS:

Criteria	s47G
A demonstrated understanding of the campaign and key issues	[Redacted]
The strategic approach to the campaign	
The strength of the research material in meeting the objectives, as measured through surveys	
Relevant/related experience of the team of people who will work on the business	
The ability to deliver on time and within budget	
Cost of the services	
	<ul style="list-style-type: none"> s47G
TOTAL	s47G

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s22(1)(a)(ii) -

Criteria
A demonstrated understanding of the campaign and key issues
The strategic approach to the campaign
The strength of the research material in meeting the objectives, as measured through surveys
Relevant/related experience of the team of people who will work on the business
The ability to deliver on time and within budget
Cost of the services
TOTAL

s22(1)(a)(ii) - relates to irrelevant third parties

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relates to

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Criteria
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The strategic approach to the campaign
The strength of the research material in meeting the objectives, as measured through surveys
Relevant/related experience of the team of people who will work on the business
The ability to deliver on time and within budget
Cost of the services
TOTAL

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ng: 0.45 cm

8. Agency evaluation

A summary of the panel's ratings for each agency against the selection criteria is set out below:

Criteria	IPSOS s47G	s22(1)(a)(ii) - relates to irrelevant third parties
A demonstrated understanding of the campaign and key issues		
The strategic approach to the campaign		
The strength of the research material in meeting the objectives, as measured through surveys		
Relevant/related experience of the team of people who will work on the business		
The ability to deliver on time and within budget		
Cost of the services		
Total		
Rank		

9. Evaluation panel endorsement

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s47F

Director
National Intelligence Collection and Policy
Counter Maritime People Smuggling Taskforce
Australian Customs and Border Protection Service

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s47F

Director
Irregular Migration Research & Analysis Section
Department of Immigration and Citizenship

.....
s47F

Manager
National Intelligence Collection and Policy
Counter Maritime People Smuggling Taskforce
Australian Customs and Border Protection Service

Dated

Market Research proposals for Indonesia – Comparative view

14 March 2013

Proposals due: COB Monday, 11 March 2013

Agencies: IPSOS, s22(1)(a)(ii) -

Agency	Methodology	Sample and size	Area of coverage	Deliverables/Timeline	Budget
IPSOS Indonesia	<p>Qualitative – To understand attitudes and awareness of target audience using a mix of Focus Discussion Groups (FDGs) and In-Depth Interviews (IDIs) to reach a wider range of potential respondents. IDIs with elected, traditional leaders and certain crew/residents in hotspots.</p> <p>Quantitative – To quantify existing understanding and awareness to govt policy at the village level targeting villagers (male and female) conducted over two surveys in weeks 6 and 12. This will allow for any changes to be measured and feedback provided.</p>	<p>Residents/crews Leaders Males 18-25 yo Females 35-50 yo married</p> <p>Option 1: 16 respondents per village (4 IDIs & 2 FDGs with six per group)</p> <p>Option 2: 32 respondents per region (6 IDIs & 4 FDGs) = 580 total respondents.</p>	<p>3 to 4 villages in each region of: Rote, Kupang, East Java (Pelabuhan Ratu area) and Lombok</p>	<p>Qual – FDG & IDI discussion guides. Report.</p> <p>Quant x2 – Questionnaires. Report .</p> <p>Option 1: Final Report 20 June</p> <p>Option 2: Final Report 14 June</p>	s47G

Agency	Methodology	Sample and size	Area of coverage	Deliverables/Timeline	Budget
s22(1)(a)(ii) - relates to irrelevant third parties					

Agency	Methodology	Sample and size	Area of coverage	Deliverables/Timeline	Budget
s22(1)(a)(ii)					

End ///



Australian Government

**Australian Customs and
Border Protection Service**

Counter People Smuggling Taskforce

INDONESIA

Evaluation and Market Research Brief

Version: 4.0
Date: 25 February 2013
Classification: Unclassified

Purpose

The Australian Customs and Border Protection Service is seeking quotations from suitably qualified organisations to undertake evaluation and market research activities to measure public information campaign implementation and inform and guide potential anti-people smuggling communication activity.

Scope

This brief only focuses on public information campaign evaluation and market research activities in Indonesia. s22(1)(a)(ii) - relates to regions not in scope

Under the scope of this evaluation and research, the successful agency will assess levels of awareness and understanding of the communication activities delivered through public information campaign activities targeting Indonesian coastal communities and potential facilitators/crew of people smuggling activities.

Anecdotal information from in-country and key stakeholders indicates that the focus on communication activities should be residents/crews in fisheries dependent communities in people smuggling hotspots.

Background

On 28 June 2012, the Prime Minister and the then Minister for Immigration and Citizenship announced that the government had engaged an expert panel, led by retired Air Chief Marshal Angus Houston, to provide a report on the best way to prevent asylum seekers risking their lives on dangerous boat journeys to Australia.

The expert panel released its report on 13 August 2012. The report contains 22 key recommendations to government on the policy options available to prevent asylum seekers risking their lives on dangerous boat journeys to Australia.

The government has accepted, in-principle, all 22 recommendations of the report. Communication activities will support the key recommendations made by the expert panel that the balance of risk and incentive must be shifted in favour of regular migration pathways and established international protections, and against the dangerous use of maritime journeys. For more information please refer to **Attachment A**.

Indonesia has been used as a key base of operations for maritime people smugglers operating in Southeast Asia. Indonesia's extensive archipelagic zones and proximity to Australia give people smugglers good access to enable passage to the border.

Despite successful efforts against people smuggling in Indonesia, the high frequency of Potential Irregular Immigrants (PIIs) attempting to come to Australia continues.

Research has indicated that the focus of communication activity should be:

- residents/crews in fisheries-dependent communities in people smuggling hotspots
- local elected, traditional, business and religious leaders
- the Indonesia National police and Immigration officials

Evaluation and Research

Previous research communication activity was conducted in 2010 and will be made available to the successful consultant.

This evaluation and research project is expected to operate for a period of four months (to the end of June 2013). It should address the following phases, accompanied by a report at the completion of each phase:

- Developmental;
- Tracking, and
- Evaluation.

Developmental – the objectives of this qualitative research is to focus on exploring:

- levels of awareness and understanding toward people smuggling and the Australian Government's people smuggling laws;
- attitudes towards and barriers to receiving information from government on legislative changes and sources of information about people smuggling and PIIs;
- potential key messages that will achieve the intent of the Government's policy;
- what would deter people from crewing a vessel and taking migrants to Australia; and
- the likelihood that they or someone they know may crew a vessel to Australia?

Tracking – the objectives of the periodical quantitative research are to:

- measure the effectiveness of the campaign materials in order to quantify existing awareness levels, understanding and knowledge of the campaign, and
- assess the levels of awareness, understanding and knowledge of the Australian Government's policy changes.

Tracking research will help to ensure effective communication delivery to the target audiences, and minimise any potential negative responses. Tracking research will also be used for adjustments to public information campaigns and activities being undertaken concurrently.

Evaluation

The research will assist to evaluate the effectiveness of public information campaigns, as well as inform and guide possible future communication activity, by providing recommendations as to:

- what themes and messages were / would be most appropriate;
- which target audience are most effectively targeted by the communication activity;
- what is the response of the target audience to the communication activity;
- what would deter the target audience from becoming involved in supporting maritime people smuggling;
- the most effective means of presenting information to target audiences; and
- messages that would have the most impact with the target audience/s.

Target audiences

Indonesian coastal communities, particularly people with skills relevant to maritime people smuggling (such as potential crew, vessel suppliers etc):

- residents / crews in fisheries-dependent communities in people smuggling hotspots
- local elected, traditional, business and religious leaders
- Males under the age of 25 years, recognising that the majority of crew are under the age of 25.

s47E(d)

The proposal

Evaluation and Research proposals should contain:

- consultant's understanding of the evaluation and research issues and the broader context;
- a clear outline and rationale of proposed sampling and methodology for the evaluation and research, and proposed methods to ensure data quality;
- a detailed timeline for doing the evaluation and research;
- a detailed breakdown of costs; and
- details of similar projects the consultant has worked on including references;

Selection process

The selection process will be conducted as follows:

- a verbal briefing session (question and answer session) with representatives of the Australian Customs and Border Protection Service, to gain an understanding of the project in order to inform your proposal.
- selection by a panel on the basis of the response to the brief.

Selection criteria

Selection will be based on value for money, which will be determined following an assessment of the following criteria:

- understanding of the brief;
- quality and clarity of the proposed sampling and research methodology and its rationale;
- proposed methods to ensure data quality;
- ability to meet the timing and budget of the project;
- demonstrated organisational ability to undertake the evaluation and research;
- quality of the proposed personnel; and
- pricing structure.

Q&A sessions

A Question and Answer session will be held with the tendering consultants via a teleconference on Friday 1 March 2013 with representatives from the Australian Customs and Border Protection Service. Agencies will need to provide their presentation to the Australian Customs and Border Protection Service prior to their pitch session and will need to ring in at a designated time.

Budget

The budget will cover all phases of the research, as outlined. Budget details will be discussed at the Q&A sessions.

Timeline

Order	Action	Time required
1.	Brief sent to consultants	26 February
2.	Q&A sessions held with all consultants	1 March
3.	Written proposals due	11 March
4.	Selection panel assesses proposals, writes an evaluation report	19 March
5.	The Departmental delegate approves panel recommendation of successful consultant, including evaluation report	22 March
6.	Contract signed	29 March
7.	Consultant starts work	29 March
8.	Research completion/verbal presentation	Mid-May (tbc)
9.	Public Information Campaign Evaluation	Early June (tbc)
10.	Presentation of draft written report	Early June (tbc)
11.	Presentation of final written report	20 June

Reporting task

In addition to regular monthly reports during the evaluation and research program, the successful provider will be required to submit:

- a verbal presentation to members of the department; followed by
- a written draft and then final report including:
 - a hard copy of research instruments (e.g. questionnaire, discussion guides);
 - a summary of the evaluation and research methodology;
 - dates for when the fieldwork was conducted;
 - a summary of fieldwork statistics, weighting specifications;
 - analysis and interpretation of evaluation and research results; and
 - recommendations on how to apply evaluation and research results to conduct effective information activities.

In-House Resources

The following resources will be provided:

- access to contact database of clients or interest groups;
- existing supplier arrangements such as mailing house contracts;
- existing communication materials to include in research;
- access to meetings with key interest groups;
- existing research reports;

Billing and payment

A payment schedule will be made available to the successful consultant:

- 30% of costs on acceptance of the contract;
- 40% of costs on completion of fieldwork;
- 30% of costs on acceptance of the final report.

