

# Chief Executive Certification for Government Advertising Campaigns

## Certification Statement – *By boat, no visa* campaign

I certify that the *By boat, no visa* campaign complies with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* (Guidelines).

My certification has been informed by advice and evidence of compliance with the Guidelines provided by officers within Department of Immigration and Citizenship with responsibility for the design, development and implementation of the *By boat, no visa* campaign.

I certify compliance with relevant legal and procurement matters relating to the presentation and delivery of the campaign (Principle 5 of the Guidelines).



Martin Bowles PSM  
Secretary

Department of Immigration and Citizenship

19 July 2013

**Note:** CEO to check boxes below as appropriate.

**Principle 1: Campaigns should be relevant to government responsibilities.**

The campaign directly relates to policies or programs underpinned by:

- ☐ legislative authority; or
- ☐ appropriation of the Parliament; or
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Suitable uses for government campaigns include:

- ☐ To inform the public of new, existing or proposed government policies, or policy revisions;
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- ☐ To disseminate scientific, medical or health and safety information;
- ☐ To inform consideration of issues; and
- ☐ To provide information on the performance of government to facilitate accountability to the public.

**Principle 2: Campaign materials should be presented in an objective, fair and accessible manner and be designed to meet the objectives of the campaign.**

- ☐ Campaign materials enable the recipients of the information to distinguish between facts, comment, opinion and analysis.
- ☐ Where information is presented as fact, the information is accurate and verifiable. Where factual comparisons are made, the material does not attempt to mislead the recipient about the situation with which the comparison is made, and the basis for the comparison is explicit.
- ☐ Pre-existing policies, products, services and activities are not presented as new.
- ☐ Special attention has been paid to communicating with any disadvantaged individuals identified as being within the target audience. Particular attention has been paid to the communications needs of young people, the rural community, and those for whom English is not a convenient language in which to receive information.
- ☐ Imagery used in campaign materials reflects the diverse range of Australians. The interests, lifestyles and contributions of women, Indigenous and culturally and linguistically diverse communities are realistically portrayed and their participation and contribution to Australian society is recognised.
- ☐ Campaign materials have been tested with target audiences to indicate they are engaging and perform well against the objectives of the campaign.

**Principle 3: Campaign materials should be objective and not directed at promoting party political interests.**

- ☐ Campaign materials are presented in objective language and are free of political argument.
- ☐ Campaign materials do not try to foster a positive impression of a particular political party or promote party political interests.
- ☐ Campaign materials:
  - do not mention the party in Government by name;
  - do not directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups;
  - do not include party-political slogans or images;
  - have not been designed to influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; and
  - do not refer or link to the websites of politicians or political parties.

**Principle 4: Campaigns should be justified and undertaken in an efficient, effective and relevant manner.**

- ☐ The campaign was instigated on the basis of a demonstrated need, target recipients are clearly identified and the campaign has been informed by appropriate research and/or evidence.
- ☐ Campaign information clearly and directly affects the interests of recipients.
- ☐ The medium and volume of the advertising activities is cost effective and justifiable within the budget allocated to the campaign.
- ☐ Distribution of unsolicited materials will be carefully controlled.
- ☐ The campaign will be evaluated to determine effectiveness.

**Principle 5: Campaigns must comply with legal requirements and procurement policies and procedures.**

☐ The manner of presentation and the delivery of the campaign complies with all relevant laws including:

- laws with respect to broadcasting and media;
- privacy laws;
- intellectual property laws;
- electoral laws;
- trade practices and consumer protection laws; and
- workplace relations laws.

☐ Procurement policies and procedures for the tendering and commissioning of services and the employment of consultants were followed and there is a clear audit trail regarding decision making.

