

## ***By boat, no visa* campaign**

### **Communication plan**

#### **Background**

From late 2001 to April 2013, 1165 asylum seekers and crew are known to have been lost at sea on boats carrying asylum seekers to Australia. Of these, 805 people have lost their lives since October 2009.

On 19 July 2013, the government announced a change to the regional resettlement agreement between Australia and Papua New Guinea (PNG) so that transferees found to be in need of protection will be permanently settled in PNG and any other participating regional state.

#### **Rationale**

This is a major change to Australia's asylum seeker policy and the changed settings need to be communicated to diaspora and other communities most affected in Australia. The deterrent intent of the new policy change will only be effective if its target audiences are aware of them. Therefore, there was an urgent need to communicate messages to raise awareness of the policy change.

DIAC was immediately tasked with the development and implementation of an onshore communication campaign, to be ready within one week.

#### **Considerations**

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

An election may be called at any time, and all campaign advertising will be cancelled at that point. There will be no campaign activity during the caretaker period and the campaign will be re-assessed after caretaker period ends.

#### **Communication aim**

The campaign aims to inform diaspora communities and the Australian public of the change to Australia's asylum seeker policy.

#### **Target audiences**

The campaign will focus on the following primary target audiences:

- Afghans
- Pakistanis
- Iranians
- Iraqis
- Sri Lankans
- Vietnamese

The specific diaspora communities were identified because they represent the highest proportion of IMAs.

The secondary target audience is the Australian public as friends and influencers of the primary target audiences.

**Budget**

The campaign budget is \$30 million ex GST.

The initial advertising spend is \$2.114 million for a week of advertising in national press, radio and online 20-27 July 2013.

**Evaluation**

Informal evaluation methods are being used to evaluate the success of the campaign. Data on traffic to the website, social media activity, media hits and calls to the relevant call centre are being collected during the campaign and used in evaluation activities.

Universal McCann will provide a post-campaign analysis for the campaign advertising.

## Bec CHIERA

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**From:** Aaron PLAYER  
**Sent:** Friday, 19 July 2013 1:27 PM  
**To:** Sandi LOGAN  
**Cc:** Mardi STEWART; Turong FRANCIS  
**Subject:** FW: IMI - Diaspora Communities - Phase 2 [SEC=UNOFFICIAL]  
**Attachments:** IMI - Diaspora Communities Ph2 - Media plan v1 (Client).xlsx  
  
**Importance:** High

UNOFFICIAL

Hi Sandi,

Please see attached media plan for approval. We have 30 mins to approve.

Thanks,

Aaron

Aaron Player | Strategic Communications  
National Communications Branch | Department of Immigration and Citizenship  
T: 02 6264 2189  
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S. 47F(1)

**Sent:** Friday, 19 July 2013 1:23 PM  
**To:** Aaron PLAYER; Mardi STEWART; Turong FRANCIS; Nihara WEERASINHA  
S. 47F(1)  
**Subject:** IMI - Diaspora Communities - Phase 2  
**Importance:** High

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A few things to note though:

- We do not know of avails to press titles until we place the bookings with them. If there is availability in the early parts of the general news section, there is potentially a loading fee involved (35% Approx.). This fee is not included in our planning so please bear in mind that there may be an increase to the current planned budget.
- For the Community press titles, we are not able to get into Western Australian suburban titles as we have past the deadline and the papers have not been able to include us in next week's insertions.
- Booking deadline for majority of the activity is 2pm today
- Material deadline for majority of the activity is 4pm today

- Digital activity has been planned to target People 18+ and also CALD (Vietnamese, Tamil, Sinhalese, Dari, Farsi, Pashto and Arabic). The search text ads and promoted posts are in the English language, but we will look into targeting both mainstream and the specified communities with these English ads.
- 30 Sec Ads were planned for mainstream media and 60Sec Ads for CALD

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Please let us know if any queries on this.

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**Sent:** Friday, 19 July 2013 11:28 AM  
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**Cc:** Turong FRANCIS; Mardi STEWART; s. 47F(1) Nihara WEERASINHA  
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**From:** Aaron PLAYER [<mailto:aaron.player@immi.gov.au>]

**Sent:** Friday, 19 July 2013 10:59 AM

**To:** s. 47F(1)

**Cc:** Turong FRANCIS; Mardi STEWART; s. 47F(1)

Nihara WEERASINHA

**Subject:** RE: Phase 2 media briefing [SEC=UNOFFICIAL]

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Nihara is the best contact to discuss this with (cc'd).  
Her direct phone line is (02) 6264 4377.