Conflict of interest

The consultant will be engaged using a standard Australian Government contract that requires the consultant to declare any risk of conflict of interest. Where the department establishes, from information provided by the consultant or other information available to it, that a conflict of interest exists, such a conflict may be grounds for exclusion of the consultant from consideration for this consultancy after an opportunity is given to discuss the matter with the consultant. In the event the department establishes a conflict of interest exists after the engagement of the consultancy, the contract between the department and the consultancy may be terminated by letter in accordance with the terms and conditions of the contract.

Security, confidentiality & copyright

The information in this brief is confidential. The consultant and other persons working on this project will be bound by Public Service regulations with respect to confidentiality. All information gathered in relation to the project is the property of the Australian Government. No consultant involved in the tender process is at liberty to disclose any of this information to any other party. If confidential information is leaked during the tender process this may be grounds for exclusion of the consultant from consideration for this consultancy. The successful consultant is also not at liberty to disclose any of this information to any other party and if information is leaked after the successful consultant is appointed this may be grounds for termination of the contract.

Professional indemnity insurance

One of the contract conditions for this project is a requirement that all consultants submitting for this project must have professional indemnity insurance to the value of AUD\$5 million.

Performance guarantee

The successful consultant may be subject to a financial viability check and Directors may be personally required to enter into a performance guarantee. Performance guarantees are used for risk management by the Australian Government essentially as a safeguard in securing the performance of contractors. There are three main types of performance guarantees - corporate guarantees, directors' guarantees and bank guarantees. The department will indicate which type of performance guarantee is required.

Project termination and/or variation of project

The Australian Government may, in its sole discretion, at any time, vary or deviate from the processes outlined in this brief, or terminate the briefing process or any negotiations being conducted at that time with any person. The Australian Government reserves the right in its sole discretion to suspend, terminate or abandon this project any time prior to the execution of a formal contract by the Australian Government. The Australian Government reserves the right to refuse to consider and/or accept the lowest or any proposal without reference back to any consultant provided that the Australian Government shall give written notice of such decision to each of the consultants.

Quality assurance

Consultants should indicate whether the company has any quality accreditation and what form it takes. Consultants should also indicate whether or not they adhere to all standards of conduct as indicated by the Market Research Society of Australia (MRSA) Code of Professional Behaviour.

Contact

Name:	s47F
Position:	Director Intelligence Collection and Policy
Telephone:	s47F
Email:	s47F

ATTACHMENT A**No advantage onshore for boat arrivals**

Wednesday, 21 November 2012

People who arrived by boat post-13 August and all future arrivals will have the 'no advantage' principle applied to their cases onshore, even if they are not transferred offshore for regional processing, the Minister for Immigration and Citizenship, Chris Bowen MP, announced today.

Mr Bowen said given the number of people who had arrived by boat since 13 August, it would not be possible to transfer them all to Nauru or Manus Island in the immediate future.

'Accordingly, some of these people will be processed in the Australian community. They will not however be issued with a permanent Protection visa if found to be a refugee, until such time that they would have been resettled in Australia after being processed in our region,' Mr Bowen said.

'People arriving by boat are subject to this 'no advantage' principle, whether that means being transferred offshore to have their claims processed, remaining in detention, or being placed in the community.

'Transfers to Nauru and Manus Island will continue, however in the coming weeks and months my department will begin releasing some people who arrived by boat on or after August 13 into the community on bridging visas.

'Consistent with 'no advantage', people from this cohort going onto bridging visas will have no work rights and will receive only basic accommodation assistance, and limited financial support.'

People's claims will be processed while in the community under this same principle. However, consideration can be given to transfer these people offshore at a future date. Their status as offshore entry people is unchanged.

Mr Bowen said that while construction of permanent facilities offshore were under way, the government would also make temporary changes to immigration detention facilities onshore to cater for short-term accommodation requirements.

'This includes reopening the Pontville site in Tasmania, which had been maintained as a contingency facility since March this year. Capacity at the Melbourne Immigration Transit Accommodation will also be increased by about 300 places,' he said.

Mr Bowen also reiterated the government's commitment to putting in place the recommendations of the Expert Panel on Asylum Seekers, and implementing a safer and more orderly migration program.

'No-one should doubt this government's resolve to breaking the people smugglers' business model and save lives at sea,' he said.

'We will continue to regularly transfer people to Nauru and Manus Island.

'We will also continue to return people where they do not engage Australia's international obligations – indeed, there have been number of removals since 13 August and well over 250 people returned involuntarily to Sri Lanka.'

Arrangements for irregular maritime arrivals who are already in the community on bridging visas, and for those who arrived before 13 August, remain unchanged.



Australian Government
**Australian Customs and
Border Protection Service**

Counter People Smuggling Taskforce

INDONESIA

Creative Advertising Brief

Version: 1.0
Date: 13 August 2013
Classification: ~~Unclassified~~

Purpose

The Australian Customs and Border Protection Service (ACBPS) is seeking quotations from suitably qualified organisations to develop and implement a creative strategy to increase awareness of the changes to Australian Migration Policy announced on 19 July 2013 regarding asylum seekers arriving in Australia by boat, without a visa, being transferred to Papua New Guinea or Nauru.

Scope

This brief is one part of a larger international communications strategy focusing on deterring irregular immigrants from undertaking dangerous irregular maritime travel to Australia. This communication component only focuses on Indonesia in specified languages and regions.

Background

On 19 July 2013, the Prime Minister of Australia and Prime Minister of PNG announced that effective immediately, all asylum seekers arriving in Australia by boat, without a visa, will be transferred to PNG for processing and assessment. ACBPS is responsible for offshore communication regarding people smuggling activities. ACBPS has previously conducted communication campaigns in key source and transit countries for people smuggling activities and has recently pushed media materials regarding the recent announcement into these countries. ACBPS is seeking to reinforce that messaging by delivering, over an extended period, communication into those countries to ensure the new policy message is disseminated as broadly as possible to reach people considering travelling to Australia via irregular migration channels.

On 3 August 2013, the Prime Minister of Australia and Prime Minister of Nauru announced the signing of an arrangement with similar terms to the arrangements with PNG.

Indonesia has been used as a key base of operations for maritime people smugglers operating in Southeast Asia. Indonesia's extensive archipelagic zones and proximity to Australia give people smugglers good access to enable passage to the border.

Despite successful efforts against people smuggling in Indonesia, the high frequency of Potential Irregular Immigrants (PIIs) continuing to attempt to come to Australia is unabated. Information gathered from research in the region indicates that communication messages targeted at PIIs are redundant. PIIs in this region tend to have travelled long distances, made a significant emotional and financial commitment and are well versed in Australia's previous policy.

Current communications activity

Currently a third party provider in Australia, **Universal McCann** has been sourced to research and implement other communication channels to support the communication campaign in Indonesia. These channels include online and 'out of home' advertising, primarily in Jakarta.

Aim

The primary aim of the campaign is to increase awareness amongst Indonesian communities of the policy change and ultimately change the behaviour of PIIs to reduce the amount of people that risk their lives, and waste their money, by travelling by boat to Australia.

The role of advertising is to deliver wide-reach, high frequency advertising in targeted communication channels to achieve the aim of the campaign.

Opportunities and threats

The Australian Department of Immigration and Citizenship (DIAC) is delivering the onshore communication campaign ' *By boat – no visa.* ' ACBPS research has identified that messaging being received by PIIs from Australia is more trusted and believable than Australian Government messaging. It is essential that offshore messaging complements onshore messaging to provide consistent reinforcement of the same message. Advertising needs to be far-reaching, but targeted to PIIs, as the intent is to change their behaviour – get them to stop, think and act.

Creative considerations

Creative content is to be in line with the DIAC onshore campaign material (attachment D). Message updates might be required throughout the period of advertising. ACBPS will provide updated messaging.

Candidates are to consider the existing creative and provide advice and/or recommendations on whether this media activity should use existing artwork or modified to suit the target audience.

Target audiences

The target audiences to be covered in Indonesia, in the following languages are:

- Iran (Farsi Persian)
- Afghanistan (Dari/Farsi)
- Pakistan (Urdu/Pashto)
- Iraq (Arabic)
- Sri Lanka (Tamil/Sinhalese)

Bahasa or English language material is not required.

Note: This is not to target people smuggling facilitators, only PIIs which includes families and unaccompanied minors.

Key messages

Key messages will need to contain the following:

1. If you travel to Australia by boat without a visa, you will not be settled there.
2. If you are found to be a refugee you will be resettled in another country, either Papua New Guinea or Nauru.
3. If you are found not to be a refugee, you will be returned to Indonesia or your country where you have a right of residence.

Geographical areas

Indonesia:

Jakarta, Bogor, Sukabumi, Garut, Bali, Batam, Puncat, Bandung, Kendari, Makassar, Kupang, Medan

Timing

Indonesia:

ACBPS requires advertising to be delivered ASAP. ACBPS is seeking host-country government approval to conduct advertising. Please provide an indication as to whether your company can

assist in expediting Government approval of advertising placement and artwork. ACBPS requires advertising to commence immediately and run until the end of October 2013.

The pitch task

As part of the tender process, the agency will be expected to:

1. Respond to the brief with a proposed creative solution and develop a written proposal

The proposal must include:

- An advertising strategy;
- Copies of all creative material; and
- Details of who will work on the campaign.

Selection criteria

Selection will be based on value for money which will be determined following an assessment of the following criteria:

- A demonstrated understanding of the brief;
- A strategic approach to the campaign;
- The strength of the creative material in meeting objectives, including the results of concept testing;
- Relevant experience and quality of the team of people who will work on the project;
- Demonstrated organisational ability to undertake the task;
- Ability to deliver on time and to budget; and
- The pricing structure.

Budget

The total budget for the campaign in Indonesia is AUD \$800,000.

The task for the successful consultant

If successful, the agency will be required to:

- Refine the creative materials;
- Deliver all creative elements of the campaign;
- Work closely with Australian Customs and Border Protection Service Communications, Marketing staff and any specified third party vendors where appropriate;
- Liaise with the third party vendor, **Universal McCann** (if required);
- Provide copies of all creative materials at the end of the campaign; and
- Sustain sound working relationships with Australian Customs and Border Protection Service

Contacts and in-house resources

Australian Customs and Border Protection Service contact:

s47F		s47F	

Existing communication materials will be made available to the successful candidate.

