

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS  
AUSTRALIAN TRANSACTION REPORTS AND ANALYSIS CENTRE

**Question No. 17**

**Senator Barnett asked the following question at the hearing on 25 May 2009:**

Provide the Committee with a summary of the findings of the report prepared by Porter Novelli and the terms of reference. Can the Committee be provided with a copy of the finalised report?

**The answer to the honourable senator's question is as follows:**

The broad terms of reference set for Porter Novelli when they were engaged were to:

- Identify existing signage at relevant air and sea ports and mail distribution points (if required),
- liaise with corporate management at each international air and sea port regarding existing signage, décor, future planning for arrivals and departures halls, logistics of distribution of information and distribution of section 61 and 62 of the *Anti-Money Laundering and Counter-Terrorism Financing Act 2006* and the impact on each corporation/port,
- liaise with airlines and the (then) Australian Customs Service regarding notices to be given to travellers,
- develop an overarching strategy including individual project plans for each port taking into consideration the different needs of each airport/seaport corporation as well as the needs of AUSTRAC, and
- coordinate the development, printing and distribution of communication materials to the extent permitted by legislation.

A copy of the finalised report is attached.

# Cross-border movement communications strategy

Activity and results report – June 2007 to June 2008

Presented to AUSTRAC Corporate Communications  
April (updated June 2008)

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**Contents**

- [Summary](#) ..... 3
- [Structure of this report](#) ..... 4
- [Major achievements](#)..... 4
- [SECTION 1: Summary of agreed communications strategy](#) ..... 7
- [Communication aim and objectives](#)..... 7
- [Agreed approach](#)..... 7
- [Communications mix](#)..... 8
- [Key issues/considerations](#) ..... 8
- [SECTION 2: KEY RESULT AREAS](#) ..... 10
- [Overall communications effectiveness](#) ..... 10
- [Project management and planning](#)..... 11
- [Successful implementation of the approved plan](#) ..... 11
- [Industry awareness](#) ..... 11
- [Stakeholder engagement & management](#)..... 12
- [Media relations and publicity](#)..... 19
- [Media Coverage Received](#) [SECTION 3: APPENDICES](#)..... 20
- [SECTION 3: APPENDICES](#) ..... 21
- [Research used to inform the strategy](#)..... 21
- [Previous communication activities](#) ..... 22
- [Audiences and stakeholders](#) ..... 22
- [Contact Database](#) ..... 24
- [Recommended next steps](#)..... 28

## Summary

In June 2007, Porter Novelli was contracted by AUSTRAC to develop and implement an over-arching communications strategy to support AUSTRAC's formal response to section 61 and section 62 of the *Anti-Money Laundering and Counter-Terrorism Financing Act 2006* (AML/CTF Act). These sections of the Act cover the need for international travellers to report the cross-border movement of funds (physical currency and bearer negotiable instruments).

The major focus of the over-arching communications strategy was to gain the support of key aviation and maritime, tourism and travel, and government stakeholders to disseminate critical cross-border movement messages to the travelling public using their existing channels.

It was anticipated that the production of regulatory section 61 signage and section 62 information would precede the implementation of the over-arching communications strategy.

However, as a result of external delays beyond AUSTRAC and Porter Novelli's control and of the need to concept test the proposed regulatory messages with the public, Porter Novelli recommended that the over-arching communications strategy be implemented ahead of the production of regulatory signage to ensure critical cross-border movement messages were delivered ahead of peak travel periods such as Christmas and Chinese New Year. This approach made sure that these messages were delivered to the market, via stakeholder channels, ahead of the opening of the international cruising season (from October to February/March).

This document provides a summary of the over-arching communications strategy, and the outcomes from activities completed by Porter Novelli under this strategy.

The communications approach recommended was underpinned by formal research commissioned by AUSTRAC, and stakeholder consultation conducted by Porter Novelli.

