Australian Government
Australian Customs and
Border Protection Service

Strategic Assessment of

Counter People Smuggling Communications Activities

November 2011

Summary of Key Information Sources.

Indonesia

- International Organization for Migration, *Market Research Report,* February 2010 ("**IOM Market Research Report**").
- International Organization for Migration, *Public Information Campaign Interim Report*, March – June 2010 ("**IOM Interim Report**").
- International Organization for Migration, *Public Information Campaign Final Report,* July 2010 ("**IOM Final Report**").

Sri Lanka

- TNS Lanka, *Baseline Survey on Knowledge and Attitude Towards Migration Among Tamil Community in North and East Provinces of Sri Lanka*, May 2010 ("**TNS Baseline Survey Report**").
- TNS Lanka, *Midterm Survey on Knowledge and Attitude Towards Migration Among Tamil Community in North and East Provinces of Sri Lanka*, July 2010 ("**TNS Midterm Survey Report**").
- TNS Lanka, *Knowledge and Perception on Changes in Australia's Asylum Processes Among Tamil Community in North and East Provinces of Sri Lanka,* July 2010 ("**TNS Policy Change Report**")
- TNS Lanka *End Term Survey on Knowledge and Attitude Towards Migration Among Tamil Community in North and East Provinces of Sri Lanka*, August 2010 ("**TNS Endterm Survey Report**").

Pakistan & Afghanistan

- Statt Consulting, *Project Joya*: *Rapid survey of PIIs in Pakistan and Afghanistan,* May 2010 ("**Project Joya**").
- Statt Consulting, *Project Intrepid: 12-month study of the Hazara community in Afghanistan and Pakistan, Report 1 of 6*, June –July 2010 ("**Project Intrepid**").
- Statt Consulting, *Project Whisper*: *Afghanistan and Pakistan – Australian Policy Changes: Understanding Information Flows and Identifying Opportunities for Influence,* August 2010 ("**Project Whisper**").

Other
- **The United Nations Office on Drugs and Crime**, "Crime Facilitating Migration from Pakistan and Afghanistan" December 2009 ("**UNODC Report**").

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

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

1 Executive Summary

This report is a strategic assessment of the efficacy of past and current communications activities to counter maritime people smuggling. A meta-analysis using a range of information sources, including individual project evaluations and classified reporting has been conducted.

Specifically, this assessment:

- Provides an overview of offshore counter people smuggling communications activities conducted by Customs and Border Protection.

- Using available evaluation data, analyses the effectiveness of communications strategies focussing on the demonstrated impact on target audiences, the circumstances under which communications activities are the most effective and the extent to which selected communication activities reflect base line market research.

- Identifies areas of improvement for methods of research and evaluation to achieve a more accurate understanding of campaign success.

- Provides recommendations as to how communications activities can be enhanced in the future.

This report is an assessment of the efficacy of activities within the scope of what communication activities can and cannot achieve it is not an assessment of the viability of continuing these initiatives. Communication activities are a significant contributor to the wider activities of the Australian Government in deterring people smuggling activities. However there are limitations to what communication activities can accomplish.

Communication activities in isolation cannot:

- quash or nullify other types of communication such as Diaspora messages;
- be assessed for impact with any certainty;
- change behaviour of PIIs without an Australian policy backdrop of deterrence; or
- ultimately, stop the arrival of vessels.

Communication activities can:

- deliver a complete accurate message in an environment where mixed messages from multiple sources cause confusion and misunderstanding;
- educate target audiences by balancing the information space;
- keep the anti-smuggling message prevalent with consistent and continuous activities; and

- provide market research on PII demographics, sources of information and decision making factors, which is of significant value not just for future Customs & Border Protection communication activities, but for all operational and policy responses to people smuggling.

Key Findings

- For Indonesian communication activities, the depth of initial market research and breadth of communication activities did not yield a significant demonstrable impact on target audiences. Results are inconclusive due to a seemingly incomplete method of evaluation.

- For Sri Lankan communication activities, the first campaign did not provide strong evidence of target audience impact. For the second Sri Lankan campaign, awareness of campaign messages did increase over the four week period between the middle and end evaluations, demonstrating that rapid dissemination does not produce an immediate response, rather with time, the messages infiltrates and spreads. In an environment of mixed messaging from multiple sources however, recall of specific messages was limited.