# Pro Forma Statement of Compliance Against the Information and Advertising Campaign Principles

*This form is to accompany the campaign papers for each ICC meeting, and should be updated in line with the relevant campaign stage. It should be cleared at Deputy Secretary (or equivalent) level. The Statement of Compliance should be a standalone document without the need to refer to attachments. The document must include page numbers on every page.*

<b>Department:</b>	<b>Immigration and Citizenship</b>
<b>Campaign name:</b>	<b>By boat, no visa</b>
<b>ICC meeting date:</b>	<b>19 July 2013</b>

## Campaign stage: (X relevant stage)

X	Communication and media strategy		Creative concept – pre production
X	Final creative materials (ready-to-air/prior to despatch)		Other: (detail)

## Principle 1: Campaigns should be relevant to government responsibilities

The subject matter of the campaign is directly related to the Government's responsibilities.

It is underpinned by:

- Legislative authority; or
- Appropriation of the Parliament; or
- A Cabinet Decision which is intended to be implemented during the current Parliament

The purpose of the campaign is to:

- inform the public of new, existing or proposed Government policies, or policy revisions;
- provide information on Government programs or services or revisions to programs or services to which the public are entitled;
- inform consideration of issues;
- disseminate scientific, medical or health and safety information; or
- provide information on the performance of Government to facilitate accountability to the public.

**Please provide a statement against the relevant points to demonstrate and justify compliance with Principle 1.**

### Directly related to the Government's responsibilities

1. 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.
2. Today the Government has 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.

### Inform the public of new, existing or proposed Government policies, or policy revisions

1. The deterrent intent of the new policy change will only be effective if its target audiences are aware of them. Therefore, there is an urgent need to communicate messages to raise awareness of the recommendations, which:
  - a. are integrated across agencies for consistency of message and maximum reach into offshore and onshore communities
  - b. represent value for money

c. can be evaluated for impact.

Responsibility for implementing the onshore component of the Government's counter-people smuggling communications strategy lies with the Department of Immigration and Citizenship (DIAC). Customs and Border Protection implements offshore communications activities.

**Principle 2: Campaign materials should be presented in an objective, fair and accessible manner and be designed to meet the objectives of the campaign**

- Campaign materials should enable the recipients of the information to distinguish between facts, comment, opinion and analysis.
- Where information is presented as a fact, it should be accurate and verifiable. When making a factual comparison, the material should not attempt to mislead the recipient about the situation with which the comparison is made and it should state explicitly the basis for the comparison.
- Pre-existing policies, products, services and activities should not be presented as new.
- Special attention should be paid to communicating with any disadvantaged individuals or groups identified as being within the target audience. Particular attention should be paid to the communication needs of young people, the rural community and those for who English is not a convenient language in which to receive information.
- Imagery used in campaign materials should reflect the diverse range of Australians. There should be recognition of the full participation of women, Indigenous and culturally and linguistically diverse communities by realistically portraying their interests, lifestyles and contributions to Australian society.
- Campaign materials should be tested with target audiences to indicate they are engaging and perform well against the objectives of the campaign.

***Please provide a statement against the points above to demonstrate and justify compliance with Principle 2.***

**Target audiences selection**

1. The information campaign is specifically targeting the following onshore diaspora communities:
  - a. Afghans
  - b. Pakistanis
  - c. Iraqis
  - d. Iranians
  - e. Sri Lankans
  - f. Vietnamese

The communities selected represent the greatest proportion of IMAs.

The secondary audience is the general Australian public, who may be friends and influencers of the target communities, both on and offshore.

Given the specific objectives and target audiences for the campaign, there is no need to target other audiences such as Indigenous.

2. In November 2012, DIAC commissioned developmental market research within the diaspora communities to determine their level of knowledge of the policy changes resulting from the findings of the Expert Panel in onshore communities from refugee source countries, attitudes to

people smuggling versus regular channels, and the best ways to communicate with them. The research results informed the development of the campaign communication strategy.

The research showed confusion and misinformation about the 2012 policy changes and some support for the use of people smugglers to reach Australia.

3. The campaign media strategy is designed for the above communities.
4. The languages chosen for translations are those appropriate to the above diaspora communities.