The success of this strategy was largely due to:

- The simplicity of the messages being conveyed, which told travellers what actions they need to take to comply with the cross-border movement reporting requirements of the *Anti-Money Laundering and Counter-Terrorism Financing Act 2006* and why this is important;
- the support provided by key stakeholder groups in getting these messages delivered to as many travellers as possible via their channels;
- running a number of activities in parallel so that cross-border movement messages were amplified as a result of being delivered via stakeholder websites, e-news bulletins, in-flight magazines, travel guides, government travel advisories and to forums hosted by Customs, AQIS and the Department of Infrastructure, Transport, Regional Development and Local Government (previously DOTARS).
- All activities under this strategy were undertaken cost-neutral to AUSTRAC.

## Structure of this report

This report is broken into 3 major sections, including appendices containing copies of media and stakeholder coverage and a detailed contact list of the stakeholders Porter Novelli engaged with for this communications strategy.

- Section 1 provides an overview of the agreed communications strategy.
- Section 2 covers key result areas including the outcomes from the consultation with key stakeholder groups and the media.
- Section 3 covers previous communications activities, contacts and coverage.

The introductory session below highlights the major achievements gained from the implementation of the over-arching communications strategy. More detail about these activities is contained in section 2 of this report. Additional and specific detail of the tactics employed on a week-to-week basis is described in the weekly project status reports prepared by Porter Novelli and presented to AUSTRAC.

## Major achievements

The overall objective was to increase awareness of cross-border movement messages to the travelling public using existing stakeholder and media channels at no cost to AUSTRAC.

This was achieved by early and ongoing consultation and engagement between Porter Novelli and the stakeholders who provide information or services to international travellers.

### Increasing stakeholder awareness and support

To maximise the value of distributing key cross-border movement messages to travellers, via stakeholders channels, Porter Novelli made hundreds of telephone calls to stakeholders to explain the cross-border movement reporting requirements under the *Anti-Money Laundering and Counter-Terrorism Financing Act 2006* and why it is important for travellers to comply with this Act. These calls were supplemented by visits to Brisbane and Sydney air and seaports and presentations to a number of government forums.

Porter Novelli contacted 49 different stakeholder organisations and about 200 individuals at these organisations (based on an average of 4 contacts per stakeholder) and made approximately 1500 telephone calls (based on at least 6 calls on average per contact).

In total, cross-border movement messages were delivered to, and through:

- Eight major international airports – Adelaide, Brisbane, Cairns, Darwin, Gold Coast, Melbourne, Perth and Sydney;
- Twenty different seaports, including those that take international cruise vessels such as Sydney, Melbourne, Brisbane, Flinders, Darwin, Fremantle Ports, and the Overseas Passenger Terminal in Brisbane;
- The national peak body representing the interests of government-owned and privately-owned ports as well as marine regulatory authorities in Australia – Ports Australia (formerly the Association of Australian Ports & Marine Authorities Inc. - AAPMA);

- Six Australian Government departments and agencies – Australian Customs Service (Customs), Australian Quarantine and Inspection Service (AQIS), Department of Immigration and Citizenship (DIAC), Department of Foreign Affairs and Trade (DFAT) and Department of Infrastructure, Transport, Regional Development and Local Government (Infrastructure);
- Nine tourism organisations – Namely, Tourism Australia, Western Australian Tourism, NT Tourism, Tourism QLD, Tourism NSW, Tourism ACT, Victorian Tourism, Tourism Tasmania and Tourism South Australia;
- Nine cruise vessel organisations – Namely, Carnival Australia (incorporating P&O and Cunard), Orion, Orient, Classic International Cruises, Coral Princess Cruises, the International Cruise Council of Australasia and Cruising Down Under.
- Three major travel industry representative bodies – Australian Federation of Travel Agents (AFTA), International Air Transport Association (IATA) and the Board of Airline Representatives (BARA);
- A broad range of specialist travel media – trade and consumer (listed in the media section of this report).

Porter Novelli was able to gain the support of key aviation and maritime, travel and tourism and government stakeholders through this consultation and awareness raising activity, and as a result of providing each stakeholder group with ready-to-use, approved text from AUSTRAC containing key cross-border movement messages.