Contract

A standard form of contract applies to advertising agencies and will be provided to the successful vendor upon notification.

Conflict of interest

The agency will be engaged using a standard Australian Government contract that requires the agency to declare any risk of conflict of interest. Where the department establishes, from information provided by the agency or other information available to it, that a conflict of interest exists, such a conflict may be grounds for exclusion of the agency from consideration for this campaign after an opportunity is given to discuss the matter with the agency. In the event the department establishes a conflict of interest exists after the engagement of the agency, the contract between the department and the agency may be terminated by letter in accordance with the terms and conditions of the contract.

Security, confidentiality and copyright

Australian Customs and Border Protection Service will retain all copyright to creative materials produced.

The information in this brief is confidential. The agency and other persons working on this project will be bound by Public Service regulations with respect to confidentiality will be required to sign a confidentiality agreement. All information gathered in relation to the project is the property of the Australian Government. No agency involved in the tender process is at liberty to disclose any of this information to any other party. If confidential information is leaked during the tender process this may be grounds for exclusion of the agency from consideration for this consultancy. The successful agency is also not at liberty to disclose any of this information to any other party and if information is leaked after the successful agency is appointed, this may be ground for termination of the contract.

Project termination and/or variation of project

The Australian Government may, in its sole discretion, at any time, vary or deviate from the processes outlined in this brief, or terminate the briefing process or any negotiations being conducted at that time with any person. The Australian Government reserves the right in its sole discretion to suspend, terminate or abandon this project any time prior to the execution of a formal contract by the Australian Government. The Australian Government reserves the right to refuse to consider and/or accept the lowest or any proposal without reference back to any agency provided that the Australian Government shall give written notice of such decision to each of the agencies.



Australian Government
Australian Customs and
Border Protection Service

Brief for Prime Minister's Office – Press Team

Australian Customs and Border Protection Service Communication Activity on the Papua New Guinea Resettlement Agreement.

Purpose

The purpose of this document is to outline the approach of the Australian Customs and Border Protection Service (ACBPS) in implementing the offshore communication about the change to migration policy announced by the Australian government on 19 July 2013.

Approach

A three tracked approach was implemented immediately following the announcement to create far reaching awareness of the new policy in source and transit countries for people smuggling activities:

Track 1 - Media blitz	Track 2 – Community Liaison Officers (CLO) s22(1)(a)(ii) - relates to activities not in scope	Track 3 – Public information campaign
Weeks 1-4	Weeks 1-8	Weeks 1-16

Status

Track 1 – Media blitz:

- Media materials (English/translated) provided to posts for dissemination to local media, government and NGOs for distribution through traditional, online and social media.
- Interlocutors engaged at key source and transit countries for people smuggling activities.

- **Considerable media coverage in English and foreign language.**

s22(1)(a)(ii) - regions not in scope

Track 2 – CLO s22(1)(a)(ii) - relates to activities not in scope

s22(1)(a)(ii) - relates to activities not in scope

- The International Organisation for Migration in Indonesia is very active with their Community Liaison Officer network with activity in Medan, Jakarta, Makassar, Bogor, Surabaya and Tanjung Pinang.

s22(1)(a)(ii) - relates to regions not in scope

Track 3: Public Information Campaign

s22(1)(a)(ii) - relates to regions not in scope


s22(1)(a)(ii) - relates to activities and regions not in scope



Malaysia s22(1)(a)(ii) - region not in scope Indonesia s22(1)(a)(ii) - region not in scope

- Universal McCann providing media plan/proposal for press/outdoor campaign (up to 4 weeks campaign)
- Campaign uses modified DIAC's *By boat, no visa* campaign creative.
- Media costs not yet known/booked.

Budget

- ACBPS is using the existing \$2 million strategic communication budget allocated for 2013-14.
 - Amended to s34(3)
- 

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Australian Government
Australian Customs and
Border Protection Service

Ministerial No:

Minister for Home Affairs

cc Attorney-General
Minister for Immigration and Citizenship

Update on offshore strategic communication activity to deter people smuggling

Deadline: 10 June 2011

Proposed action

That you provide this update to the Minister for Immigration and Citizenship:

1. In response to an action arising from the 29 May 2013 Expert Panel on Asylum Seekers meeting where I agreed to provide a written brief outlining more detail on the progress of offshore strategic communication activities being delivered in s22(1)(a)(ii) - not a region in scope, Indonesia s22(1)(a)(ii) - not a region in scope

s22(1)(a)(ii) - not a region in scope

s22(1)(a)(ii) - relates to issues not in scope

s22(1)(a)(ii) - relates to issues not in scope

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2

Strategic communication progress report

s22(1)(a)(ii) - relates to regions not in scope



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3

Indonesia

The selected provider for research activities (IPSOS) has recently completed in-depth survey work following a pilot program in April 2013. The research is being conducted in Indonesian coastal areas targeting potential crew, vessel suppliers or people with necessary skills to undertake people smuggling activities. The research aims to identify the level of awareness of people smuggling and the likelihood for people to engage in people smuggling activities, as well as what messaging might serve as a deterrent for involvement in people smuggling. This research will be completed by the end of June 2013.

Public information campaign activities targeting potential crew, vessels or facilitators are scheduled to commence in September 2013. This campaign will be delivered by the International Organization for Migration (IOM).

Resource Implications

Not applicable

Consultation

Internal

Nil

External

DIAC

Expected reaction

Not applicable

Amended to s47E(d) and s47F

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4

Recommendation

It is recommended that you note the progress of the offshore communication activities to deter people smuggling being delivered by the Australian Customs and Border Protection Service.

SIGNED / CLEARED BY:

ORIGINATED BY:

.....
s47FDeputy Chief Executive Officer
Border Enforcement

s47F

07 / 06 / 2013

.....
s47FDirector Intelligence Collection and
Policy

Counter People Smuggling Taskforce

s47F

07 / 06 / 2013

Noted/Please Discuss

.....
Minister for Home Affairs

/ /

Feedback on Submission							
Timely	Yes	No	Length	Too Brief	Right Length	Too Long	
Quality	Poor	1	2	3	4	5	Excellent
Comments							
Initials: Date / /							

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BRIEFING POINTS: Meeting between DHOM Jakarta, s47F and DCEO Border Enforcement, s47F, 13 June 2013 @ 0830.

IOM

1. Information Campaigns

- A pilot public information campaign on Customs and Border Protection's behalf in 2010 raised awareness among communities vulnerable to exploitation by people smugglers of the dangers of people smuggling and the consequences of involvement in this activity.
- A second public information campaign, due to commence in September 2013, will target potential crew (primarily) as well as fishermen, boat owners, boat builders, and coastal industry workers across the archipelago in key locations.

2. Community Liaison Team Program

- CLOs in four locations provide fortnightly feedback on current potential illegal immigrant intentions and views on messaging provided.
- This is only delivered to those in IOM care.

3. People Smuggling Manual Update

- Amended to s47E(d) only
IOM updated and reprinted the Handbook on People Smuggling in Indonesia (2009)
Amended to s47E(d) only
- Produced three publications in Bahasa Indonesia and a limited number of English language copies, for national distribution.
- A national launch event was held on 31/10/2012 that included representation from all stakeholders.
- Now being used by all IOM training and field officers.

Amended to s47E(d) only

s22(1)(a)(ii) - does not relate to communication activities and therefore not in scope

s22(1)(a)(ii) - does not relate to communication activities and therefore not in scope



FOUO



Australian Government
Joint Agency Taskforce
Operation Sovereign Borders

To: Chief of Staff
Joint Agency Task Force | Operation Sovereign Borders

SUBJECT: IOM CONTRACTED ACTIVITIES IN INDONESIA

PURPOSE

To provide you with background information on the two distinct activities undertaken in Indonesia by the International Organization for Migration (IOM) under contract to Australian Customs and Border Protection (ACBPS)

BACKGROUND

ACBPS has two initiatives currently being delivered by the IOM in support of the Australian Governments counter-people smuggling efforts.

1. A Community Liaison Officer program that promotes Australian Government messaging to potential irregular migrants in the care of IOM. This program has been operational since June 2012 and will conclude at the end of December 2013.
2. A Public information campaign targeting people smuggling facilitators (crew, suppliers etc.) between five and eight clusters of Indonesian villages in people smuggling hotspots. This program commenced in September 2013 and will conclude March 2014

Community Liaison Officer (CLO) Program

The Community Liaison Officer program in Indonesia targets PII's rather than potential facilitators. It operates only in IOM-run accommodation facilities in Indonesia and does not reach the broader population of PII's who pool under the radar.

Amended to s47E(d)

FOUO

The IOM CLO Program aims to ensure that:

- foreign nationals residing in Indonesia, who may seek to travel to Australia by an irregular pathway, are informed and counselled about relevant Australian Government's policies and the implications for individuals who attempt to travel to Australia by irregular means, and
- people are aware of the consequences at home and in Australia for Indonesian nationals who aid people smugglers by providing boats, crews and other support.

The program makes use of a team of CLOs to help promote Australian Government messaging to potential irregular migrants, and provide information on uptake of, and reactions to, Australian Government policy and messaging by PIIs in Indonesia.

The Community Liaison Team is comprised of up to three CLOs fluent in Dari/Farsi, Tamil and Arabic. Each CLO has the necessary experience, language and interpersonal skills to develop and deliver migration-related messaging to Afghan, Sri Lankan, Iranian or Iraqi nationals.

The project produces tailor-made information materials for Afghan, Sri Lankan, Iranian and Iraqi migrants in Indonesia, and updates, adapts and distributes outreach and awareness-raising materials

The CLO program is designed to raise the level of understanding and awareness among PIIs of Australian Government policy and its implications for irregular migration. In the longer term, it also aims to assist to curb irregular migration and prevent people smuggling from Indonesia to Australia.

The IOM CLO activities terminate at the end of December 2013. Funding (\$800k) from NPP was spread over 2011/12 (\$400k), 2012/13 (\$272k), and 2013/14 (\$128k) financial years.

Public Information Campaign Targeting Crew

In July 2012, the former Prime Minister made a commitment to Indonesian officials to address implementation of a communications program targeted at potential boat crews. The Government of Indonesia, Amended to s47E(d) were supportive of expanding outreach efforts to at-risk Indonesian nationals, both in partnership with the Government of Australia and independently.