**Factually correct**

1. Any messaging is based on fact, for example, the campaign line 'If you come here by boat without a visa you won't be settled in Australia' is drawn directly from the policy changes announced by the Government on 19 July 2013.

**Principle 3: Campaign materials should be objective and not directed at promoting party political interests**

- Campaign materials must be objective and free of political argument.
- Campaign materials must not try to foster a positive impression of a particular political party or promote party political interests.

**Campaign materials do not:**

- mention the party in government by name;
- directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups;
- include party-political slogans or images;
- influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; or
- refer or link to the websites of politicians or political parties.

***Please provide a statement against the points above to demonstrate and justify compliance with Principle 3.***

**Campaign materials are objective**

1. The materials are presented in objective language and free of political argument. They do not contain any information which fosters a positive impression of a particular political party or promotes party political interests.
2. All materials were developed in accordance with the findings of existing market research, which suggested clear and consistent messages about the changes to migration policy changes are most effective in achieving campaign objectives. The language used in the materials conveys key statements to this effect in a simple and concise manner.
3. The messaging is focussed on increasing awareness and understanding of relevant changes to migration policy, providing links to a detailed and factual summary of eligibility, entitlements and obligations.

**Government statements**

1. The campaign materials do not:

- mention the party in Government by name
  - directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or images
  - aim to influence public support for a political party, a candidate for election, a minister or Member of Parliament, or
  - refer or link to the websites of politicians or political parties.
2. All materials contain the appropriate Australian Government authorisation statements.
  3. All materials link to [www.australia.gov.au/novisa](http://www.australia.gov.au/novisa) which links to the DIAC website anti-people smuggling campaign webpage. s. 22(1)(a)(ii)
- s. 22(1)(a)(ii) showed a positive response to the use of a website in campaign calls to action.

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

**Principle 4: Campaigns should be justified and undertaken in an efficient, effective and relevant manner**

- Campaigns should only be instigated where a need is demonstrated, target recipients are clearly identified and the campaign is informed by appropriate research or evidence.
- Campaign information should clearly and directly affect the interest of recipients.
- The medium and volume of the advertising activities should be cost effective and justifiable within the budget allocated to the campaign.
- Distribution of unsolicited material should be carefully controlled.
- Campaigns should be evaluated to determine effectiveness.

*Please provide a statement against the points above to demonstrate and justify compliance with Principle 4.*

**Need for a campaign**

1. Developmental market research was undertaken in late November and December 2012<sup>2</sup> to determine the need for communication around migration policy and legislation changes. The research showed low awareness and confusion around the 2012 changes to migration policy affecting the humanitarian caseload, and family reunion provisions, particularly as different nationalities are affected differently by the changes.
2. The specific diaspora communities were identified because they represent the highest proportion of IMAs and the issues relevant to each community were identified through previous developmental market research.  
  
The Australian public was included as a secondary target audience as friends and influencers of the primary target audiences.
3. If the campaign did not proceed, misinformation regarding Australia's migration policy and legislation would continue to be spread through onshore diaspora communities to offshore family members and friends, resulting in the potential for more asylum seekers to risk their lives on dangerous boat journeys.
4. Misinformation from the onshore diaspora communities will contradict and lessen the impact of the Customs and Border Protection offshore communication activities.



### **Campaign information affects the interest of recipients**

1. Diaspora communities communicate with offshore communities – therefore diaspora communities need to receive messages onshore that are consistent with those of Customs and Border Protection's offshore communication campaigns in the same target countries (as well as in some transit countries where the Customs and Border Protection campaign may run).

DIAC is working with Customs and Border Protection to share information and materials for both onshore and offshore campaigns. Research reports are being shared both ways and there is regular communication between the two departments.

2. Diaspora communities want to know how to help their family and friends overseas migrate to Australia. Feedback from the existing market research and community consultations shows strong interest in finding out about the process for applications and the changes in policy so they can pass this information on.