As a result of this contact, cross-border movement messages have been delivered via the following stakeholder bulletins and websites:

#### **Aviation industry**

- Brisbane Airport Newsletter – Quest
- Qantas Australian Way – in-flight magazine
- Scandinavian Airlines (SAS) inclusion of cross-border movement messages on passenger e-ticket itinerary
- South African Airlines (SAA) notice sent to all passengers

#### **Maritime industry**

- Shipping Australia website
- Shipping Australia magazine
- Flinders Port website
- Fremantle ships information pack

#### **Travel and tourism**

- Orion Cruises departure packs
- Six government tourism/travel-related sites/bulletins
  - o Tourism Australia email to travel partners
  - o South Australian Tourism Commission (SATC) website
  - o Tourism NSW website
  - o ACT Tourism website
  - o NT Tourism website – essential information
  - o NT Tourism email to travel partners

- Tourism Victoria website – backpack section
- Tourism Victoria – entering Australia page
- Lonely Planet Mini Guides
- Text submitted to US-based Frommers travel guides (awaiting confirmation of its use)
- Corporate travel bureau – Hogg Robinson – committed to including cross-border movement messages in their client newsletter for April (chasing a copy)

### **Government**

- Customs Information for Ships pack
- Customs “Know before you go” booklet
- Hints4 Australian Travellers booklet on [www.smarttraveller.gov.au](http://www.smarttraveller.gov.au)
- Presentation of CBM messages to:
  - DOTARS Working Group on Security Arrangements for Security Regulated Passenger Ships – 27 September 2007
  - AQIS Aviation Industry Consultative Committee – 27 March 2008

In addition, the following stakeholders have offered to distribute cross-border movement brochures to their customers:

- Cairns Port is distributing 1,000 brochures to its customers, including yachties
- The Overseas Passenger Terminal in Brisbane has distributed a box of brochures
- Flight Centre is distributing brochures to its customers
- The following airlines will make cross-border movement brochures available to passengers with their e-ticket and will distribute from their Sydney offices:
  - Aeroflot requested 200 brochures
  - Aerolineas Argentinas requested 100 brochures
  - Air New Zealand requested 200 brochures.
  - China Air requested 500 brochures
  - Garuda Indonesian requested 1,000 brochures
  - Japan Airlines requested 100 brochures
  - Malaysian Airlines requested 15,600 brochures
  - South African Airways included a soft copy of the cross-border movement brochure with all e-tickets and requested 50 brochures for staff

In total **24** pieces of coverage in stakeholder channels was achieved. This is in addition to the distribution of AUSTRAC cross-border movement brochures to international travellers by 11 different stakeholders (as listed above).

In total, **10** pieces of media coverage were generated, with a total circulation of **2,155,033**.

Of these:

- Five pieces of coverage appeared in travel industry targeted publications
- Two pieces of coverage appeared in major travel supplements in metropolitan newspapers
- Two pieces appeared in Chinese community newspapers
- One piece of coverage appeared in a major in-flight magazine (Qantas Way)

## **SECTION 1: Summary of agreed communications strategy**

### **Communication aim and objectives**

To increase awareness of cross-border movement messages to the travelling public using existing stakeholder and media channels at no cost to AUSTRAC.

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### **Agreed approach**

The communications plan drew on insights from the initial research commissioned by AUSTRAC, combined with the outcome of the initial stakeholder consultation activities conducted in July and August 2007. The approach was based on:

1. Targeting the communications effort to those stakeholders and ports/airports at which the majority of international travellers entered/exited Australia;
2. using key stakeholders' channels to get cross-border movement messages to as many international travellers as possible;
3. consulting with key stakeholders to gain an understanding of the sort of information materials they required and in what format;
4. creating electronic awareness materials that were quick to develop, easy to distribute and cost-neutral to AUSTRAC;
5. using electronic communications channels, where possible, to minimise distribution costs;
6. Supporting the dissemination of cross-border movement messages via key stakeholders, with articles placed in selected key travel media and the promotion of information on the AUSTRAC website.

Materials and key messages were based on the reporting requirements of the Act, and were tailored to the information requirements and focus on each identified stakeholder group.

Information regarding reporting requirements was also supported with immediate, simple and clear messages displayed on advertising billboards at the eight major international airports.

