

Archived: Friday, 18 March 2022 11:34:27 AM

From: s 47E

Sent: Wed, 20 Mar 2019 09:59:43 +1100X

To: s 47E

Cc: s 47E

Subject: RE: BOF - Compliance with Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities [DLM=For-Official-Use-Only]

Sensitivity: Normal

For-Official-Use-Only

Hi s

Further to our discussion this morning:

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), Michael's 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

s



s 47E /g Assistant Secretary

Communications Advice Branch

Governance and APS Transformation

Department of Finance

s 47E

A: One Canberra Avenue, Forrest, ACT 2603

For-Official-Use-Only

From: s 47E

Sent: Tuesday, 19 March 2019 8:01 PM

To: s 47E

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

Hi s

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.

s 47E

General Manager

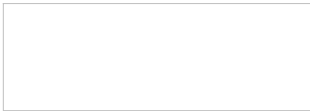
Governance, Parliamentary and Communications | Corporate Services

Department of Infrastructure, Regional Development and Cities

GPO Box 594, Canberra ACT 2601

s 47E s 47E

s 47E



From: s 47E

Sent: Tuesday, 19 March 2019 1:38 PM

To: s 47E

Cc: s 47E

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

UNCLASSIFIED

Hi s

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



§ 47E Director
Communications Advice Branch
Department of Finance



a: One Canberra Avenue, FORREST ACT 2603

UNCLASSIFIED

From: § 47E
Sent: Tuesday, 19 March 2019 10:41 AM
To: § 47E
Subject: BOF - Compliance with Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities [SEC=UNCLASSIFIED]
Importance: High

Hi § 47E

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.

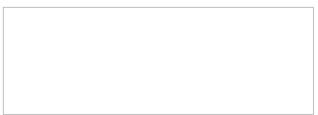
The Deputy Prime Minister has recorded a short introduction (see attached) for each of the screenings.

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.

§ 47E
General Manager
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