Thanks,

Aaron

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**Cc:** Turong FRANCIS; Mardi STEWART; s. 47F(1)

**Subject:** RE: Phase 2 media briefing [SEC=UNOFFICIAL]

Hi Aaron

Can you please provide contact details of the person in your creative department or so our production team can liaise with them directly.

If you are the contact then please confirm and I'll get our production ladies to get in contact with you

s. 47F(1)



*If in the event of a State or Federal election, bookings may be cancelled or deferred without penalty*

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**From:** Aaron PLAYER [<mailto:aaron.player@immi.gov.au>]

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**Importance:** High

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So just to confirm, DIAC will send the final ads and UM will resize to fit per publication.

UM will build online ads as per press creative.

DIAC will record radio ads and supply files.

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**Subject:** RE: Phase 2 media briefing [SEC=UNOFFICIAL]

Hi Aaron

Thanks for sending this email confirming what we have discussed

We are currently working on the media plan and deadlines and we'll send this back to you as soon as we can

I also received your email with the Newspapers and yes we were looking into all of those you have detailed

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Suburban newspapers with focus on Sydney and Melbourne as per attached and ad sizes above.

Major ethnic press publications with focus on:

- Vietnamese
- Sri Lankan
- Afghan
- Iraqi
- Iranian (Persian)
- Pakistan

Radio spots for 30 second flighting, focusing on Sydney and Melbourne in major stations such as Nova but also in ethnic as per attached previous schedule.

We will produce the radio ads in-house.

Online buys for:

- Google Search
- Google Display
- Facebook flyers

UM to develop creative similar to previous ad sizes.

Typesetting and translation for the below languages:

- Vietnamese
- Tamil
- Sinhalese
- Dari
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- Pashto
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At this stage we do not have a budget for this so please keep that in mind when developing the media plan.

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## Bec CHIERA

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**From:** Mardi STEWART  
**Sent:** Friday, 19 July 2013 7:57 PM  
**To:** Sandi LOGAN  
**Subject:** FYI: Campaign media rationale from UM [SEC=UNCLASSIFIED]  
**Attachments:** Additional Diaspora Community Activity Media Rationale.pdf

UNCLASSIFIED

Mardi Stewart | Director, Strategic Communications | Department of Immigration and Citizenship  
T: 02 6264 2021 | M: 0434 605 242  
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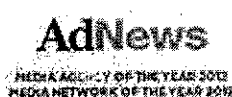
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s. 47F(1)  
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**No.1**

ADNEWS MEDIA AGENCY RANKINGS 2013

**BRW.**

AUSTRALIA'S TOP 50  
BEST PLACES TO WORK 2013

**THE MUMBELLA  
AWARDS**

MEDIA AGENCY OF THE YEAR 2013

**AdNews**

MEDIA AGENCY OF THE YEAR 2013  
MEDIA NETWORK OF THE YEAR 2013

**B&T**

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**Department of Immigration and Citizenship**

# **ADDITIONAL DIASPORA COMMUNITIES ACTIVITY**

## **MEDIA RATIONALE**

Document Version and Date: 1 – 19/07/2013

Revision Briefed Date:

Supersedes Version and Date:

Original Briefed Date: 19/07/2013

## **National and Metropolitan press**

National and Metropolitan Newspaper activity will run every day during the campaign period:

- Full page ads for 3 days – Sat 20, Sun 21 and Mon 22 July
- Half page ads for 2 days – Tues 23 and Wed 24 July
- Full page ads for 3 days – Thurs 25, Fri 26 and Sat 27 July

Estimated Reach and Frequency is 60% @ 1+

## **Community press**

Full Page colour ads in Community or suburban press will support the Metro activity and will also increase campaign reach in areas with significant presence of targeted CALD communities as identified by the Department during phase I of the campaign.

## **Radio**

This medium provides high frequency and the flexibility to be in the market within a short period of time after approval of media plan. 30 seconds ads will run in all Metro cities from Sat 20 Jul to Sat 27 Jul in BMAD sessions (Breakfast, Morning, Afternoon and Drive).

Estimated Reach and Frequency is 30% @ 1+

## **Digital**

Digital will be a combination of Digital display, Search and Facebook Ads.

Digital Display and Promoted Post on Facebook will be used to support Print and support action by providing a direct link to more information, via banners clicking through to the campaign website and promoted post clicking through to the Department's Facebook page.

Paid Search has the ability to target users when they are researching or seeking information online providing clicks to the campaign website.