In each case, the messages were designed to:

- State in the simplest terms possible the actions that international travellers are required to take with regards to the cross-border movement of funds;
- Indicate (but not focus on) the penalties of non-compliance;
- Reinforce the reporting requirement related to carrying physical currency;
- Be AUSTRAC branded (as the responsible Australian Government authority for this Act);
- Explain the role of AUSTRAC.



## Communications mix

The communications mix was focused on maximising reach, while minimising cost. For this reason, costly communications vehicles such as advertising, advertorials and events were not utilised.

Communications channels used were:

- Presentations to aviation and maritime industry stakeholder forums
- Government publications and websites
- Travel industry publications and websites
- Association publications and websites
- Aviation and maritime industry publications and websites
- In-flight magazines
- The media



## Key issues/considerations

When drafting the over-arching communications strategy, Porter Novelli considered issues that might arise during the implementation of this strategy. A mitigation strategy was provided for all identified issues. However, by conducting early and extensive stakeholder consultation and explaining the steps the travelling public need to take to comply with the cross-border movement reporting obligations of the AML/CTF Act, these issues did not come up.

Issue/concern	Mitigation strategy	Outcome
Issues that may influence the public's perception or understanding of the reasons behind the need for the Act	AUSTRAC conducted research and concept-tested the proposed cross-border movement messages with the travelling public.	The communications activities undertaken by Porter Novelli focused on getting cross-border movement messages to travellers before they reached their point of arrival/departure and summarised the actions travellers need to take to comply with the law (AML/CTF Act). These messages were featured in 24 different stakeholder bulletins/channels and appeared in 10 individual media articles.
The agendas and interests of stakeholders. Multi-jurisdictional issues and agendas.	Porter Novelli took the agendas and interests of stakeholders into account through the early and ongoing consultation and engagement with key stakeholder groups.	Stakeholders were able to voice any concerns they might have had and took an active role in getting cross-border movement messages to international travellers.  Stakeholders targeted included state and territory tourism organisations, airport and port corporations, peak industry bodies and a number of Australian Government departments and agencies.
The provisions of the Privacy Act 1988 and the reporting requirements of the AML/CTF Act.	AUSTRAC provided an online frequently asked questions document as well as a cross-border movement brochure, which addressed a number of questions about the new reporting requirements.	This was not so much of an issue for this part of the Act. However, by providing an online question and answer document and links to information on the AUSTRAC website, answers to the most frequently asked questions were addressed and made available via many stakeholder and media channels.
The range of Australian Government laws to which airport corporations must	Porter Novelli recommended AUSTRAC send letters to the heads of the airports/airlines	Porter Novelli conducted early and ongoing consultation with the major international airports, IATA and BARA to get their views as