- For Pakistani communication activities, dissemination of messages regarding changes in Australian Government policy was successful to some extent, with half of the surveyed sample aware of policy changes. s37(2)(b), s47E(d) & s47C

- Acknowledging the complexity in assessing the impact of communication activities, limitations identified in the campaign evaluations hinder reliability of any conclusions drawn from these reports. Elements of evaluation methodology including sample size and consistency and means of gathering qualitative data require refining to enhance the validity of conclusions drawn.

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

2   Background

A key component of the Australian Government's Irregular Maritime Arrival Strategy (IMAS) is the Communications Plan (the Plan). The Plan is aimed at dissuading potential irregular immigrants (PIIs) and potential people smugglers and organisers throughout the South-East Asian region from engaging in maritime people smuggling activity. The Plan also targets Diaspora communities within Australia that may encourage PIIs to make the journey to Australia by boat.

The rationale for this Plan is based on the recognition that PIIs who reach Australia by boat are persuaded by people smugglers that the risks of a voyage to Australia outweigh the benefits of pursuing a resettlement outcome through regular migration channels. The Plan contributes to efforts to significantly reduce (IMA's) by:

1.   promoting the Australian Government's effective border management arrangements;

2.   highlighting the dangers of a high risk sea voyage to potential irregular immigrants (PIIs);

3.   discouraging involvement by local communities; and

4.   highlighting to people smugglers the penalties faced.

Specifically, the Plan aims to:

- establish targeted communications campaigns in high risk source and transit countries;

- establish effective partnerships with the International Organization for Migration (IOM) and the UN High Commissioner for Refugees (UNHCR); and

- use high level delegations to promote Australia's message overseas.

The 2009-10 Federal Budget provided $7.8 million in funding over four years to Customs and Border Protection to achieve the Australian Government's counter-people smuggling communications objectives.

Major communications campaigns have been completed or are underway in Sri Lanka, Australia, Indonesia, Pakistan, Afghanistan and Malaysia.

3   Overview of Communication Activities.

In accordance with the Plan, communications activities aim to target three key communities with a range of messages tailored to each. The three communities are as follows:

1. PII Communities - emphasising the danger of maritime ventures, the benefits of regular migration and the chance of success on arrival in Australia.

2. Local Communities – focussing on the criminality of assisting people smuggling ventures and encouraging the community to share information with authorities.

3. People Smugglers – highlighting the criminal sanctions for people smuggling, Australia's partnership with the respective country's government and the authority's awareness of activities.

Communication activities to date have included a mixture of formal, highly structured communications working in partnership with international non government organisations, local government and flexible 'public relations' style activities utilising the target audiences preferred communication channels, enabling rapid and responsive message dissemination.

The following provides an overview of communication activities undertaken to date in Indonesia, Sri Lanka, and Pakistan.

3.1   Indonesia

3.1.1   Areas of Focus.

Indonesia is a transit country through which the majority of recent people smuggling ventures to Australia have been launched. IOM, based on market research undertaken over a 13 week period, identified five areas of focus in Indonesia and selected villages within each area.

Location	Villages
Sukabami	
An exit point for smuggling. A 430km boat ride to Christmas Island. With a well developed fishing industry and many local and international tourists, allows for easier mobility for IM.	• Pasir Baru • Cikahurpan • Citarik • Loji.

Manggarai Barat (NTT).

Well established fishing industry and accessible to surrounding islands including Sumba island, Suwa island and Rote island for final departure to Australia.

- Labuan Bajo
- Gorontalo
- Nagalli

Kupang (NTT)

Exit point for IMs. This is a well developed urban city with easy mobility and community awareness of and support for people smuggling activities.

- Cesapa village
- Fatubesi
- Namossain
- Tabloiong

Kualuh Leidong (North Sumatra province)

This area is recognised as an entry point for IM in to Indonesia from which IM are smuggled to other parts of Indonesia before attempting departure to Australia.

- Tanjung Leidong
- Simandulang village
- Teluk Putal Luar

Lampung

Cross over point between Sumatra and Java (through Bakauheni port). Entry point in to Indonesia for boats coming from South China Sea. Exit point to Australia via Sukabumi.

- Bakauheni Port
- Penjang Port

Kualuh Leidong   Lampung   Sukabmumi   Manggarai Barat   Kupang

3.1.2   Key Messages and Communication Activities Underway.

1st and 2nd dissemination – 1st page of No. 1

The market research identified two categories of audience for Indonesian communication activities:

The first category is the Indonesian community susceptible to becoming involved in peoples smuggling, including boat owners, boat builders, and coastal industry workers with the objective of raising awareness of the risks and consequences of involvement in people smuggling.

