



**Special Minister of State  
Minister for the Public Service and Integrity**

Mr Martin Bowles  
Secretary  
Department of Immigration and Citizenship  
PO Box 25  
Belconnen ACT 2616

Dear Mr Bowles

I am writing to direct you that, in the public interest and in accordance with the underlying principles governing the use of public funds for Government information and advertising campaigns, the onshore and offshore Targeting Diaspora Communities advertising campaigns are to be recommenced immediately.

I note that the Leader of the Opposition supports the continuation of the offshore components of the Targeting Diaspora Communities campaign, but does not agree with the continuation of the on-shore component, notwithstanding his support for the Regional Resettlement Arrangement with Papua New Guinea. I consider that having consulted with the Leader of the Opposition, and due to the nature of the campaign, I have fulfilled the caretaker conventions relating to advertising and information campaigns.

The Government will continue the public information campaign related to the Papua New Guinea Regional Resettlement Arrangement, at home as well as overseas, because it is essential that we stop people making the dangerous journey to Australia by boat. Both components are critical to conveying the message through diaspora communities to people considering using people smugglers to come to Australia.

It is in the interests of national security that this message be broadcast as widely as possible, particularly in the early stages of the new policy. I note that during the 2004 election campaign the Howard Government chose to continue with the advertising campaign in Australia to encourage reporting of signs of terrorism, following the bombing near the Australian Embassy in Jakarta.

I have written in similar terms to the Secretary of the Department of Finance and Deregulation, Mr David Tune.

Yours sincerely

**MARK DREYFUS QC MP**

9/8/13



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I note that the Leader of the Opposition supports the continuation of the offshore components of the Targeting Diaspora Communities campaign, but does not agree with the continuation of the on-shore component, notwithstanding his support for the Regional Resettlement Arrangement with Papua New Guinea. The Special Minister of State has consulted the Leader of the Opposition, and due to the nature of the campaign, has fulfilled the caretaker conventions relating to advertising and information campaigns.

The Government will continue the public information campaign related to the Papua New Guinea Regional Resettlement Arrangement, at home as well as overseas, because it is essential that we stop people making the dangerous journey to Australia by boat. Both components are critical to conveying the message through diaspora communities to people considering using people smugglers to come to Australia.

It is in the interests of national security that this message be broadcast as widely as possible, particularly in the early stages of the new policy. I note that during the 2004 election campaign the Howard Government chose to continue with the advertising campaign in Australia to encourage reporting of signs of terrorism, following the bombing near the Australian Embassy in Jakarta.

Yours sincerely

**TONY BURKE MP**