The objective of the Public Information Campaign in Indonesia is to increase the awareness of the potential crew of people smuggling vessels of the negative consequences of involvement in people smuggling in coastal communities that are currently or are emerging as smuggling hotspots, crew recruiting grounds or transit areas for irregular migrants attempting to travel to Australia by irregular means.

The Activities under this project build upon activities and approaches to public information and awareness raising conducted in a previous project (2009-2010) throughout 14 fisheries dependent communities to educate prospective crew, vessel owners and people who influence their decision-making (key opinion formers) and the communities where they live about:

- the negative impact of involvement in these ventures on local families and communities;
- the efforts of the Indonesian government to break the smuggling syndicates;
- the dangers of the journey, the certainty of interception in Australian waters and the legal sanctions boat crews and others providing logistical support to smuggling syndicates face in both Australia and Indonesia, including lengthy jail terms and fines;
- the types of suspicious activities that might indicate a people smuggling venture is active in their area.

IOM's efforts are guided by a campaign strategy that employs a package of complementary and mutually reinforcing media, both formal and informal to reach the target audiences.

The precise location of clusters of target communities has been determined in consultation with the relevant Australian Government agencies **Amended to s47E(d)**
() to ensure the priorities of both stakeholder groups are addressed. Depending on issues like accessibility, local fishing season, timing of the monsoon etc. between five and eight clusters of villages in people smuggling hotspots are to be targeted.

The IOM crew campaign activities terminate at the end of March 2014. **Amended to s47E(d)**

RECOMMENDATION

It is recommended that you note the above.

s47F

Director Strategic Communications

Joint Agency Task Force | Operation Sovereign Borders

17 October 2013

~~PROTECTED~~

INTERNATIONAL COORDINATION BRIEF

Meeting with DHOM Indonesia

TOPIC/ISSUE OVERVIEW

DHOM Jakarta, ~~s47F~~, will be in Canberra the week of 11 – 14 June and he has requested a meeting with Australian Customs and Border Protection (ACBPS) with the primary focus of receiving an update on People Smuggling; in particular statistics relating to arrivals, trends and nationalities.

The following briefing provides the required statistical update to People Smuggling. It is anticipated that this will segue to a more detailed discussion on People Smuggling developments and trends.

The briefing also includes background to other activities ACBPS engage with through Jakarta Post. This meeting is not part of ~~s47F~~ midterm posting consultation process.

KEY ISSUES

- As at 12 June, 11,545 Irregular Maritime Arrivals (IMAs), 362 crew and 172 boats had arrived in Australia in 2013. These figures are trending much higher compared to 2012 which saw 17,203 IMAs and 278 boats for the calendar year.

Amended to s47E(d) only

UNHCR registration trends

- As at the end of April 2013, there were 6,928 asylum seekers registered with UNHCR Indonesia, a decrease of 792 compared with the end of March 2013.

Amended to s47E(d) only

International Organization for Migration (IOM) Indonesia

- In April 2013 there were 3,312 potential irregular immigrants (PIIs) receiving IOM care. Of these, 1,434 (43 per cent) were in an Indonesian Immigration Detention facility and 1,878 were in community housing.

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Amended to s47E(d)

BACKGROUND

s22(1)(a)(ii) (does not relate to communication activities and therefore not in scope) or s47E(d) as alternative

Jakarta Post provided the following updates by way of background;

International Organization for Migration (IOM) Indonesia

Australia has a mature working relationship with the International Organization for Migration. ACBPS works with IOM to deliver three counter people smuggling projects in Indonesia:

- a) Public Information Campaigns (PIC)
 - A pilot public information campaign on ACBPS's behalf in 2010 raised awareness among communities vulnerable to exploitation by people smugglers of the dangers of people smuggling and the consequences of involvement in this activity.
 - A second public information campaign, due to commence in September 2013, will target potential crew (primarily) as well as fishermen, boat owners, boat builders, and coastal industry workers across the archipelago in key locations.
- b) Community Liaison Officer (CLO) Project
 - CLOs in four locations provide fortnightly feedback on current potential illegal immigrant intentions and views on messaging provided.
 - This is only delivered to those in IOM care.

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c) People Smuggling Manual Update

- ~~s47E(d)~~ IOM updated and reprinted the Handbook on People Smuggling in Indonesia (2009) used by Indonesian National Police, Imigrasi, prosecutors and local government officials.
- Produced three publications in Bahasa Indonesia and a limited number of English language copies, for national distribution.
- A national launch event was held on 31/10/2012 that included representation from all stakeholders.
- Now being used by all IOM training and field **officers.**

Amended to ~~s47E(d)~~Cleared by ~~s47F~~

Phone:

Action Officer:

~~s47F~~

Doc Date: 12 June 2013

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Australian Government
Australian Customs and
Border Protection Service

INTERNAL BRIEF

Improvised international communication proposal

Immediately following the Prime Minister's press conference announcing policy changes relating to irregular maritime arrivals the following action will be undertaken by ACBPS Counter People Smuggling Taskforce and Communication and Media officers:

Key Messages:

- A joint announcement between the Prime Minister of Australia and the Prime Minister of Papua New Guinea was made today, 19 July 2013, to introduce cooperative arrangements to tackle people smuggling operations.
- Effective immediately – the rules for anyone who travels by boat, without a visa, to Australia have changed.
- From today anyone who travels unlawfully by boat to Australia, no matter where an asylum seeker arrives in Australia, will be transferred to Papua New Guinea where they will be processed and assessed by the Papua New Guinea authorities. They will NEVER be settled in Australia.
- Under the new agreement signed with Papua New Guinea today - the Regional Resettlement Arrangement - unauthorised arrivals will be sent to Papua New Guinea for assessment and if found to be a refugee will be settled there.
- Papua New Guinea has become full signatories to the Regional Resettlement Arrangement which will ensure full protection for all persons transferred and settled in Papua New Guinea.
- The announcement sent a loud and clear message that both countries are committed to introducing a multi-layered approach to curbing people smuggling activities and reducing the number of lives lost at sea.
- People smuggling networks around the world will now be offering people false hopes when they tell them they will arrive in Australia.
- If people are found to be a genuine refugee they will be permanently settled in PNG.
- Persons found not to be refugees may be returned to their home country or a country where they had a right of residence, or held in a transit facility.
- There is no cap on the amount of people that may be transferred or settled.
- The agreement reviewed after 12 months.

Communication Approach

Funding considerations:

- ACBPS will use the existing \$2m strategic communication budget allocated for 2013-14.
- In order to deliver a highly visible campaign with the desired effect of reaching a wide audience and changing behaviours of Potential Irregular Immigrants (PIIs), it is essential that appropriate funding be made available to allow for a sustained public information campaign in source and transit countries for people smuggling. This communication proposal requires a \$7m investment.
- ACBPS therefore requires an additional \$5m. s47E(d)
- Amended to s34(3)

Phased approach:

- A three phased approach will be implemented immediately following the PM's announcement on 19 July 2013 to create far reaching awareness of the new policy

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Phase 1	Improvised free media campaign
Phase 2	CLO s22(1)(a)(ii) - relates to activities not in scope
Phase 3	Strategic media campaign

Phase 1: Media campaign (immediately –7 days)

Immediately following the PM's announcement ACBPS will initiate an improvised free media campaign.

- ACBPS will actively exploit our viral online social media channels, including Twitter and Facebook. In addition ACBPS will utilise the communication activity produced by DIAC, including targeted translated advertisements, ministerial interviews and social media accounts.
- ACBPS will prepare and collate a media pack (including press releases, transcript of press conference, imagery and Q&A) to be distributed via cable to all Australian overseas posts.
- A prioritised list of posts in source and transit countries for people smuggling activities has been identified. Detailed instructions for the media/public affairs officers will be provided via cable to enable them to actively distribute media packs to local media outlets/journalists as well as seeking media interview opportunities for ambassadors and high-commissioners.
 - Initial messaging will be in English. Posts will be responsible for sourcing translators for information as required.
- ACBPS will target and liaise with influential international agencies (IOM, UNHCR etc) to provide media packs and seek assistance in the distribution of messages to registered and non-registered refugees. ACBPS officers at post will continue to lead on liaison with these agencies and assist with translation of material as required.
 - RD Jakarta plans to engage with IOM Jakarta tonight (19 July) Canberra time. will lead on engaging IOM / UNHCR in Jakarta.
- ACBPS will work closely with DIAC to utilise social media channels including Twitter, YouTube and Facebook to actively promote international viral messaging.
- ACBPS Media Team will actively target specific influential journalists/media outlets in source and transit countries to push the announcement and ensure severity of messaging is understood.

Amended to s47E(d) only

Note - Maximum media coverage will occur in the hours and days immediately following the announcement. Domestic media coverage was initially extensive and continues to receive good coverage which will assist in the diaspora communities conveying the messaging to family and friends considering or already en-route/transiting via irregular migration channels and assist in the reinforcement and confirmation of coverage in the international media. Distribution of the announcement to international media outlets, through posts, was slower than domestic media, initially due to material only being available in English. Feedback from key posts indicates coverage in English and foreign language media has increased, due to the provision of translated material (fact sheets, YouTube videos) as well post staff actively disseminating information via government counterparts, social media and government and non-government bodies

Amended to s47E(d) only

Phase 2: CLO s22(1)(a)(ii) - relates to activities not in scope (immediately – 4-6 weeks)

- s22(1)(a)(ii) - relates to regions not in scope and Indonesia (IOM) will immediately activate Community Liaison Officers (CLOs), s22(1)(a)(ii) - relates to activities not in scope

Amended to s47E(d) only

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- ACBPS will propose options, including leaflet and poster distribution, through service providers to identify immediate communication channels that can be produced quickly and disseminated throughout the community.

