

## Bec CHIERA

---

**From:** s. 47F(1)  
**Sent:** Friday, 19 July 2013 2:09 PM  
**To:** Sandi LOGAN; s. 47F(1)  
s. 47F(1)  
**Subject:** RE: No boat, no visa: final ad concept [SEC=UNCLASSIFIED]

Hi Sandi,

Looks good but please change 'resettled there' to 'settled there', if you still can – it was a late change to products on our end.

Dave

---

**From:** Sandi LOGAN [mailto:sandi.logan@immi.gov.au]  
**Sent:** Friday, 19 July 2013 2:00 PM  
**To:** s. 47F(1) s. 47F(1)  
**Cc:** Seale, David  
**Subject:** No boat, no visa: final ad concept [SEC=UNCLASSIFIED]  
**Importance:** High

UNCLASSIFIED

Folks...the MO/PMO have had us working all morning on a range of concepts and radio scripts. This is what they have agreed on for full pagers for the first week (some half pagers mid-week), and radio spots (script below). You might want to consider this language and branding for whatever is being considered for overseas.

30sec radio script

This is the Australian Government's message for anyone associated with people smuggling: come by boat and Australia will never be home.

Even if someone's found to be a refugee they will not be settled in Australia anymore.

The people smugglers' guarantee is now worthless. It's buying a ticket to another country.

People coming by boat will be sent to Papua New Guinea and permanently resettled there.

Released by IBP under the  
Freedom of Information Act 1982

# Paying a people smuggler is not a ticket to Australia – the rules have now changed.

If you would like to send over one or two staff to work with us through the afternoon as we record material in multiple languages for upload to social media channels etc, we've got pizza and Coke available...and work to be done too!

Cheers!

Sandi

Sandi Logan

National Communications Manager

Department of Immigration and Citizenship

Telephone: (02) 6264 2024 | Mobile: 0423 024 921 | Email: [sandi.logan@immi.gov.au](mailto:sandi.logan@immi.gov.au)

Twitter: @SandiHLogan @DIACAustralia | Newsroom: [www.newsroom.immi.gov.au](http://www.newsroom.immi.gov.au) | 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) | Facebook:

[www.facebook.com/DepartmentofImmigrationandCitizenship](http://www.facebook.com/DepartmentofImmigrationandCitizenship)

UNCLASSIFIED

-----  
Important Notice: If you have received this email by mistake, please advise the sender and delete the message and attachments immediately. This email, including attachments, may contain confidential, sensitive, legally privileged and/or copyright information. Any review, retransmission, dissemination or other use of this information by persons or entities other than the intended recipient is prohibited. DIAC respects your privacy and has obligations under the Privacy Act 1988. The official departmental privacy policy can be viewed on the department's website at [www.immi.gov.au](http://www.immi.gov.au). See: <http://www.immi.gov.au/functional/privacy.htm>  
-----

-----  
**IMPORTANT:** This message, and any attachments to it, contains information that is confidential and may also be the subject of legal professional or other privilege. If you are not the intended recipient of this message, you must not review, copy, disseminate or disclose its contents to any other party or take action in reliance of any material contained within it. If you have received this message in error, please notify the sender immediately by return email informing them of the mistake and delete all copies of the message from your computer system.  
-----

Released by DIBP under the  
Freedom of Information Act 1982

## Bec CHIERA

---

**From:** Mardi STEWART  
**Sent:** Friday, 19 July 2013 2:57 PM  
**To:** s. 47F(1) s. 47F(1)  
**Cc:** Seale, David; Sandi LOGAN  
**Subject:** By boat, no visa: final ad concept [SEC=UNCLASSIFIED]  
**Attachments:** DIAC1C\_2\_374x259.pdf

UNCLASSIFIED

Hi all

Please see attached the final full page advert to appear in major metropolitan newspapers from tomorrow.

Please note the URL is [www.australia.gov.au/novisa](http://www.australia.gov.au/novisa) and the campaign name is:

*By boat, no visa.*

regards

Mardi Stewart | Director, Strategic Communications | Department of Immigration and Citizenship

T: 02 6264 2021 | M: 0434 605 242

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

---

**From:** Sandi LOGAN  
**Sent:** Friday, 19 July 2013 2:00 PM  
**To:** s. 47F(1) s. 47F(1)  
**Cc:** Seale, David  
**Subject:** No boat, no visa: final ad concept [SEC=UNCLASSIFIED]  
**Importance:** High

UNCLASSIFIED

Folks...the MO/PMO have had us working all morning on a range of concepts and radio scripts. This is what they have agreed on for full pagers for the first week (some half pagers mid-week), and radio spots (script below). You might want to consider this language and branding for whatever is being considered for overseas.

30sec radio script

Released by DIBP under the  
Freedom of Information Act 1982

This is the Australian Government's message for anyone associated with people smuggling: come by boat and Australia will never be home.

Even if someone's found to be a refugee they will not be settled in Australia anymore.

The people smugglers' guarantee is now worthless. It's buying a ticket to another country.

People coming by boat will be sent to Papua New Guinea and permanently resettled there.

Paying a people smuggler is not a ticket to Australia – the rules have now changed.

If you would like to send over one or two staff to work with us through the afternoon as we record material in multiple languages for upload to social media channels etc, we've got pizza and Coke available...and work to be done too!

Cheers!

Sandi

Sandi Logan

National Communications Manager

Department of Immigration and Citizenship

Telephone: (02) 6264 2024 | Mobile: 0423 024 921 | Email: [sandi.logan@immi.gov.au](mailto:sandi.logan@immi.gov.au)

Twitter: @SandiHLogan @DIACAustralia | Newsroom: [www.newsroom.immi.gov.au](http://www.newsroom.immi.gov.au) | 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) | Facebook:

[www.facebook.com/DepartmentofImmigrationandCitizenship](http://www.facebook.com/DepartmentofImmigrationandCitizenship)

UNCLASSIFIED

Released by DIBP under the  
Freedom of Information Act 1982



Australian Government

**If you come here by boat without a visa**

**YOU WON'T  
BE SETTLED  
IN AUSTRALIA**

**For more information call 1300 724 010  
[www.australia.gov.au/novisa](http://www.australia.gov.au/novisa)**

Released by DIBP under the  
Freedom of Information Act 1982