The campaign includes digital advertising, online information and social media, so the information is easy to share with overseas family and friends.

### **Societal benefits**

1. The campaign aims to reduce harm and costs relative to asylum seekers drowning at sea when attempting to reach Australia. Hundreds of people have drowned attempting to reach Australia, and the rescue efforts potentially expose agency and Defence personnel to great risk, as well as cost Australian taxpayers a substantial amount of money. Further significant costs are incurred caring for those asylum seekers who successfully reach Australia alive. Most importantly, people may not have drowned at sea had they taken the lawful pathway to Australia. Many diaspora community members have lost family and friends at sea and want to prevent further unnecessary deaths if there are accessible and lawful options.
2. The campaign promotes regular migration pathways to Australia and aims to undermine the influence of people smugglers. People smugglers lie to potential irregular immigrants about Australia's migration policy, conditions on the journey and the situation once they arrive in Australia. Informing diaspora communities of the facts means they can pass them on to their friends and family who are considering using people smugglers to reach Australia. The potential irregular immigrants will then be able to make a more informed decision on how to migrate to Australia.

### **Rationale for media selection**

1. The media strategy includes press, radio and digital advertising.
2. The media selected (press, radio and digital) are primarily the in-language channels relevant to the target diaspora communities.

The mainstream newspapers (English language) included are major metropolitan or specific to geographic areas with high levels of the target diaspora communities in residence. Due to the tight timeframes the major metropolitan press will cover areas where the community press was not available. This also covers those members of the diaspora communities who read English as well as the wider community. Supporters, friends and neighbours will also benefit from the reach of English-language mediums to be used to gain further exposure of the campaign.

### **Timing**

1. The campaign has been developed within a compressed timeframe. This timing is justified because its subject matter relates to an urgent obligation to inform the community about the recent

changes to migration policy for the target audience, and that it applies immediately.

The developmental market research showed that there are low levels of knowledge and awareness in the diaspora communities of the previous policy changes. Their friends and family overseas are still getting on boats to come to Australia and lives are still being lost. Regional processing is underway and the additional visa places are still to be filled. As the visa places are only available until 30 June 2014 under the current expanded program, and the information dissemination and application processes take time, it is important that the migration policy changes are communicated urgently and immediately.

**Distribution of unsolicited material**

1. No direct mail activities are being considered.

**Development of creative materials is evidence based**

1. The creative concept includes an image of a typical IMA boat – previous research showed that participants who had arrived by boat could relate strongly to the image in this ad, and it also stirred the emotions of some of those who came by visa. Emotions generated were of fear, sadness, hopelessness, panic and tragedy.
2. Previous concept testing found that concepts would benefit from being 'harder hitting' – more direct language, more striking use of visuals in particular, and fewer words. The creative concept is therefore simple, direct and hard hitting.

**Evaluation**

1. 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.
2. Universal McCann will provide a post-campaign analysis for the campaign advertising.

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

I have reviewed and approve this Statement of Compliance for submission to the Independent Communications Committee for their consideration.



Martin Bowles  
Secretary

Department of Immigration and Citizenship  
19 July 2013

## Bec CHIERA

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**From:** Sandi LOGAN  
**Sent:** Thursday, 18 July 2013 8:01 PM  
**To:** Seale, David  
**Cc:** Wendy SOUTHERN; Martin BOWLES  
**Subject:** Exemption from complying with ICC advertising guidelines [SEC=UNCLASSIFIED]

UNCLASSIFIED

1. The Special Minister of State can exempt a campaign from compliance with these Guidelines on the basis of a national emergency, extreme urgency or other compelling reason. Where an exemption is approved, the Independent Communications Committee will be informed of the exemption, and the decision will be formally recorded and reported to the Parliament.