Budget: First 4-6 weeks (\$2m) – already funded

	s22(1)(a)(ii) - relates to regions not in scope	Indonesia
Description of proposed campaign activity		Engage existing providers to immediately activate CLOs.
Target audience		<ul style="list-style-type: none"> PIIs
Approximate budget	s22(1)(a)(ii) - relates to regions not in scope	\$500,000

- In addition to the key countries above, delivery of messaging throughout the community, via posts, in source and transit countries s22(1)(a)(ii) - relates to regions not in scope, Indonesia, and s22(1)(a)(ii) - relates to regions not in scope will continue throughout phases 2 and 3. ACBPS will allocate \$1.5m for this communication activity.

s22(1)(a)(ii) - relates to regions not in scope

s22(1)(a)(ii) - relates to regions not in scope

s22(1)(a)(ii) - relates to regions not in scope

IOM has disseminated messaging to all CLO Stations in Medan, Jakarta, Makassar and Bogor. s47E(d)

Amended to s47E(d)

s22(1)(a)(ii) - relates to regions not in scope

s22(1)(a)(ii) - relates to regions not in scope

s22(1)(a)(ii) - relates to regions not in scope

Phase 3: Strategic media campaign (immediately – up to six months)

- ACBPS will immediately task service providers to prepare proposals for the delivery of targeted public information campaigns using a range of high-reach, high-frequency mediums, including television, radio, cinema, press, billboards and road show activity.
- Campaign concepts will be tested prior to delivery to ensure the severity of messaging is clearly delivered and understood by the target audience.

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Budget : 6 month campaign (\$3.5m) – additional funding required.

	s22(1)(a)(ii) - relates to regions not in scope	s22(1)(a)(ii) - relates to regions not in scope	Indonesia
Description of proposed campaign activity			Public information campaign targeting potential people smuggling facilitators and delivery of CLO program.
Target audience			<ul style="list-style-type: none"> PIIs / Crew
Approximate budget	s22(1)(a)(ii) - relates to regions not in scope		\$500,000

s22(1)(a)(ii) s22(1)(a)(ii) - relates to regions and activities not in scope

AUTHOR:	s47F	
POSITION:	Communication Manager People Smuggling Task Force	
APPROVED:	s47F	NM People Smuggling Task Force
DOC DATE:	22 July 2013	

~~PROTECTED-SENSITIVE-CABINET~~

~~FOR OFFICIAL USE ONLY~~**INTERNATIONAL BRIEF****Indonesia-Australia 13TH Customs-to-Customs Bilateral Discussions
Counter People Smuggling Communication Activities****TOPIC/ISSUE OVERVIEW**

To provide an overview of current counter people smuggling communication activities, with a particular focus on activity underway in Indonesia.

KEY ISSUES

- The Operation Sovereign Borders Joint Agency Task Force (OSB JATF) and prior to that Australian Customs and Border Protection Service (ACBPS) has been delivering offshore counter people smuggling communication activities in key **source and** transit countries for potential irregular immigrants (PIIs).
- The aim of counter people smuggling communication is to increase awareness of the Australian Government's policies and to ultimately change the behaviour of PIIs and potential facilitators of people smuggling activities to reduce the number of people risking their lives travelling by boat to Australia.
- Activities are being delivered through a range of communication mediums including television, radio, press, print, online, and billboards in the following countries: **s22(1)(a)(ii) - relates to regions not in scope** Indonesia; **s22(1)(a)(ii) - relates to regions** Malaysia; **s22(1)(a)(ii) - relates to**
- Offshore public information campaigns are an essential aspect of counter people smuggling operations. Informing and educating our target group about the Australian Government's policy is critical to influencing their behaviour before getting on a boat.
- In Indonesia, two initiatives are currently being delivered by the International Organization for Migration (IOM) in support of the Australian Governments counter people smuggling efforts – a Community Liaison Officer program and a public information campaign targeting people smuggling facilitators (crew, suppliers etc.).
- Two international advertising agencies, **Leo Burnett** and **Universal McCann**, have also been engaged to deliver communications activities in known transit locations for PIIs in Indonesia. **Leo Burnett** is principally delivering a pamphlet / poster dissemination program to the target audience, and **Universal McCann** is delivering online advertisements.
- **Current communications activities will progressively conclude from the end of October 2013 through to December 2013. The JATF is seeking to secure additional funds to continue, and possibly expand, counter people smuggling communication activities into 2014.**

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BACKGROUND

Communications Approach

The JATF will continue to implement a three track approach to offshore communication activities to create awareness of the Government's new policies in source and transit countries for PIIs:

- Track 1 – Improvised free media campaign, including engaging with host governments/NGOs, publishing information on Post websites, press conferences/interview opportunities, and community outreach.
- Track 2 – Community Liaison Officer Amended to s22 - activities not in scope
s22(1)(a)(ii) - relates to regions not in scope
- Track 3 – Country-specific commercially delivered public information campaigns

Community Liaison Officer (CLO) Program

s47E(d)

The program makes use of a team of CLOs to help promote Australian Government messaging to potential irregular migrants, and provide information on uptake of, and reactions to, Australian Government policy and messaging by PIIs in Indonesia.

The Community Liaison Team is comprised of up to three CLOs fluent in Dari/Farsi, Tamil and Arabic. Each CLO has the necessary experience, language and interpersonal skills to develop and deliver migration-related messaging to Afghan, Sri Lankan, Iranian or Iraqi nationals.

Public Information Campaign Targeting Crew

The objective of the public information campaign in Indonesia is to increase the awareness of the potential crew of people smuggling vessels of the negative consequences of involvement in people smuggling in coastal communities that are currently or are emerging as smuggling hotspots, crew recruiting grounds or transit areas for irregular migrants attempting to travel to Australia by irregular means.

Amended to s47E(d) only

This program commenced in September 2013 and will conclude March 2014.

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Leo Burnett

Leo Burnett has been engaged to deliver and place leaflets, posters, banners and billboards in 17 cities across Indonesia. This activity commenced on 23 September 2013 and continues through to 26 October 2013. Leo Burnett is also delivering a range of digital and social media advertising in support of the communications campaign – notably yahoo advertising.

Universal McCann

Universal McCann is delivering online advertising across key source and transit counties including Indonesia. UM advertising is delivered through Cadreon (sponsored advertising on internet pages), Google search, Facebook and YouTube advertising.

UM advertising targets those cohorts in Indonesia (Iranian, Afghan, Sri Lankan, Pakistani and Iraqi) searching in their native languages.

All locations are performing extremely well and above industry benchmarks. In Indonesia, Arabic (Iraqi) leads the way amongst languages, with Farsi (Iranian) also performing well.

Cleared by:

s47F [REDACTED] Chief of Staff, Joint Agency Task Force, Operations Sovereign Borders

s47F [REDACTED]

Action Officer:

s47F [REDACTED], Director, Strategic Communications, Joint Agency Task Force, Operation Sovereign Borders

s47F [REDACTED]

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Australian Government
Australian Customs and
Border Protection Service

INTERNAL BRIEF

To: Deputy Chief Executive Officer
Border Enforcement

Through: National Director Intelligence and Chief Information Officer

**COUNTER PEOPLE SMUGGLING TASK FORCE – STRATEGIC OVERVIEW
OF OFFSHORE COMMUNICATION CAMPAIGN**

Purpose

In support of your strategic oversight of Australian Customs and Border Protection's (ACBPS) anti-people smuggling offshore communications activities, this brief focuses on those activities conducted during 2012-13 (recognising the increased funding, interest and scrutiny), and those activities planned or proposed for 2013-14.

It also provides information on past communication activity delivered prior to 2012-13

The brief is structured around the following topics identified in your e-mail of 13 June 2013 and in the CEO's request of 5 June 2013.

- Campaigns completed and examples of these;
- Campaigns that are current and what evaluations are proposed for those campaigns;
- Research undertaken to inform the campaigns;
- How the campaigns are linked in specific countries s22(1)(a)(ii) - relates to regions not in scope
- Evaluations completed and outcomes of those evaluations;
- Campaigns queued or planned;
- A summary of our past and future strategy (e.g. country, region, demograph targeted, objectives hoped to be achieved, etc);
- Process adopted, and proposed, for procurement of the marketing firms used; and
- s22(1)(a)(ii) - relates to regions not in scope

s22(1)(a)(ii) - relates to regions not in scope

1. Campaigns:

This section provides details of:

- Campaigns completed and examples of these
- Campaigns that are current and what evaluations are proposed for those campaigns
- Research undertaken to inform campaigns
- How the campaigns are linked in specific countries

Throughout 2012-13 ACBPS delivered, through third party providers:

s22(1)(a)(ii) - relates to regions not in scope

- one Community Liaison Officer program (Indonesia); and
- s22(research projects s22(1)(a)(ii) - and one in Indonesia).

Planning work for a public information campaign in Indonesia targeting potential crew and facilitators started in FY 2012-13, but delivery will occur in FY 2013-14. This is due to delays in the sourcing of the provider and contract negotiations.

The following table provides a summary of:

- the activities delivered in each key location and current status;
- the provider for those activities;
- sequencing and linking of the campaigns; and
- status of evaluation activities;

Table 1: Summary of offshore communication activities 2012-13

s22(1)(a)(ii) - relates to regions not in scope

s22(1)(a)(ii) - relates to regions not in scope

Indonesia	Provider	Activity	Dates delivered	Evaluated
	IPSOS	Research to identify level of awareness of people smuggling and likelihood for people to engage in activities.	June 2013 <i>Current</i>	N/A
	International Organization for Migration	Public information campaign targeting people smuggling facilitators (crew, suppliers etc.)	September – December 2013 <i>Planned</i>	No
	International Organization for Migration	Community Liaison Officer program to promote Australian Government messaging to potential irregular migrants.	June 2012 - <i>Current</i>	No

Attachments A-C provide further details and examples of the activities delivered in each of these locations.

Attachment D provides information on past communication activity delivered prior to 2012-13.

2. Evaluations completed and outcomes of those evaluations

s22(1)(a)(ii) - relates to regions not in scope

s22(1)(a)(ii) - relates to regions not in scope



Indonesia

Evaluation of current activities in Indonesia have not occurred as the public information campaign has not yet been rolled out. An internal assessment in late 2010 of communication activities considered that the previous IOM campaign was viewed as a success in terms of delivery, s47E(d)

The campaign was not extended due in part to the cost of the extension as proposed by IOM, s22(1)(a)(ii) - relates to activities not in scope

It has informally been noted that the sheer number of potential departure points in Indonesia makes a widespread and comprehensive campaign extremely difficult

Measuring the effectiveness of the Community Liaison Officer program by IOM in Indonesia has been similarly challenging. s22(1)(a)(ii) - relates to regions/activities not in scope

s47E(d)



3. Campaigns queued or planned

Communication activities for 2013-14 will not be as extensive as it was throughout 2012-13 due to a smaller resource base (\$2.1m vs. \$5.6m).