Messages delivered to this target audience include:

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                    ┌─────────────────────────┐
                    │     GLOBAL THEME        │
                    │ "Rejecting offers to support │
                    │  people smugglers is the right │
                    │        thing to do."    │
                    └─────────────────────────┘
          ┌──────────────────┼──────────────────┐
┌──────────────────┐ ┌──────────────────┐ ┌──────────────────┐
│ People helping people – │ │ Raise your dignity and theirs by │ │ I only transport fish – proud to │
│ honouring God within the law. │ │ doing the right thing. │ │ be a fisherman. │
└──────────────────┘ └──────────────────┘ └──────────────────┘
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A variety of events were held to deliver these messages between March and July 2010, including:

- **Local Champion Workshop:** A selected local champion from each of the fourteen villages gathered in Jakarta. The aim of the workshop was to raise awareness of the importance of people smuggling and secure local champion buy in.

- **Key Opinion Former Workshop:** Designed to create awareness of importance of people smuggling and build relationships, engage with and educate key opinion formers.

- **Religious Leaders Workshop**: Workshop for six religious leaders from each target village, educating in the importance of people smuggling, engaging religious leaders as partners and inviting religious leaders to disseminate PIC messages through prayer services.

- **Coastal Industry Leaders Workshop:** Workshop inviting fishermen elders, boat owners, and key persons involved in the coastal industry to learn about the issue of people smuggling, seek input for planned activities and gain commitment to promote and participate in activities.

- **Irregular Migrant Smuggling Awareness Day:** Designed to create awareness of why people smuggling is important, introduce key messages to target audiences and generate excitement for PIC activities.

- **Religious Outreach**: Through religious leaders, reach target audiences by delivering PIC messages in religious sermons.

- **Movie Nights:** Provide family entertainment and take advantage of captive audience by delivering PIC presentation.

- **Proud Fisherman Family Day:** A community event to enable distribution of PIC messages.

- **Be Creative Festival:** Full day event of activities including mural workshops and mural painting for children and families. Opportunity to encourage target audiences to apply and disseminate PIC messages and cement commitment through "hand paint" on banner promise.

- **Radio Public Service Announcements:** Radio spot blitz where five different versions of a people smuggling awareness radio scenario are played each hour between 6am – 9am and 7pm – 10pm.

New scenarios are delivered each month. This takes advantage of the fact radio is the favoured media in Sukabumi.

Collateral activities include certificates for participants in workshop events, flip chart presentations, information booklets, 21 month calendar, t-shirts, stickers, rain coats, cups, family portraits, videos, sermons and flags.

The second category of target audience is port authorities, ferry operations, law enforcement agencies, and government institutions who oversee the high volumes of port traffic through Bakauheni port (passenger traffic) and Panjang port (container traffic) in Lampung province with the objective of raising awareness of people smuggling activities to agencies that oversee the high volumes of port traffic.

Market research by IOM identified key government partners who expressed their willingness to support the PIC.[1]

The key messages for this target include:

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                    ┌─────────────────────────────┐
                    │       GLOBAL THEME          │
                    │  "It is our national duty to be │
                    │  aware of the Irregular Migrant │
                    │   people smuggling issue"    │
                    └─────────────────────────────┘
        ┌───────────────────┼───────────────────┐
┌───────────────┐   ┌───────────────┐   ┌─────────────────────┐
│ Do what you   │   │    Raise      │   │ We serve the people │
│    can.       │   │  awareness.   │   │  without limits.    │
│               │   │               │   │                     │
└───────────────┘   └───────────────┘   └─────────────────────┘
```

To deliver these messages, the following events were held:

- **Key Opinion Former Workshop:** To introduce potential partners to the people smuggling issue and gain support.
- **Key Player Round Table Meetings:** Introduce partners to sustainable way of maintaining cross sector-al relationships.
- **Partnership Networking Functions:** Relaxed environment for open dialogue and to enhance working relationships with possible government partners (held once every four month).
- **9 TV Dialogues over four months:** Create awareness and develop buy-in using the prestige of government leaders.

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[1] *Current IOM partners who clarified commitment to support PIC:* Lampung Immigration office; Head of United People, Politics, and Protection Agency; Bakauheni Indonesian Harbor Police (KP3).

- **People smuggling newsletters** to reinforce PIC messages (distributed once per month for three months).
- **Stand alone brochure dispenser** at the Bakauheni port with key PIC messages (June 1 - July 15, 2010).

Collateral activities include people smuggling pamphlets, bags, backpacks and waist bags, baseball caps, standing banners and point of entry posters and billboards.
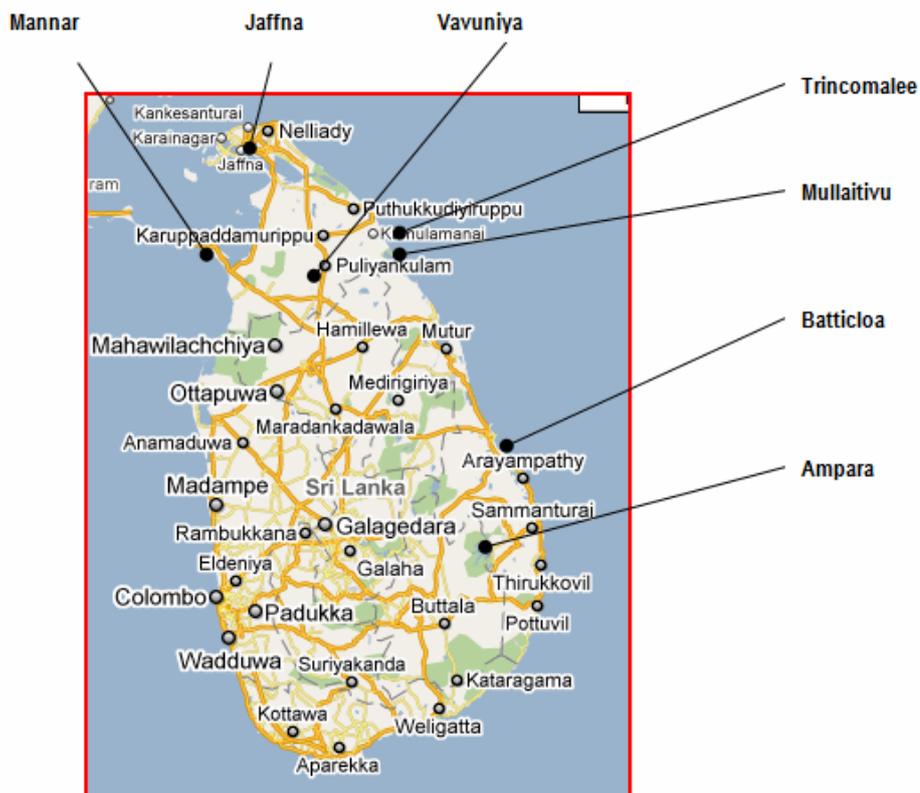
3.2	Sri Lanka

3.2.1   Areas of Focus.

Sri Lanka is a source country for Sri Lankan Tamil PIIs attempting to reach Australia.

Customs and Border Protection engaged IOM to deliver the first campaign in Sri Lanka, focussing on the Negombo and Chilaw areas with grass roots dissemination methods such as street drama and religious instruction.

The second campaign in Sri Lanka was a broad based media campaign disseminated in Tamil populations in 7 of the 8 districts in the North and East provinces of Sri Lanka including Trincomalee, Ampara, Batticloa, Jaffna, Mannar, Vavuniya and Mullaitivu.

3.2.2   Key Messages and Communication Activities Underway.

The first Sri Lankan campaign comprised of:

- branded chairs distributed in Church and fisheries groups in Chilaw;
- distribution of posters, banners and leaflets;
- branding of 14 bus shelters;
- 32 street performances;
- 5 community seminars; and
- numerous stories are to be placed in the Sri Lankan press each month.

Messages included:

"Irregular migration will get you nowhere!"

"What you see or hear is NOT what you get."

The second campaign was a broad based media campaign. Communication activities were delivered with a specific message about the Australian government policy announcement on the suspension of processing Sri Lankan refugee claims.

Research into the media habits of target audiences identified a need to utilise a media mix of television, newspapers and in particular, radio. The religious influence on target audiences was also identified as an important factor in choice of message and message delivery.

Messages for dissemination included:

"Think twice – do not get misled – you can lose everything."

"Don't risk your life trying to get to Australia on a boat irregularly."

"Don't be misled by people smugglers"

Activities underway in Sri Lanka include advertisements on the radio and television, in newspapers, via social network websites and online news websites and through targeted email advertising.

A website entitled Australia-Aslyum.com has also been developed and translated in Tamil, Urdu and Farsi language. This site provides information on failed attempts at irregular migration, Australian government policy, announcements, legislation, and news and media releases.

3.3	Pakistan

3.3.1 Areas of Focus.

Pakistan is a source and transit country for PIIs. The Hazara community in the city of Quetta is the focus of communication activities in Pakistan.

3.3.2   Key Messages and Communication Activities Underway.

Project Joya was conducted by Statt Consulting to assess the impact of the Australian Government's policy announcement on the suspension of processing asylum claims from Afghans in Pakistan and Afghanistan. The survey provided the following conclusions in relation to the target audience in Pakistan to assist in message dissemination:

- Family and friends in-country are the most important source of information;

- Word of mouth is crucial to dissemination. Information enters communities from a range of sources but potentially relatively small number of first time disseminators; and

- Internet plays an important role in Pakistan.

Key messages pertained to a sense of family, self respect and possibility of financial loss:

"Australia closed: Australia may send you back and you will lose your money then who will care for your family?"

"Say NO to people smugglers; protect your family, money and self respect."

Messages were delivered via advertisements on television, radio, Afghani websites, social networking sites, branding on buses and key Quetta taxi stops and placement of collaterals in over 200 travel agencies in Quetta.

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4 Communication Activity Evaluation

4.1 Evidence of Communication Activity Success.

The impact of current communication activities is difficult to evaluate for several reasons. Primarily, due to the infancy of the communication activities there is limited evaluation data available. Evaluation subject matter is also ambiguous in nature: the extent to which messages are heard and absorbed by PIIs and whether these messages consequently influence the perceptions and behaviour of PIIs cannot be ascertained with any certainty. Finally, communication activities do not exist in a vacuum. PIIs are influenced by a wide range of sources and it is difficult to determine whether their primary source of influence is campaign messaging, an entirely unrelated source or a mixture of the two.

Notwithstanding these caveats, there are five reports which provide some insight into the impact of communication activities to date:

- the IOM Interim Activity Report which evaluates the communication activities delivered in Indonesia;
- the IOM Final Report which evaluates the first campaign delivered in Negombo and Chilaw, Sri Lanka;
- the TNS Mid Term Survey Report and TNS End Term Survey Report which evaluate the broad based media campaign conducted in Northern and Eastern Sri Lanka across seven districts.
- Project Whisper Report which evaluates the awareness of Australian Government policy changes amongst the Hazara communities in Pakistan and Afghanistan.

4.1.1 INDONESIA: IOM Interim Activity Report.

The public information campaigns undertaken by IOM in Indonesia reported great success with the workshop style activities to engage community, fisherman, coastal and religious leaders, as well as family events to reach a wider target audience. Based on field research by IOM, an effective campaign must not be rooted in negative messaging and should utilise the influence religious, community, fisherman and coastal leaders have in the community to gain support and buy in for the campaign messages.

IOM reported success on the basis of attendance at these range of workshops and family events.

Activity	Number of attendees.
Local Champion Workshop	20
Community Leader Workshop	158
Religious Leader Workshop	98
Fisherman & Coastal Industry Leader Workshop	172
Market Outreach/Family Portrait Day	9163 (based on calculation

	that 2618 photos were developed and an average of 3.5 persons per photo).
Religious Outreach	132 religious leaders, with sermons delivered in total to 7160 people.
Movie Night	3565
Lampung Key Opinion Former Workshop	20
Television Dialogue	Had not aired at time of evaluation.
Radio Program	25000 (estimate based on unique listeners over a 60 day period who have heard IOM PIC radio spots).

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4.1.2 SRI LANKA, 1st Campaign: IOM PIC Final Report

The IOM Final Evaluation entailed a one page survey of 895 individuals. The group was:

- approximately half male, half female;
- located in Negombo and Chilaw;
- a total of 64% Sinhala, 36 % Tamil;
- majority aged between 21 – 30;
- 89% Roman Catholic, 11 % Buddhist; with
- the majority being fisher families.

Communication activity awareness was generally high. With regards to message content and message mode, the message *"What you see or hear is not what you get – the lure of irregular migration is like a mirage"* was the most seen with cloth banners and posters being the most effective in presenting messages.

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understood. At an aided level, message awareness increased, however the significance of this result is fettered, as the extent to which respondents are aided is unclear.
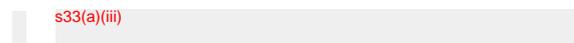
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TNS Endterm Survey Report

