

From: s22
To: Donovan, Craig
Cc: s22
Subject: RE: BOF - Compliance with Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities [SEC=UNCLASSIFIED]
Date: Wednesday, 20 March 2019 10:03:27 AM
Attachments: image001.jpg
image002.jpg

Great – thanks Craig.

s22
Governance, Parliamentary and Communications | Corporate Services
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?

From: Donovan, Craig <Craig.Donovan@finance.gov.au>
Sent: Wednesday, 20 March 2019 10:00 AM
To: s22@infrastructure.gov.au
Cc: s22@finance.gov.au; s22@finance.gov.au
Subject: RE: BOF - Compliance with Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities [DLM=For-Official-Use-Only]

For-Official-Use-Only

Hi s22

Further to our discussion this morning:

- I can confirm that we consider that the placement of pre-recorded messaging at community events is liable to be seen as not fully complying the underlying intent of Principle 3 of the Guidelines, and would also be at odds with Infrastructure's Statement Against the Principles which formed part of the ICC's review and compliance advice process. I should also note for completeness that I don't believe we were consulted about the scripts for the DPM's proposed pre-recorded messages.
- Broader decisions about whether or not to proceed with specific PR activities funded from within your campaign budget are a matter for your Department in consultation with relevant stakeholders. Given the cost of the events (from memory, approximately \$400,000 for ten community movie events), s22 earlier advice was intended to signal that from a risk and issues management perspective, you may wish to consider how you would manage any enquiries or issues that these events could potentially generate. This advice was not intended as a direction for the events not to proceed.
- You also asked about attendance of Ministers and MPs attending community events. In my view it is relatively common for Ministers and Government members to attend a range of events that are designed to allow outreach to the community or specific groups of stakeholders. Again, decisions about managing such attendance would be a matter for your Department.

Cheers

Craig

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Craig Donovan | A/g Assistant Secretary
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For-Official-Use-Only

From: s22@infrastructure.gov.au
Sent: Tuesday, 19 March 2019 8:01 PM
To: Donovan, Craig <Craig.Donovan@finance.gov.au>
Subject: FW: BOF - Compliance with Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities [SEC=UNCLASSIFIED]

Hi Craig

The below advice has a significant impact on our proposed PR activities. Would you be available for a discussion early tomorrow (20 March) morning please?

Many thanks.

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From: s22@finance.gov.au
Sent: Tuesday, 19 March 2019 1:38 PM
To: s22@infrastructure.gov.au

Cc: Donovan, Craig <Craig.Donovan@finance.gov.au> s22 @finance.gov.au s22
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Subject: RE: BOF - Compliance with Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities [SEC=UNCLASSIFIED]

UNCLASSIFIED

Hi s22

In reviewing the proposal, in its entirety, it does raise some concerns from both a framework and communications perspective. The placement of a message from the Deputy Prime Minister within a paid campaign cinema event is problematic in respect to complying with the intent of the Guidelines. As you have referenced below, both Principle 3 and Infrastructure's submitted Statement Against the Principles are at odds with the currently proposed approach and as a result Finance cannot support the event going forward in its current form.

In addition, further consideration should be given to whether conducting these events, at all, will result in a net benefit for the campaign when factoring in potential criticism of the approach, which could detract from the campaign's ability to meet its communications objectives. If the cinema events are to proceed, Infrastructure should consult with OPR and explore potential issues management strategies.

Regards



s22

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UNCLASSIFIED

From: s22 @infrastructure.gov.au

Sent: Tuesday, 19 March 2019 10:41 AM

To: s22 @finance.gov.au

Cc: Donovan, Craig <Craig.Donovan@finance.gov.au> s22 @finance.gov.au s22
@infrastructure.gov.au

Subject: BOF - Compliance with Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities [SEC=UNCLASSIFIED]

Importance: High

Hi s22

As part of the BOF PR strategy, our service provider, OPR, has organised a series of community outdoor cinema events. Basically, the community is invited to attend a free screening of a movie and at the event they will also be provided with information about the BOF campaign.

The Deputy Prime Minister has recorded a short introduction (see attached) for each of the screenings.

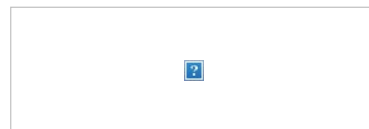
I understand DoF were consulted in the drafting of the introduction and the script reflects advice that it should be non-political and only make reference to the Government, and not political parties etc, to ensure compliance with the Statement Against the Principles of the *Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities*.

As you would be aware, Principle 3 states "Campaigns should be objective and not directed at promoting party political interests" and notes specifically that "Campaigns must not influence public support for a political party, a candidate for election, a Minister or a Member of Parliament". Further, Infrastructure's statement at point 35 of the statement against principles states "Public relations, social media and below-the-line activities undertaken for the campaign will not be instigated by any political party or politician, or make reference to any political party of politician".