As a result, a less intensive but more enduring campaign activity is planned in 2013-14. s22(1)(a)(ii) - relates to regions not in scope

The development and implementation of campaign activities will use complementary communication mediums and messaging based on findings from previous campaigns, and using reduced communication channels targeted to the highest reach (television, radio, print etc).

s22(1)(a)(ii) - relates to regions not in scope

The use of alternative (low to nil cost) communication channels will be explored as a means of increasing awareness and leveraging from the paid in-country campaigns. This will include greater use of the internet, social media, media releases, Ministerial interviews, and greater use of our overseas based officers to give presentations or media conferences at events, etc.

The following table provides an outline of the activities to be undertaken by country and region, and the demographic targeted.

Table 2: Proposed research/communication activity 2013-14:

s22(1)(a)(ii) - relates to regions not in scope		Indonesia	s22(1)(a)(ii) - relates to regions not in scope	Other
July – December 2013		Deliver one public information campaign targeting potential people smuggling facilitators <ul style="list-style-type: none"> • Crew • Boat owners Continued delivery of a Community Liaison Officer program to promote Australian Government messaging to PIIs.		Low-nil cost options <ul style="list-style-type: none"> • Internet • Social media • Media
January – June 2014		Continued delivery of above public information campaign targeting potential people smuggling facilitators		Low-nil cost options

4. Summary of our past and future strategy

This section deals with the 2013-14 offshore strategic communications strategy. Details of the campaign strategy for offshore activities in 2012-13 are at Attachment E.

In 2013-14, the aim of communications activities remains unchanged to those from 2012-13. Principally, these are to improve awareness, enable more informed PII decision-making and ultimately to influence the behaviour of PIIs and potential facilitators of people smuggling activities to reduce the number of people travelling by boat to Australia.

The objectives of offshore communication activities into 2013-14 are:


- Communicate Australia's immigration policies and / or changes to policies;
- Inform PIIs of the associated risks/consequences of irregular migration;
- Explain the reality of irregular migration to PIIs – identify the deception of people smugglers and provide information about potential financial ruin / no work / no ability to send money home / offshore processing;
- Deter facilitators (crew, boat owners) from participating in people smuggling activities – explain consequences (fines, jail time, loss of income, potential loss of life);
- Promote and direct PIIs to information on regular migration pathways to Australia through ACBPS communication channels linking/pointing to DIAC activity; and
- Leverage international media interest in the public information campaigns to the advantage of ACBPS through the promotion of campaign activities. Utilise the media to assist in raising awareness of campaign messaging through the provision of campaign materials.

A key focus into 2013-14 is to ensure a continuation of, and building upon, existing messaging in key source and transit locations, supported by research and feedback where possible.


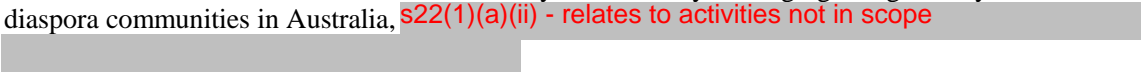
The communications strategy for 2013-14 is being finalised and will outline in detail the approach, rationale and scope for offshore communication activities. This strategy is expected to be completed by the end of July 2013, and will incorporate / be founded on the research and findings from the recently concluded evaluation and research reports, and feedback from the campaign activities that concluded 30 June 2013.

For all activities to date ACBPS has enjoyed a close working relationship with DIAC, both bilaterally and through the multi-agency Strategic Communications Working Group. This has ensured consistency of key messages and themes.

s22(1)(a)(ii) - relates to activities not in scope



Noting the key findings that ACBPS offshore activities have increased awareness of people smuggling activities, but that effectiveness has been directly countered by messaging being conveyed from diaspora communities in Australia, s22(1)(a)(ii) - relates to activities not in scope



5. Process adopted, and proposed, for procurement of the marketing firms used

Amended to s47E(d)

s22(1)
(a)(ii)

and the IOM (in Indonesia)

were already being delivered.

Amended to s47E(d) only

Following the announcement and adoption of the recommendations of the Expert Panel on Asylum Seekers in August 2012, Customs and Border Protection received an additional \$3.6m for the remainder of the 2012-13 financial year to enhance and establish communications efforts to raise awareness of the government's new policy.

Amended to s47E(d) only

To enable ACBPS to consider all available and suitable service providers that could deliver our offshore strategic communication campaigns in the required countries, ACBPS engaged the services of Trinity P3 Pty Ltd in November 2012. Given the time pressures we were operating under, our intent was to:

- Develop an understanding of the talent pool of service providers so as to not be reliant on those currently delivering such services
- Identify a range of competent foreign suppliers, that Customs and Border Protection could invite to participate in a limited tender procurement process.

As a result of this process, a number of companies were invited, through a closed selection process (reviewed and endorsed by FSD), to submit proposals for research activity and messaging campaigns.

The companies invited to submit proposals were:

s22(1)(a)(ii) - relates to irrelevant third parties

- IOM

A panel comprising senior officers from ACBPS (chair), PM&C and DIAC selected s22(1)(a)(ii) - the International Organization for Migration (IOM) in Indonesia. Selection of IPSOS for research activities in Indonesia comprised a panel of ACBPS and DIAC.

s22(1)(a)(ii)

s22(1)(a)(ii) - relates to regions not in scope



When finalised, the 2013-14 communications strategy will be put to the multi-agency Strategic Communications Working Group for review and agreement. This is expected late July.

s47F

National Manager
People Smuggling Task Force

July 2013

Attachments

s22(1)(a)(ii) - relates to regions not in scope



- C. Indonesia planned campaign and research**
- D. Communication activity pre 2012-13**
- E. Communication Strategy 2012-13**



Australian Government
Australian Customs and
Border Protection Service

INTERNAL BRIEF

To: **Deputy Chief Executive Officer**
Border Enforcement

Cc: **National Director** Intelligence

**COUNTER PEOPLE SMUGGLING TASK FORCE – OFFSHORE
COMMUNICATION CAMPAIGN**

Purpose



You requested a brief on counter people smuggling communications activities. This brief provides an overview of offshore communication activities conducted by the Australian Customs and Border Protection Service (ACBPS). s22(1)(a)(ii)

Recommendation

That you note the progress of the offshore communication campaign to deter Potential Irregular Immigrants (PIIs) risking their lives to travel by boat to Australia.

Key Points

1. Communication activities support the implementation of the report by promoting awareness of the new policy among PIIs in source and transit countries. ACBPS has responsibility for delivering the offshore communication activity s22(1)(a)(ii) - relates to activities not in scope
2. ACBPS has been sponsoring offshore communication since 2010 in locations including s22(1)(a)(ii) - relates to regions Indonesia and Malaysia (the latter no longer covered).
3. The Expert Panel on Asylum Seekers (EPAS) released its report in August 2012. The report contained 22 key recommendations to government on policy options available to prevent asylum seekers risking their lives on dangerous boat journeys to Australia and shift the balance of risk and incentive in favour of regular migration pathways. The government accepted in-principle all 22 recommendations of the report, including one on strategic communications. The government focus on strategic communications has increased significantly since then.

4. Following the EPAS report release, additional funding was provided to ACBPS (\$3.6 million)   to:

 s22(1)(a)(ii) - relates to regions not in scope

- d. Expand communication activity in Indonesian communities aimed at discouraging potential crew from joining people smuggling activities; and

 s22(1)(a)(ii) - relates to activities not in scope

5. Communication campaigns encompass a range of activities, including but not limited to, broadcasting / publishing of TV, radio, newspaper and cinema advertisements; billboards; 'roadshows', dissemination of leaflets and information, and community liaison. In FY 2012-13, campaigns are being delivered at a total cost of approximately \$5.3 million.

 s22(1)(a)(ii) - relates to regions not in scope

s22(1)(a)(ii) - relates to regions not in scope



Indonesia

14. ACBPS engaged the International Organization for Migration (IOM) to deliver the awareness-raising campaign in Indonesia.
15. The campaign will not target potential irregular immigrants, but instead will target boat crews and facilitators involved in people smuggling ventures (crew, suppliers etc).
16. The themes of the messaging will focus on the negative impact and dangers of involvement in people smuggling, the efforts of the Australian and Indonesian governments to break the smuggling syndicates and the outcome of being caught including jail terms and fines.
17. Contract negotiations are almost complete and campaign activities will be deployed from September 2013 following finalisation of campaign design and strategy development.
18. In advance of IOM's public information campaign activities, ACBPS has also engaged the services of a research provider, IPSOS, to undertake quantitative and qualitative surveys in Indonesian coastal areas targeting potential crew, vessel suppliers or people with necessary skills to undertake people smuggling activities. The research aims to identify the level of awareness of people smuggling and the likelihood for people to engage in people smuggling activities as well as what messaging might serve as a deterrent for involvement in people smuggling.
19. Survey and research activities have commenced and will be completed in June 2013.

s22(1)(a)(ii) - relates to regions not in scope



s47F

National Manager
Intelligence and Counter People Smuggling Taskforce

May 2013

s22(1)(a)(ii) - relates to regions not in scope



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Australian Government
**Australian Customs and
Border Protection Service**

Counter People Smuggling Taskforce

**Offshore Communication strategy to deter Potential Irregular
Immigrants (PIIs) from travelling by boat to Australia
2013-14**

Prepared by Counter People Smuggling Taskforce

Contact: s47F

Version 0.1

PROTECTED - SENSITIVE

Documentation and Approvals

Document Location

Document Title	Offshore Communication strategy to deter Potential Irregular Immigrants (PIIs) from travelling by boat to Australia
s22(1)(a)(ii) - relates to internal IT databases, not in scope	

Author

Version	Date	Description	Authority	Author
0.1	3 June 2013	Draft	Communication Manager	s47F

Document Revision History

Version	Date	Description	Authority	Author

Approvals

This document requires approval from:

Version	Name	Title/Area	Date of Issue
	s47F	National Director Intelligence	
Action	Noted / Please discuss / Approved / Not approved		

Purpose

The purpose of this document is to outline the approach of the Australian Customs and Border Protection Service (ACBPS) in implementing the offshore communication activities to deter people from travelling by boat to Australia for the period 2013-14.

Background

In response to the Expert Panel on Asylum Seekers (EPAS) report, released in August 2012, Customs and Border Protection reoriented existing offshore communication activity to promote awareness of the new policy options to prevent asylum seekers risking their lives on dangerous boat journeys to Australia and shift the balance of risk and incentive in favour of regular migration pathways.