<p>comply and are obliged to inform the public of these laws, and balancing the cost of compliance with the cost of running the business.</p>	<p>seeking their support and explaining the importance of complying with this law. Porter Novelli also positioned this new reporting requirement as an extension of the existing Customs passenger processing function.</p>	<p>to the best/easiest way to get this information to the travelling public. Porter Novelli provided pre-approved text with links to information on the AUSTRAC website to make it easy for these stakeholders to include this information in their existing communications channels and bulletins/websites. This led to 24 pieces of coverage appearing in different stakeholder media. In addition to AUSTRAC brochures being made available at the Customs controlled areas of the major international airports and being given out by 11 different stakeholders including the operator of the Brisbane Cruise Ship Passenger Terminal.</p>
<p>The knowledge of Australian Government agencies as to the appropriate steps to take to obtain information on people carrying/transferring bearer negotiable instruments and/or Australian currency, and what constitutes a breach of the Act.</p>	<p>AUSTRAC provided training to Customs officers. Porter Novelli and AUSTRAC briefed staff from Customs Passenger Functions, Enforcement and Media areas on the over-arching communications strategy.</p>	<p>Customs and AQIS provided excellent support in helping get the messages delivered to the travelling public through:</p> <ul style="list-style-type: none"> <li>▪ Customs “Know Before You Go” booklet and website,</li> <li>▪ AQIS Lonely Planet mini guides,</li> </ul> <p>In addition to circulating AUSTRAC cross-border movement brochures and leaflets at the major international airports.</p>
<p>The current level of airport/port corporations’ participation with, and understanding of the AML/CTF Act.</p>	<p>Porter Novelli and AUSTRAC provided a straightforward summary of the actions that travellers need to take to comply with this Act, in a form that they could easily reproduce and distribute via their existing channels.</p>	<p>Early and ongoing consultation with the major airport corporations, plus providing them with pre-approved text and website links to information explaining the reporting requirement led to airports committing to making the information available via the AUSTRAC brochures in the Customs-controlled areas of the airport (Cairns Port and Brisbane Cruise Terminal requested quantities of the brochures to hand out to travellers), through newsletters (Brisbane Quest) and through the replacement of signs in the Customs areas of the airport. Port Corporations, such as Flinders and Fremantle also included cross-border movement messages in their ship’s information kits and on their websites.</p>
<p>Media reports and speculation</p>	<p>Given the media’s low level of awareness of the cross-border movement reporting requirement of the AML/CTF Act, this wasn’t an issue. However, to increase the media’s awareness of the importance of travellers complying with this part of the Act Porter Novelli drafted and submitted editorials focused on peak travel periods – Christmas</p>	<p>10 pieces of coverage appeared with a total circulation of 2,155,033 in:</p> <ul style="list-style-type: none"> <li>▪ Major metropolitan newspapers travel supplements;</li> <li>▪ Chinese community newspapers;</li> <li>▪ Qantas in-flight magazine;</li> <li>▪ And various travel industry publications and websites.</li> </ul>

	and Chinese New Year – to get the media to distribute these messages via their channels.	
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## SECTION 2: KEY RESULT AREAS

### Overall communications effectiveness

The strategy of engaging key stakeholders early and often was effective in increasing their understanding of the need to get cross-border movement messages to travellers through multiple channels, and before they reached their port/airport of arrival/departure.

Providing stakeholders with a copy of pre-approved text (in electronic form) containing simple messages stating the reporting requirements under the Act with a link to further information on AUSTRAC’s website made it easy for these stakeholders to disseminate this information quickly.

The success of these activities is evidenced by the broad-based support obtained from a range of stakeholders, the number of stakeholders that included cross-border movement messages in their internal and external communication materials and channels, and those that requested AUSTRAC cross-border movement brochures to make available to the travelling public.

Even though the Act has been in force since 12 December 2006, Porter Novelli was able to make the cross-border movement reporting requirements newsworthy, by linking them to peak travel periods, which created coverage in 10 different newspapers and travel media across Australia, including Chinese language media.

The over-arching communications strategy identified the importance of working with Customs and AQIS. As a result, extensive engagement with Customs and AQIS provided good quality information and advice on the movement of international travellers into and out of Australia, and ensured support for including cross-border movement messages in the Lonely Planet mini guides (via AQIS) and the Customs “Know Before You Go” booklet and website.

In addition, Customs provided ongoing support and advice in relation to the location and distribution of temporary section 61 signs to restricted use airports, military airports and seaports that accept international cruise vessels. Customs will also be displaying the cross-border movement messages on its new electronic signs in the eight major international airports.

The display of regulatory signage, combined with the delivery of messages through the over-arching communications strategy will serve to reinforce the awareness of this reporting requirement with the travelling public.

## **Project management and planning**

### **Successful implementation of the approved plan**

Porter Novelli worked closely with AUSTRAC to ensure the communication strategy was implemented effectively and within the timeframes outlined in the original and revised project plans. The use of our pre-existing transport industry contacts was crucial in allowing us to communicate and gain the support of a number of influential transport sector organisations. The stakeholder channel and media coverage and support for disseminating cross-border movement messages demonstrate the success of this program.

### **Industry awareness**

Porter Novelli's knowledge of the transport/travel industry was crucial to the success of this project and our understanding of how to interact with the aviation, maritime and travel/tourism industries. Our pre-existing relationships with stakeholder groups and a range of communications channels were used to gain support for the project.

