



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

**Ministerial No:**

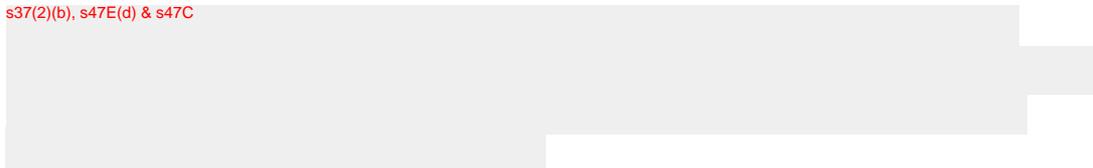
**Minister for Home Affairs**

**People Smuggling – proposed new direction for strategic communications**

**Deadline:** No deadline.

**Proposed action**

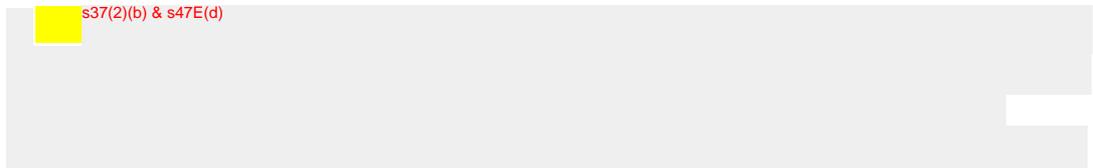
s37(2)(b), s47E(d) & s47C

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**Context**

1. Our structured counter-people smuggling communications campaigns in Sri Lanka and Pakistan have ended. Rather than continuing with formally structured public advertising campaigns in these countries, a new direction for strategic communications is proposed.
2. What we have learnt to date about PII decision-making and information consumption suggests that our target audience learns about people smuggling issues extremely efficiently, regardless of our overt marketing. We have identified the press and radio channels accessed by PIIs in specific locations, with word-of-mouth the most potent multiplier of this information. We also know that PIIs are very savvy in their understanding and interpretation of Australian Government policy trends and messaging.
3. In this context, the more formal and overt communication modalities we have been using, while serving to raise visibility of the issue, can be interpreted by the target as propaganda. This leads many PIIs to simply dismiss our messaging, or worse, take away counter-productive lessons – there are indications that our campaigns inadvertently ‘advertise’ Australia as a destination. The target audience is also likely to become increasingly desensitised if we continue with our saturation public advertising approach.

s37(2)(b) & s47E(d)

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s37(2)(b) & s47E(d)

5. In sum, 'more of the same' is considered a low-return option for achieving our strategic communications objectives and, based on recent research out of Sri Lanka, may even be counter-productive. There are, however, indications that mechanisms for influence do exist in our target communities, particularly at source.

s37(2)(b), s47E(d) & s47C

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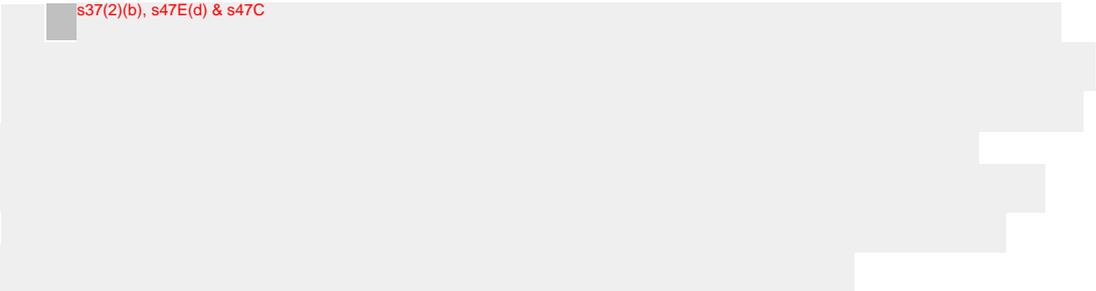
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### **Resource implications**

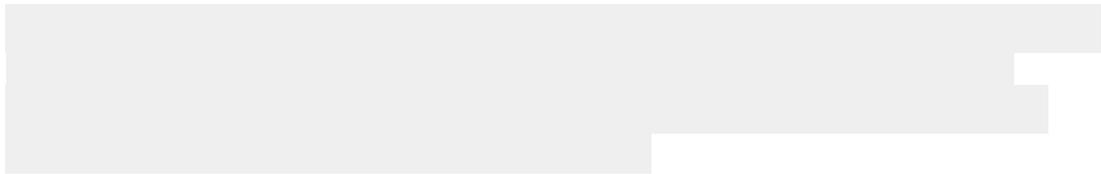
15. Funding for this approach can be met within existing resources, and costs are likely to be in the vicinity of, if not less than, a formal public advertising campaign.

### **Consultation**

The following agencies have been consulted on this proposed new strategy:

- the Department of the Prime Minister and Cabinet;
- the Department of Immigration and Citizenship;
- the Australian Federal Police;
- the Department of Foreign Affairs and Trade;
- the Office of National Assessments;
- the Attorney-General's Department; and
- the Department of Defence.

s37(2)(b) & s47E(d)



SIGNED / CLEARED BY:

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Approved/Not Approved

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Minister for Home Affairs  
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