The TNS Endterm Survey Report was the final survey conducted for the Sri Lanka campaign was conducted in August 2010. The survey revealed amongst those planning to migrate, awareness of changes in Australia's treatment of Asylum seekers increased from 18% four weeks into the campaign[2] to 66% at the completion of the campaign. In particular, amongst those planning to migrate to Australia, awareness increased from 21% to 79%. This demonstrates that rapid dissemination does not necessarily produce an immediate response. Rather, the message requires time - in this case 8 weeks - to infiltrate and spread amongst the target audience.
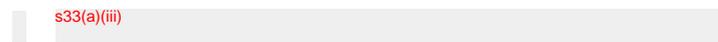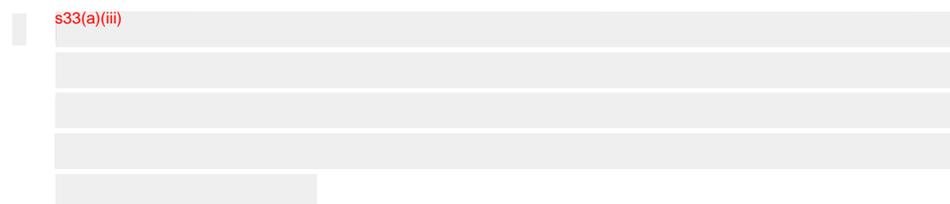
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With regards to impact on plans to migrate, consistent with the 93% in the TNS Midterm Survey Report, 92% in the TNS Endterm Survey Report said the changes do not impact future plans to migrate. It must be acknowledged, however, that this does not suggest the campaign message was ineffective. Given the message pertains to a temporary suspension of processing asylum claims, a temporary deterrence is the

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[2] TNS Lanka, *Midterm Survey on Knowledge and Attitude Towards Migration Among Tamil Community in North and East Provinces of Sri Lanka*, July 2010

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measure of campaign message success. A further question to pose could be "Does this deter you permanently?" Further clarity in questioning is required to understand the 92%. The campaign may not impact long term plans to migrate, however temporary plans may be waylaid.

For specific campaign messages and activities, exposure had increased by 50% from the TNS Midterm Survey Report to the TNS Endterm Survey Report which again supports the hypothesis that with time and the natural process of information sharing, campaign messages are being received.

Awareness of the australia-aslyum.com website appears to be increasing. The site received nearly 3000 visits in the period of late July to late August, an 82% increase in visits from late July.

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4.1.4   PAKISTAN: Project Whisper

Project Whisper offered promising results with regards to the impact of messages pertaining to announcements on Australian government policy. Of the 300 interviewees:

- 152 claimed to be aware of policy change within the last month (within this number, the majority of Afghani interviewees were aware, while three quarters of Pakistani interviewees were not);

- 132 were able to respond with specific information on previous policy changes relating to the suspension of asylum processing of Afghan arrivals, or had a more abstract understanding of whether irregular migrants would be accepted or not.

The majority of interviewees had decided to delay their plans and advised others to do the same.

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

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4.2	To What Extent do Communication Activities reflect Baseline Market Research Reports?

Due to the limited data available to evaluate communication activities, a supplementary method for evaluating campaign strategy is to examine the findings of initial market research in each country and examine the extent to which campaigns have been tailored to address target demographics, decision making factors, information consumption patterns and PII motivations.

Table 4.2.1   SRI LANKA

Market Research Findings			Communication Activities	
Target Demographic	Motivations	Source of Information	Mode of Communication Used	Campaign Messages
The TNS BS Report concluded that of those planning to migrate to Australia: • Male; • Of mid to lower socio - economic class; • Between 20 - 24, followed closely by age range of 25-29 then 30-34; • With a near equal split between married and unmarried individuals; and • Of those that were married, the average family size was 4.75.	The TNS Policy Change Report concluded that the key motivations for migration to Australia are: • Better job opportunities/opportunity to earn more; and • Better living conditions It is worth noting that security did not rate highly as a motivation factor, with only 12% and 14% in the base and mid survey respectively, stating better safety and security as a reason for migration.	All four TNS Reports concluded the main sources of information, in order of prevalence, are: • Television • Radio • Press • Internet • Acquaintances	Communication activities in Sri Lanka have included message by: • Radio • Television • Newspaper • Social network sites • Material distribution. • Community Seminars • Street performances • Dedicated internet site.	Messages include: *"He risked his life to get to Australia on a boat. He never made it."* *"I believed that I could get to Australia on a boat. I was misled."* *"Irregular migration will get you nowhere!"*