<http://www.finance.gov.au/advertising/docs/Guidelines-on-Information-and-Advertising-Campaigns-by-Australian-Government-Departments-and-Agencies-March-2010.pdf>  
(point 5, Introduction)

Cheers  
Sandi

UNCLASSIFIED

Released by DIBP under the  
Freedom of Information Act 1982

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*Freedom of Information Act 1982*

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*Freedom of Information Act 1982*

## Bec CHIERA

---

**From:** Turong FRANCIS  
**Sent:** Friday, 19 July 2013 3:34 PM  
**To:** Dion ISAACSON; Aaron PLAYER; Mohammed AL-HASSAN  
**Cc:** Mardi STEWART; Sandi LOGAN  
**Subject:** campaign authorisations [SEC=UNCLASSIFIED]

UNCLASSIFIED

Hi All

Below are the campaign ad authorisations from the campaign guidelines for your reference:

2. The convention for authorising Australian Government television advertisements is for the following to appear at the end of the advertisement:

[Audio] *Authorised by the Australian Government, Canberra*  
[Graphic] *Authorised by the Australian Government, Canberra*  
*Spoken by [names of all the speakers in the body of the advertisement].*

3. For radio, the convention is for the following announcement to be made at the end of the advertisement:

*Authorised by the Australian Government, Canberra*  
*Spoken by [names of all the speakers in the body of the advertisement]*

4. Authorisations for non-English broadcast advertisements must be in the same language in which the advertisement is made.

Warm regards  
Turong

Turong Francis | Strategic Communication  
National Communication Branch | Department of Immigration and Citizenship  
T: 02 6264 2738  
Facebook: [www.facebook.com/DepartmentofImmigrationandCitizenship](http://www.facebook.com/DepartmentofImmigrationandCitizenship) | Twitter: @DIACAustralia  
YouTube: [www.youtube.com/user/ImmiTV](http://www.youtube.com/user/ImmiTV) | Flickr: [www.flickr.com/photos/diacimages](http://www.flickr.com/photos/diacimages)  
Storify: <http://storify.com/ImmigrationAUST> | Website: [www.immi.gov.au](http://www.immi.gov.au)  
Newsroom: [www.newsroom.immi.gov.au](http://www.newsroom.immi.gov.au)

UNCLASSIFIED

Released by DIBP under the  
Freedom of Information Act 1982

## Bec CHIERA

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**From:** Jess STRUDWICK  
**Sent:** Friday, 19 July 2013 4:46 PM  
**To:** Sandi LOGAN  
**Cc:** Turong FRANCIS; Mardi STEWART  
**Subject:** Signed campaign certification [SEC=UNCLASSIFIED]  
**Attachments:** Signed campaign certification.pdf; Signed pro forma statement of compliance.pdf

UNCLASSIFIED

Hi Sandi

Please see signed documents attached.

Many thanks,  
Jess

Jessica Strudwick | Strategic Communication  
National Communications Branch | Department of Immigration and Citizenship  
T: 02 6264 3347  
Facebook: [www.facebook.com/DepartmentofImmigrationandCitizenship](http://www.facebook.com/DepartmentofImmigrationandCitizenship) | Twitter: @DIACAustralia  
YouTube: [www.youtube.com/user/ImmiTV](http://www.youtube.com/user/ImmiTV) | Flickr: [www.flickr.com/photos/diacimages](http://www.flickr.com/photos/diacimages)  
Storify: <http://storify.com/ImmigrationAUST> | Website: [www.immi.gov.au](http://www.immi.gov.au)  
Newsroom: [www.newsroom.immi.gov.au](http://www.newsroom.immi.gov.au)

UNCLASSIFIED

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Freedom of Information Act 1982



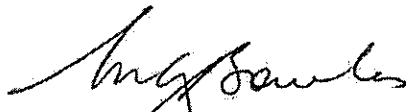
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Martin Bowles PSM

Secretary

Department of Immigration and Citizenship

19 July 2013

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<b>Campaign name:</b>	<b>By boat, no visa</b>
<b>ICC meeting date:</b>	<b>19 July 2013</b>

## Campaign stage: (X relevant stage)

<b>X</b>	<b>Communication and media strategy</b>	<b>Creative concept – pre production</b>
<b>X</b>	<b>Final creative materials (ready-to-air/prior to despatch)</b>	<b>Other: (detail)</b>

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2. Today the Government has 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.