## Stakeholder engagement & management

Stakeholder engagement was an integral part of the over-arching communications strategy, involving consultation with a number of peak industry and government organisations.

Stakeholder engagement formed approximately seventy percent of the activities conducted within the over-arching communications strategy and was carried out through the following mechanisms:

### Initial industry and government consultation, including:

- The creation of a standard interview script to ensure consistency of responses/information gained from the initial consultation discussions with airports and ports;
- The creation of a letter of introduction from the Acting CEO of AUSTRAC, explaining the need to get stakeholder support to inform travellers of the new reporting requirements, which was sent to all stakeholders identified in the strategy;
- Porter Novelli conducted hundreds of telephone calls to these stakeholders to obtain their support to disseminate cross-border movement messages to the travelling public, via their existing channels;
- In conjunction with AUSTRAC, Porter Novelli conducted extensive consultation with Customs and AQIS to get passenger movement data and details of existing customs/quarantine clearance procedures in place at airports/ports around Australia.
- Porter Novelli and AUSTRAC also engaged in ongoing consultation with Customs and AQIS regarding the recommendations on the location and format of temporary section 61 signs for restricted use airports, military airports and seaports, as well as discussing the option of including AUSTRAC cross-border movement messages on Customs' electronic signs at the eight major international airports. During these consultation meetings and discussions, Porter Novelli provided Customs and AQIS with an update on the communications being driven from the over-arching communications strategy.
- Through this process of providing an update on the communications and discussing the best signage options, Porter Novelli secured Customs support for including cross-border movement messages in the "Know Before You Go" guide and AQIS support for including cross-border movement messages in the Lonely Planet mini guides.

### Preparation of consistent key messages covering the reporting requirements of the Act with links to the AUSTRAC website for more information, including:

- Following calls to all stakeholders to seek their support for disseminating cross-border movement messages to the travelling public, Porter Novelli provided each stakeholder with an AUSTRAC-approved 60-word and 100-word summary in electronic form, for stakeholders to include in their bulletins, websites and other communications channels;
- PDF copies of the AUSTRAC cross-border movement brochure and leaflet was provided via email;
- Links to the AUSTRAC website for more information was also provided via email and with the 60- and 100-word summaries of the reporting requirements;
- Porter Novelli also created drafts of an updated Frequently Asked Questions (FAQ) document and simplified seat pocket and brochure copy, prior to the creation of the 60-, and 100-word summaries. These were superseded by the 60- and 100-word summaries.

### Presentations to and with key stakeholder groups, including:

- Several meetings with Customs, AUSTRAC and Porter Novelli to present on the overarching communications strategy and its implementation in 2007 and 2008;
- Presentation of cross-border movement messages to the DOTARS Security Measures for Security-Regulated Passenger Ships Working Group Meeting on the 25<sup>th</sup> September 2007 to gain broader maritime industry support for dissemination of these messages;
- AQIS Aviation Industry Consultative Committee (AAICC) on 27 March 2008, regarding the possibility of getting information on passenger e-tickets and seeking broader aviation industry support for the dissemination of cross-border movement messages to the travelling public.

### Stakeholder input on development of materials

Porter Novelli also liaised with a number of stakeholder organisations, to gain their support for communicating reporting requirements, as well as gain input on the best way to reach target audiences.

1. Porter Novelli surveyed selected airports and ports regarding the process for informing passengers of changes to Australian law and the challenges with getting information to international travellers. Key stakeholders included:
  - Airports
    - Sydney Airport Corporation
    - Brisbane Airport Corporation
    - Gold Coast Airport
    - Adelaide Airport
    - Darwin Airport
    - Perth Airport
    - Hobart International Airport
  - Ports
    - Sydney Ports Corporation
    - Port of Melbourne Corporation
    - Brisbane Ports Corporation
    - Ports of Eden and Yamba
    - Tasports
    - Fremantle Port
    - Darwin Port
    - Broome Port
    - Flinders Port
    - Bunbury Port
    - Townsville Port
    - Newcastle Port
    - Thursday Island Port
  
2. Porter Novelli obtained detailed passenger movement data from Customer Passenger Functions for the eight major international airports, restricted use airports, military airports and seaports that take cruise vessels. Porter Novelli used this data to focus the communications on the ports of entry/exit that cater to the majority of international travellers (with agreement from AUSTRAC).