Communication activity/research 2012-13

Throughout 2012-13 ACBPS conducted communication activity and research in s22(1)(a)(ii) - relates to regions not
a main transit country for PII's – Indonesia.

s22(1)(a)(ii) - relates to regions not in scope

Indonesia

The International Organization for Migration (IOM) was contracted to develop and implement a public information campaign to increase the awareness of the potential crew of people smuggling vessels of the negative consequences of involvement in people smuggling to deter potential Indonesian crew from travelling by boat to Australia. Research activity was conducted throughout May/June 2013 in Indonesian coastal areas targeting potential crew, vessel suppliers or people with necessary skills to undertake people smuggling activities. The research aimed to identify the level of awareness of people smuggling and the likelihood for people to engage in people smuggling activities as well as what messaging might serve as a deterrent for involvement in people smuggling. The results of the survey will be used to develop the campaign strategy that will be delivered from September 2013 – March 2014.

Continuation of offshore campaign

s22(1)(a)(ii) - includes activities not in scope

s22(1)(a)(ii) - relates to regions not in scope

The contract with IOM (Indonesia) carries through until the completion of the contracted activity, scheduled to finish in July 2014.

Scope

Offshore communication activities are currently being delivered in s22(1)(a)(ii) Indonesia. This communication strategy is restricted to proposed communication activities for 2013-14.

s22(1)(a)(ii) - relates to activities not in scope

Proposal for 2013-14

It is proposed ACBPS continues the offshore communication activity in the following source and transit countries IMAs:

s22(1)(a)(ii) - relates to regions not in scope

Transit:

Indonesia

It is proposed ACBPS investigates offshore communication activity options in the following source and transit countries for IMAs:

s22(1)(a)(ii) - relates to regions not in scope

Transit:

Malaysia

s22(1)(a)(ii) - relates to regions not in scope

s22(1)(a)(ii) - does not relate to communication activities therefore not in scope

s22(1)(a)(ii) - does not relate to communication activities and/or relevant regions and therefore not in scope



s22(1)(a)(ii) - relates to regions not in scope



Aim

The aim of this communication strategy is to change the behaviour of PIIIs and potential facilitators of people smuggling activities to reduce the number of people risking their lives to travel by boat to Australia.

s22(1)(a)(ii) - relates to activities not in scope



Communication objectives

External

- Deter PIIIs from risking their lives by embarking on a dangerous journey of travelling by boat to Australia.
- Inform PIIIs of the associated risks/consequences of irregular migration.
- Explain the reality of irregular migration to PIIIs – identify the deception of people smugglers and provide information about potential financial ruin / no work / no ability to send money home / offshore processing.
- Deter facilitators (crew, boat owners) from participating in people smuggling activities – explain consequences (fines, jail time, loss of income, potential loss of life)
- Identify the measures the ACBPS (Aust Gov) is undertaking to deter PIIIs. Explain the campaign.

Internal

- Communicate and explain the offshore campaign to increase awareness among staff and broader agency stakeholders.

- Ensure the Executive, internal stakeholders and staff are informed and kept up-to-date on the progress of the communication activity.

Risks and Sensitivities

The following risks or sensitivities have been identified for implementing the offshore public information campaign.

Risk/Sensitivity	Control measure / Treatment
Amended to s47E(d)	
Incorrect target audience (countries) chosen for campaign activity.	<u>Reduce</u> : Research/statistics used to support country choice for campaign activity. Ensure there is the ability to change the comms campaign as required.
Negative media attention on the campaign detracts from the campaign delivery and messaging.	<u>Reduce/Contain</u> : Be transparent in the delivery of the campaign. Use proactive media for campaign enhancement. Prepared information to be provided to the media.
Campaign activity could promote Australia as a destination for PIIs	<u>Reduce</u> : Use research for message development to ensure message cut through. Where possible communication material should use real footage/examples to identify with target audiences.

Amended to s47E(d)

Key Messages

Messaging will be developed from policy and research findings and will target the following audiences:

Potential Irregular Immigrants (PIIs)

People Smuggling crew/facilitators**Target audience**

Key: P = Primary Target Audience: *directly impacted by the message being communicated and who we wish to influence*
 S = Secondary Target Audience: *may exert influence on the primary audience*

s22(1)(a)(ii) - relates to regions not in scope



Transit countries	Target audience
Indonesia	P
Malaysia	P
Community groups / leaders	S
Media	S
Research companies	S

Communication approach by country

It is recommended that the following approach be implemented for the offshore communication campaign throughout 2013-14:

s22(1)(a)(ii) - relates to regions not in scope



s22(1)(a)(ii) - relates to regions not in scope

Transit countries		
Country	Recommendation	Outcome / Timeframe
Indonesia	Continue with strategy development through IOM	Delivery of campaign activity is on time for Sep 2013 – Mar 2014.
Malaysia	Investigate focused activity in country.	Conducting research, sourcing providers and development of strategy would take up to 6 months. This would result in campaign delivery in early 2014.

Evaluation

How will campaign be evaluated?

Governance

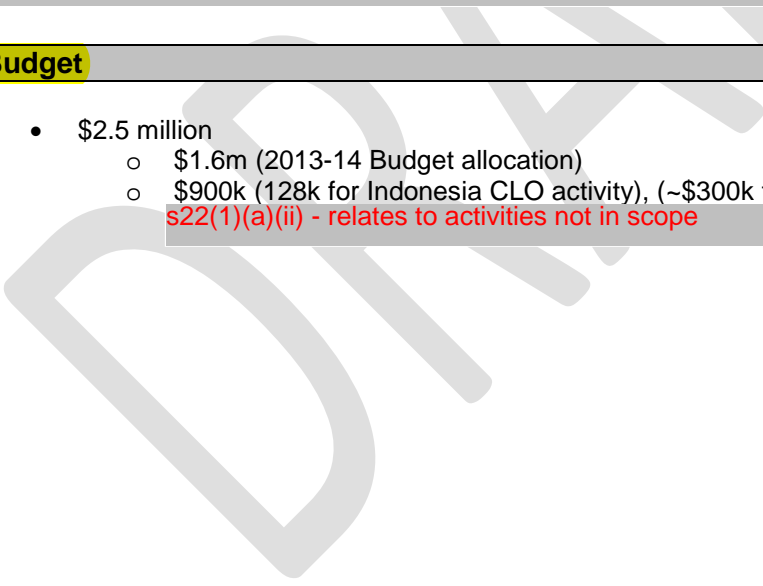
- SCWG
-
-
-

s22(1)(a)(ii) - not relevant to activities in scope

s22(1)(a)(ii) - not relevant to activities in scope



Budget

- \$2.5 million
 - \$1.6m (2013-14 Budget allocation)
 - \$900k (128k for Indonesia CLO activity), (~\$300k to DIAC for research activity),
s22(1)(a)(ii) - relates to activities not in scope
- 



Australian Government
**Australian Customs and
Border Protection Service**

INTERNAL BRIEF

**COUNTER PEOPLE SMUGGLING TASK FORCE – OFFSHORE
COMMUNICATION CAMPAIGN**

Purpose

You requested a brief on counter people smuggling communications activities. This brief provides an overview of offshore communication activities conducted by the Australian Customs and Border Protection service (ACBPS).

This brief covers campaign activity conducted during 2012-13.

s22(1)(a)(ii) - relates to activities not in scope

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s22(1)(a)(ii) relates to regions not in scope



Indonesia	Provider	Activity	Dates delivered
	International Organization for Migration	Public information campaign targeting people smuggling facilitators (crew, suppliers etc.)	September – December 2013

6. The campaign will not target potential irregular immigrants, but instead will target boat crews and facilitators involved in people smuggling ventures (crew, suppliers etc).
7. The themes of the messaging will focus on the negative impact and dangers of involvement in people smuggling, the efforts of the Australian and Indonesian governments to break the smuggling syndicates and the outcome of being caught including jail terms and fines.



Australian Government
Australian Customs and
Border Protection Service

INTERNAL BRIEF

NM Intelligence and Counter-People Smuggling Taskforce

COUNTER PEOPLE SMUGGLING TASK FORCE – OFFSHORE COMMUNICATION STATUS – INDONESIA AND MALAYSIA

Purpose

Prior to your visit to Indonesia and Malaysia you requested a brief on the status of counter people smuggling communication activities in Indonesia and Malaysia since the 19 July Regional Settlement Agreement. This brief provides an overview of the communication activities proposed for each country - the road blocks for activity - and advertising being delivered.

Recommendation

That you note the status of communication activity in Indonesia and Malaysia and use your visit to these countries to assist with the removal of road blocks to enable progression of proposed advertising.

Indonesia

Status

Post Jakarta assisted ACBPS in developing a media proposal to effectively target Potential Irregular Immigrants (PIIs) transiting through Indonesia. Post identified the key locations to locate advertising as Jakarta, Bogor, Sukabumi, Garut, Bali, Batam, Puncat, Bandung, Kendari, Makassar, Kupang, Medan.

Universal McCann (UM) provided a media proposal which outlined media recommendations including out of home, online, press and radio advertising. Post reviewed the proposal and advised ACBPS to not pursue the press, radio or billboard advertising components.

Post supported the use of online advertising, including **Cadreon**.

ACBPS requested **UM** to provide a more comprehensive media plan to present to Post. This was received 20 August and provided to Post for review.

s47G

ACBPS, through Post, delivered requests for proposals to three creative advertising agencies in Indonesia. These companies were identified in the Trinity P3 research conducted in December 2012, as companies able to quickly activate to deliver communication messaging regarding people smuggling policy.

Two of the three companies, s47G and **Leo Burnett**, will present Post with proposals by 23 August 2013. s47G was unable to meet the proposal deadline.

On 14 August Post advised ACBPS they drafted letters to the Indonesian Government advising that communication activities would be undertaken by the Australian Government in Indonesia and that no communication activities could occur without Indonesian Government approval.

s47E(d)



Prior to the 19 July 2013 announcement, Post was coordinating the delivery of a public information campaign, through IOM, targeting facilitators of people smuggling activity. The campaign is due to commence in September and run for three months. Post advised ACBPS on 19 August 2013 that ACBPS Jakarta was exploring the potential to include the new messaging in the campaign.

Current advertising

Cadreon online geo-targeted advertising commenced Friday 16 August 2013 and will run until 30 October 2013. Ads target Iranians, Afghans, Pakistanis, Iraqis and Sri Lankans.

Action

During your visit to Indonesia it is requested that you receive an update from Post regarding the creative proposals presented by s47G and **Leo Burnett**, in particular any assistance regarding the successful vendor for the activity would be appreciated.