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section 33(a)(iii), 37(2)(b), s47E(d) & s47C

Table 4.2.2   PAKISTAN AND AFGHANISTAN

Market Research Findings			Communication Activities	
Target Demographic	Motivations	Source of Information	Mode of Communication Used	Campaign Messages
Project Intrepid and Project Whisper identified the following key demographic patterns of those planning to migrate to Australia: • Male; • Mixed levels of education; • 19 – 30; • For Pakistan, a near split between married and single. For Afghanistan, more married than single; • Pakistan, the primary occupation is student, followed by small business owner. Afghanistan, primary occupation is skilled worker followed by student/unemployed.	For Hazaras in **Pakistan** and **Afghanistan**, motivations for migration were largely: • Better security; • Better employment opportunities. Project Whisper found that for Pakistani Hazaras, primary motivation is economic opportunity and for Afghanistan, the primary motivation is security. Project Intrepid concluded that security is the primary concern for both.	• Family and friends in Afghanistan and Pakistan; followed by • Internet in Pakistan, and the smuggler in Afghanistan.	• Television; • radio; • internet; and • collateral branding in public places.	**Pakistan:** Key messages pertain to sense of family, self respect and possibility of financial loss. **Afghanistan:** TBC

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Table 4.2.3   INDONESIA

Market Research Findings			Communication Activities	
Target Demographic	Motivations	Source of Information	Mode of Communication Used	Campaign Messages
Target demographics were selected for location reasons as explained in Part 1 (IOM Market Research Report). **Grassroots: 14 villages*** • Kuala Leidong – North Sumatra Entry Pt • Sukabumi - West Java Exit Pt • Manggarai Barat - Flores Exit Pt • Kupang - NTT Exit Pt **Official/Institutional** • Bakauheni Port - Lampung Entry/Exit Pt	• Financial reward • Humanitarian grounds • Religious grounds IOM deduce these motivations to all fall under the ultimate motivation of **dignity and spiritual reward.**	IOM research focussed on decision making influences on the PII rather than modes of communication. Research concluded: Category 1: boat owners, boat builders, and coastal industry workers Category 2: port authorities, ferry operations, law enforcement agencies, gov institutions. Key decision makers within each category include religious and clan leaders…	• Workshops with local champions • Community leader workshops. • coastal and fishing leader workshops • Religious leader workshops. • Family events, • TV dialogue • Radio spots.	Values based approach that highlights social costs. Whilst not shying away from describing risks of loss of life and livelihood, analysis of motivation suggest do not use campaign rooted in negative messaging. *"Rejecting Offers from People Smugglers is the right thing to do."* *"Doing the right thing protects your dignity/social standing within the community"* *"doing the right thing helps irregular migrants who are victims of smugglers"* *"I'm proud to be a fisherman: I only transport fish"*

Comment [NL1]: What is the asterix for??

On face value this campaign is the most effective in tailoring activities, reaching a wide audience and communicating messages which resonate with the identified motivations of dignity and spiritual reward. There is however limited solid evidence this campaign has made an impact.

While the initial research provides a detailed overview of the Indonesian market, it fails to specifically evaluate the market in the context of people smuggling. A great deal of effort was expended in engaging decision makers and key influencers on the presumption they would carry influence on this subject but more research is required to determine how enabling communities best receive and absorb messages pertaining to people smuggling, not just community messages in general.

s33(a)(iii)

s33(a)(iii)

5	Improving Research and Evaluation Methodology

Several consulting firms have undertaken surveys to determine the demographics, motivations and decision making factors of PIIs. Surveys have also been conducted to evaluate the changes in awareness and perceptions, following communication activities and Australian Government policy changes.

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s33(a)(iii)

5.1 Sample sizes

It is acknowledged that given the nature of surveying there may be general reluctance to cooperate and achieving a significant sample size may be difficult, s33(a)(iii)

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