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  - d. Iranians
  - e. Sri Lankans
  - f. Vietnamese

The communities selected represent the greatest proportion of IMAs.

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Given the specific objectives and target audiences for the campaign, there is no need to target other audiences such as Indigenous.

2. In November 2012, DIAC commissioned developmental market research within the diaspora communities to determine their level of knowledge of the policy changes resulting from the findings of the Expert Panel in onshore communities from refugee source countries, attitudes to

people smuggling versus regular channels, and the best ways to communicate with them. The research results informed the development of the campaign communication strategy.

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3. The campaign media strategy is designed for the above communities.
4. The languages chosen for translations are those appropriate to the above diaspora communities.

**Factually correct**

1. Any messaging is based on fact, for example, the campaign line 'If you come here by boat without a visa you won't be settled in Australia' is drawn directly from the policy changes announced by the Government on 19 July 2013.

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Campaign materials do not:

- mention the party in government by name;
- directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups;
- include party-political slogans or images;
- influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; or
- refer or link to the websites of politicians or political parties

***Please provide a statement against the points above to demonstrate and justify compliance with Principle 3.***

**Campaign materials are objective**

1. The materials are presented in objective language and free of political argument. They do not contain any information which fosters a positive impression of a particular political party or promotes party political interests.
2. All materials were developed in accordance with the findings of existing market research, which suggested clear and consistent messages about the changes to migration policy changes are most effective in achieving campaign objectives. The language used in the materials conveys key statements to this effect in a simple and concise manner.
3. The messaging is focussed on increasing awareness and understanding of relevant changes to migration policy, providing links to a detailed and factual summary of eligibility, entitlements and obligations.

**Government statements**

1. The campaign materials do not:

- mention the party in Government by name
  - directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or images
  - aim to influence public support for a political party, a candidate for election, a minister or Member of Parliament, or
  - refer or link to the websites of politicians or political parties.
2. All materials contain the appropriate Australian Government authorisation statements.
  3. All materials link to [www.australia.gov.au/novisa](http://www.australia.gov.au/novisa) which links to the DIAC website anti-people smuggling campaign webpage. s. 22(1)(a)(ii)
- s. 22(1)(a)(ii) showed a positive response to the use of a website in campaign calls to action.

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

**Principle 4: Campaigns should be justified and undertaken in an efficient, effective and relevant manner**

- Campaigns should only be instigated where a need is demonstrated, target recipients are clearly identified and the campaign is informed by appropriate research or evidence.
- Campaign information should clearly and directly affect the interest of recipients.
- The medium and volume of the advertising activities should be cost effective and justifiable within the budget allocated to the campaign.
- Distribution of unsolicited material should be carefully controlled.
- Campaigns should be evaluated to determine effectiveness.

***Please provide a statement against the points above to demonstrate and justify compliance with Principle 4.***

**Need for a campaign**

1. Developmental market research was undertaken in late November and December 2012<sup>2</sup> to determine the need for communication around migration policy and legislation changes. The research showed low awareness and confusion around the 2012 changes to migration policy affecting the humanitarian caseload, and family reunion provisions, particularly as different nationalities are affected differently by the changes.
2. The specific diaspora communities were identified because they represent the highest proportion of IMAs and the issues relevant to each community were identified through previous developmental market research.  
  
The Australian public was included as a secondary target audience as friends and influencers of the primary target audiences.
3. If the campaign did not proceed, misinformation regarding Australia's migration policy and legislation would continue to be spread through onshore diaspora communities to offshore family members and friends, resulting in the potential for more asylum seekers to risk their lives on dangerous boat journeys.
4. Misinformation from the onshore diaspora communities will contradict and lessen the impact of the Customs and Border Protection offshore communication activities.