It is requested that you discuss the revised **UM** media proposal in depth to ascertain further detail about the un/suitability of the proposed channels and gain greater insight into Posts advice to not pursue the majority of the activity.

In addition it is requested that you follow up on the status of the support of the Indonesian Government for communication activity to commence and to also identify any sensitivities surrounding the campaign artwork.

It is requested you seek an update on the **IOM** people smuggling facilitators' public information campaign regarding the status of the activity and a decision on the inclusion of the new policy messaging.

Malaysia

Status

Post Kuala Lumpur assisted ACBPS in refining a media proposal to effectively target PIIs transiting through Malaysia. Post identified the key locations to locate advertising as Kuala Lumpur, Penang, Kuala Kedar and Langkawi.

Universal McCann (UM) prepared a detailed media proposal which outlined media recommendations including out of home, online, press and radio advertising. Post reviewed the proposal and included recommendations into a proposal that was provided

to the Malaysian Ministry of Home Affairs on 15 August 2013. Post is hopeful for support of the proposal by 23 August 2013.

Current advertising

Cadreon online geo-targeted advertising commenced Friday 16 August 2013 and will run until 30 October 2013. Ads target Iranians, Afghans, Pakistanis, Iraqis and Sri Lankans. Post Kuala Lumpur identified the Rohingya people as a primary target audience; however **Cadreon** is not an effective communication channel for this audience as it cannot target the Rohingya people.

Action

During your visit to Malaysia it is requested that you receive an update from Post regarding the media proposal provided to the Malaysian Ministry of Home Affairs and address any sensitivities that might prevent the booking of advertising. It is also requested that you identify any additional communication opportunities that are presented by Post or the Malaysian Ministry of Home Affairs which can be explored by ACBPS in Canberra.

s47G

s47F

Communication Manager
Counter People Smuggling Taskforce
20 August 2013

Attachments

- A. Proposal to Malaysian Ministry of Home Affairs
- B. **Universal McCann** media plan - Malaysia
- C. **Universal McCann** advertising proposal – Malaysia
- D. Malaysia artwork
- E. Universal McCann media plan – Indonesia – update coming through this afternoon – s47F
to provide
- F. Universal McCann advertising proposal – Indonesia
- G. **Universal McCann** Out Of Home – options - Indonesia
- H. Offshore strategic communication – Approach and Status update (20 August)
- I. Sample multi language artwork
- J. s47G



IOM International Organization for Migration
OIM Organisasi Internasional untuk Migrasi

EXECUTIVE SUMMARY

The objective of the Migrant Outreach and Messaging in Indonesia project is to ensure all migrants under IOM care are aware of the Government of Australia and the Government of Indonesia's policies relating to irregular migration in an effort to strengthen on-going collaborative efforts to curb irregular migration and prevent people smuggling. The project also ensures migrants are informed of developments in their home countries.

s47E(d)



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OIM Organisasi Internasional untuk Migrasi

Key Findings

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- All three groups cite conversations with family and friends overseas as the most reliable and trusted sources of information and advice about their next steps. Somalis in particular appear to respect traditional social hierarchies that see clan/family leaders as the most reliable advisors.
- Depending on their living circumstances (detention vs in community) all three groups gather information on the internet using smart phones, personal laptops and, in the case of those living in Makassar, *warnets* (Internet cafes). Although evidence suggests internet usage is lowest among Rohingya due to high levels of illiteracy, several cited YouTube broadcasts of "Rohingya Vision" (aka RVision) news <http://www.rvisiontv.com/>, and "ANA Arakan Today News" as popular news sources.
- Where there is stable 3G or Wi-Fi, the use of free VOIP apps like Skype, Viber and Line for free telephony is widespread, allowing virtually unlimited access to contacts in Indonesia and abroad. WhatsApp and Line were most often cited for free text messaging. Facebook is unanimously the most popular social media site.

Amended to s47E(d) only

s47F

IOM Project Manager

March 2014

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ROHINGYA

This was not a rigorous scientific survey. The responses in the report reflect the consensus opinions of the Rohingya migrants: the direct quotations attempt to capture this. Their comments and reactions herein do not necessarily reflect the views of IOM.

s47E(d)

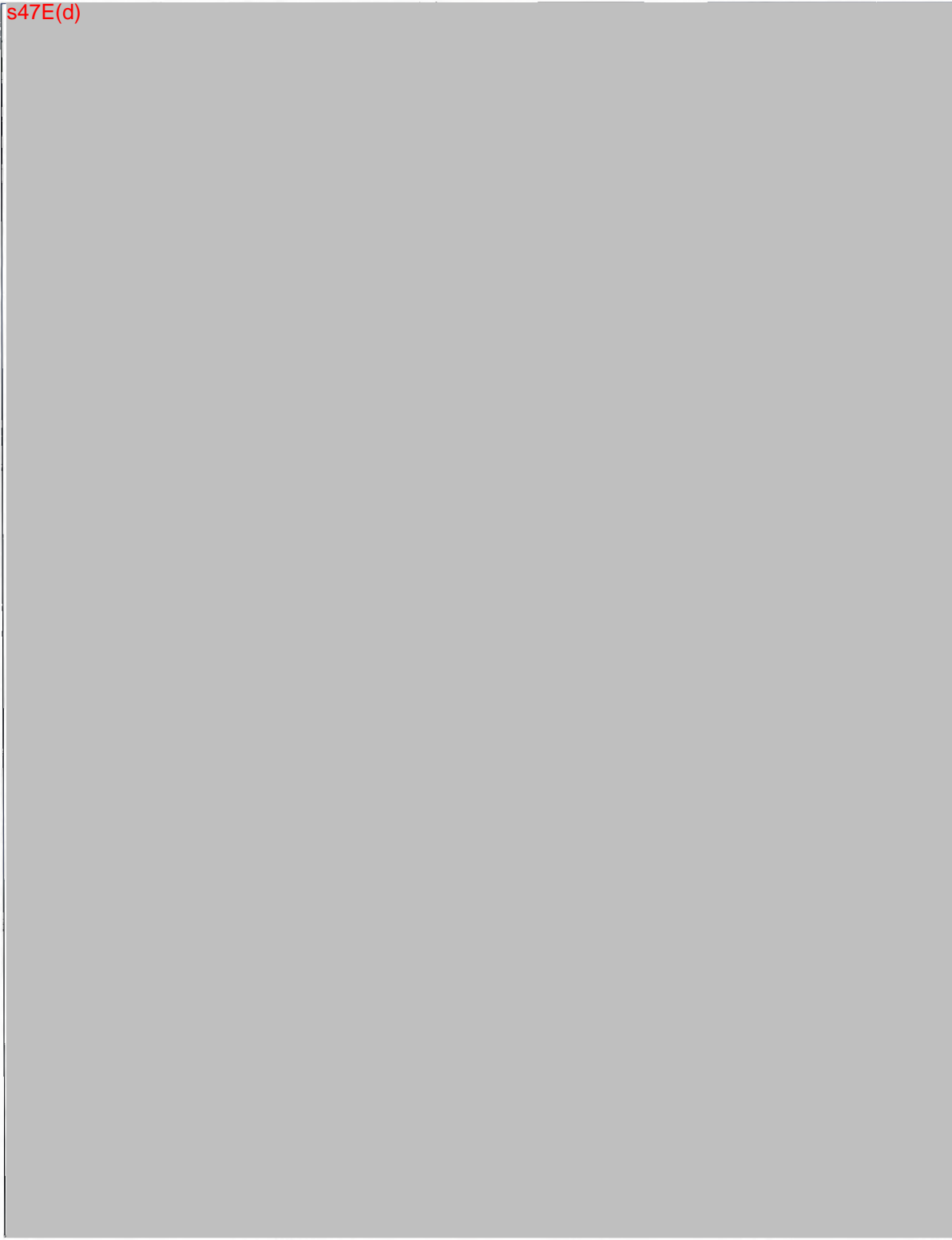
Response	Percentage
Yes, the current system is the best way to run the country	75%
No, the current system is not the best way to run the country	25%

FOI Page 820 of 881



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s47E(d)



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

Literate Rohingya in Medan can access the Internet in their community housing through their smartphone or laptops, and awareness is thus higher. The same applies in Makassar. Use of phones in Tj Pinang IDC is restricted to those who have been determined to be refugees, and Surabaya IDC severely restricts access. Migrants in the latter two locations are more likely to rely on conversations with cellmates, and information disseminated by IOM in the past.

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Trusted Information Sources & Resources

The Rohingyalish script is not widely read or taught. Low literacy rates reflecting the lack of access to formal schooling are a significant barrier to information access for the Rohingya. A limited number of migrants under IOM care lived in Yangon prior to leaving and can read/write Burmese, and there is a handful in each location who can communicate in rudimentary English and/or Urdu. Many of those who have lived in Malaysia can speak Bahasa Melayu, and consequently pick up Bahasa Indonesia fairly quickly.

Depending on where they are located in Indonesia, they cite a number of sources of information including:

- Migrants, including Rohingya, s47E(d)
- Conversations with family and friends in Australia, Malaysia and Myanmar
- News on the Internet and social media sources like Facebook
- Fellow migrants in IDC or community accommodations

They are distrustful of mainstream media: Rohingya in all locations said their most preferred and trusted sources of information are family and friends living abroad with whom they are in regular contact directly by telephone and, for the limited number who have either smart phones or laptops, through different free voice and text applications (Viber, Skype, Line, WhatsApp and Kakao talk).

Those who are able to access and negotiate the Internet either on laptops in circulation in community accommodation (particularly in Medan where the Rohingya migrant community is established), or on smartphones, follow "Rohingya Vision" (aka RVision) news <http://www.rvisiontv.com/>, and "ANA Arakan Today News", both of which are available on YouTube. This reporting is widely disseminated in discussions. Facebook is also a popular social media tool to exchange information.

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SUDANESE/SOMALI

The following reflects the views of 73 of the 264 Somali and Sudanese migrants under IOM care who participated in group and one-on-one discussions with IOM interpreters in Immigration Detention Centres and community living facilities in four locations: Medan, North Sumatra; Tanjung Pinang, Kepulauan Riau; Surabaya, East Java, and Makassar, South Sulawesi.

This was not a rigorous scientific survey. The responses in the report reflect the consensus opinions of the Sudanese and Somali migrants: the direct quotations attempt to capture this. The comments and reactions herein do not necessarily reflect the views of IOM.

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FOI Page 825 of 881



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