I would appreciate your views please on whether the Deputy Prime Minister's involvement is consistent with the guidelines and statement. Noting the first event is scheduled for Thursday this week, I would be grateful for your soonest advice.

s22

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[BALLARAT]

- Welcome and thank you for coming along to our community event this evening.
- The Australian Government is proud to be investing more than \$75 billion over the next 10 years in transport infrastructure across Australia.
- We are working with the state and territory governments to invest in the right infrastructure to connect cities and regions, create jobs, support businesses and get you home sooner, safer.
- In Victoria, the Federal Government is investing in regional rail, to connect communities and provide a faster trip into Melbourne.
- The Ballarat Line Upgrade will enable much-needed extra services during peak times, and trains every 40 minutes off-peak, to service growing communities in Melbourne's outer west and Ballarat.
- To find out more about the project and benefits for your local community please visit the information stand here today, or visit buildingourfuture.gov.au
- I hope you all have a great night and enjoy the movie.

[TOOWOOMBA]

- Welcome and thank you for coming along to our community event this evening.
- The Australian Government is proud to be investing more than \$75 billion over the next 10 years in transport infrastructure across Australia.
- We are working with the state and territory governments to invest in the right infrastructure to connect cities and regions, support jobs, support businesses and get you home sooner, safer.
- In Toowoomba, we are delivering the Second Range Crossing, which is going to:
 - provide greater freight access for business,
 - bring economic benefits to the region, and
 - take heavy vehicles off Toowoomba's roads making them safer, relieving congestion and cutting travel times.
- The federal government is supporting local jobs and businesses and getting Queensland's goods to international markets.
- To find out more about the project and benefits for your local community please visit the information stand here today or visit buildingourfuture.gov.au
- I hope you all have a great night and enjoy the movie.

[COOLANGATTA]

- Welcome and thank you for coming along to our community event this evening.
- The Australian Government is proud to be investing more than \$75 billion over the next 10 years in transport infrastructure across Australia.
- We are working with the state and territory governments to invest in the right infrastructure to connect cities and regions, support jobs, support businesses and get you home sooner, safer.
- The Australian Government is upgrading the M1 Pacific Motorway between Brisbane and the Gold Coast.
- This project will help ease congestion and cut commute times, whilst improving one of south-east Queensland's major tourist routes.
- To find out more about the project and benefits for your local community please visit the information stand here today or visit buildingourfuture.gov.au
- I hope you all have a great night and enjoy the movie.

[GLENMORE PARK]

- Welcome and thank you for coming along to our community event this evening.
- The Australian Government is proud to be investing more than \$75 billion over the next 10 years in transport infrastructure across Australia.
- We are working with the state and territory governments to invest in the right infrastructure to connect cities and regions, support jobs, support businesses and get you home sooner, safer.
- In Western Sydney, the Australian Government is delivering the transformational Western Sydney Infrastructure plan.
- We are easing congestion for commuters by upgrading roads such as Bringelly Road and The Northern Road, and we are investing in key Western Sydney rail links.
- We are also building the Western Sydney (Nancy-Bird Walton) International Airport, which is supporting thousands of local jobs and will connect Western Sydney to the world.
- To find out more about the project and benefits for your local community please visit the information stand here today or visit buildingourfuture.gov.au
- I hope you all have a great night and enjoy the movie.

[APOLLO BAY]

- Welcome and thank you for coming along to our community event this evening.
- The Australian Government is proud to be investing more than \$75 billion over the next 10 years in transport infrastructure across Australia.
- We are working with the state and territory governments to invest in the right infrastructure to connect cities and regions, support jobs, support businesses and get you home sooner, safer.
- In Victoria, the Australian Government is delivering major projects such as upgrades to the Great Ocean Road.
- We are protecting and improving one of Australia's most iconic tourist routes, which will bring economic benefits to nearby communities, as well as improve travel times and make the Great Ocean Road safer for everyone.
- To find out more about the project and benefits for your local community please visit the information stand here today or visit buildingourfuture.gov.au
- I hope you all have a great night and enjoy the movie.

[BALLINA]

- Welcome and thank you for coming along to our community event this evening.
- The Australian Government is proud to be investing more than \$75 billion over the next 10 years in transport infrastructure across Australia.
- We are working with the state and territory governments to invest in the right infrastructure to connect cities and regions, support jobs, support businesses and get you home sooner, safer.
- The Australian Government is investing in the full duplication of the Pacific Highway - the project is on track for completion in 2020.
- This significant project will reduce costs for freight operators; improve travel times for commuters, and most importantly - save lives.
- To find out more about the project and benefits for your local community please visit the information stand here today or visit buildingourfuture.gov.au
- I hope you all have a great night and enjoy the movie.