### **Campaign information affects the interest of recipients**

1. Diaspora communities communicate with offshore communities – therefore diaspora communities need to receive messages onshore that are consistent with those of Customs and Border Protection's offshore communication campaigns in the same target countries (as well as in some transit countries where the Customs and Border Protection campaign may run).

DIAC is working with Customs and Border Protection to share information and materials for both onshore and offshore campaigns. Research reports are being shared both ways and there is regular communication between the two departments.

2. Diaspora communities want to know how to help their family and friends overseas migrate to Australia. Feedback from the existing market research and community consultations shows strong interest in finding out about the process for applications and the changes in policy so they can pass this information on.

The campaign includes digital advertising, online information and social media, so the information is easy to share with overseas family and friends.

### **Societal benefits**

1. The campaign aims to reduce harm and costs relative to asylum seekers drowning at sea when attempting to reach Australia. Hundreds of people have drowned attempting to reach Australia, and the rescue efforts potentially expose agency and Defence personnel to great risk, as well as cost Australian taxpayers a substantial amount of money. Further significant costs are incurred caring for those asylum seekers who successfully reach Australia alive. Most importantly, people may not have drowned at sea had they taken the lawful pathway to Australia. Many diaspora community members have lost family and friends at sea and want to prevent further unnecessary deaths if there are accessible and lawful options.
2. The campaign promotes regular migration pathways to Australia and aims to undermine the influence of people smugglers. People smugglers lie to potential irregular immigrants about Australia's migration policy, conditions on the journey and the situation once they arrive in Australia. Informing diaspora communities of the facts means they can pass them on to their friends and family who are considering using people smugglers to reach Australia. The potential irregular immigrants will then be able to make a more informed decision on how to migrate to Australia.

### **Rationale for media selection**

1. The media strategy includes press, radio and digital advertising.
2. The media selected (press, radio and digital) are primarily the in-language channels relevant to the target diaspora communities.

The mainstream newspapers (English language) included are major metropolitan or specific to geographic areas with high levels of the target diaspora communities in residence. Due to the tight timeframes the major metropolitan press will cover areas where the community press was not available. This also covers those members of the diaspora communities who read English as well as the wider community. Supporters, friends and neighbours will also benefit from the reach of English-language mediums to be used to gain further exposure of the campaign.

### **Timing**

1. The campaign has been developed within a compressed timeframe. This timing is justified because its subject matter relates to an urgent obligation to inform the community about the recent

changes to migration policy for the target audience, and that it applies immediately.

The developmental market research showed that there are low levels of knowledge and awareness in the diaspora communities of the previous policy changes. Their friends and family overseas are still getting on boats to come to Australia and lives are still being lost. Regional processing is underway and the additional visa places are still to be filled. As the visa places are only available until 30 June 2014 under the current expanded program, and the information dissemination and application processes take time, it is important that the migration policy changes are communicated urgently and immediately.

**Distribution of unsolicited material**

1. No direct mail activities are being considered.

**Development of creative materials is evidence based**


1. The creative concept includes an image of a typical IMA boat – previous research showed that participants who had arrived by boat could relate strongly to the image in this ad, and it also stirred the emotions of some of those who came by visa. Emotions generated were of fear, sadness, hopelessness, panic and tragedy.
2. Previous concept testing found that concepts would benefit from being 'harder hitting' – more direct language, more striking use of visuals in particular, and fewer words. The creative concept is therefore simple, direct and hard hitting.

**Evaluation**

1. 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.
2. Universal McCann will provide a post-campaign analysis for the campaign advertising.

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

I have reviewed and approve this Statement of Compliance for submission to the Independent Communications Committee for their consideration.



**Martin Bowles**  
**Secretary**

**Department of Immigration and Citizenship**  
**19 July 2013**