3. Porter Novelli liaised with Customs Director of Passenger Assessments and Response regarding getting cross-border movement messages to air travellers via the Department of Infrastructure, Transport, Regional Development and Local Government (previously DOTARS) maritime consultative committee and AQIS Aviation Industry Consultative Committee.
4. Porter Novelli liaised with IATA, AFTA and BARA regarding the opportunity to include cross-border movement messages on passenger e-tickets, and was referred by IATA and BARA to contact the international airlines directly to seek their support.
5. Porter Novelli sought advice from AQIS in relation to getting cross-border movement messages to yachts, maritime crews and cruise ship passengers.
6. Porter Novelli contacted the Association of Australian Ports & Marine Authorities Inc to clarify the ports at which cruise ships enter/exit Australia, ports where the Department of Defence and visiting naval ships enter/exit Australia and the people/ports to contact regarding cross-border movement communications.
7. Porter Novelli liaised with Cruising Down Under to obtain contact details of the international cruise lines coming into/out of Australia and to clarify the process of briefing cruise passengers on safety procedures onboard.
8. Porter Novelli also contacted the Corporate Communications Manager, CASA; regarding getting CBM messages to all registered pilots (commercial regular public transport (RPT) and general aviation (closed charters and private jets) via their e-newsletter.
9. Porter Novelli met with DIAC – Assistant Director, Seaports Policy and his staff to gain insights into how DIAC got information to maritime crews on the Maritime Crew Visa (MCW) and to gain recommendations of the best channels to use to reach international seafarers.

## Materials distributed to stakeholders

The following table outlines key materials distributed and outcomes achieved.

Stakeholders	Material distributed	Outcomes
<u>Major seaports and airports. i.e.</u> Cairns Sea Port Fremantle Port Authority Port Adelaide (Flinders) Townsville Port Authority Adelaide Airport Limited Cairns Airport Gold Coast Airport Pty Ltd Darwin International Airport Perth Airport	AUSTRAC 100-word summary  Brochures (where requested)	<ul style="list-style-type: none"> <li>- Cairns Port requested 1,000 brochures to distribute to incoming yachts</li> <li>- 100-word summary included in Brisbane Airport Newsletter (QUEST)</li> <li>- 100-word summary included in Fremantle Ships information pack</li> <li>- Information on BNI requirements included on Flinders Ports website</li> </ul>
<u>Business travel companies:</u> Amex Travel Flight Centre Carlson Wagonlit Hogg Robinson Group	AUSTRAC 100-word summary	<ul style="list-style-type: none"> <li>- Flight centre offered to include AUSTRAC brochures in customer packs. Porter Novelli chased Flight Centre for quantities required and provided e-copy of CBM flyer.</li> <li>- Hogg Robinson group to include 100 words in April newsletter. Porter Novelli chased for a copy. Awaiting response.</li> </ul>
<u>Shipping/cruise companies</u> Orion Expedition Cruises Carnival Cruises Cruising Down Under Super yacht Base Australia Super yacht Base Barrier Reef Shipping Australia Limited Australian Shipowners Association	AUSTRAC 100-word summary plus PDFs of the cross-border movement brochure and leaflet	<ul style="list-style-type: none"> <li>- Orion Cruises included information in Departure Pack.</li> <li>- Australian Shipping included information in September Newsletter and on website.</li> <li>- Gained agreement from Carnival to include an insert in the current passenger cruise guide (DL-size) and agreement for AUSTRAC to draft information for the next edition of this guide (A4, branded, with photos etc). AUSTRAC decided not to progress with creating new brochures. Opting instead to use the existing CBM brochures. Therefore copies of existing brochures to be sent to Patrick Flanagan.</li> <li>- Commitment, gained to include a link on the Carnival Australia website. Site checked but content cannot be found.</li> <li>- PN gained the commitment of the super yacht base to include information on the super yacht website under the "information and formalities" section and to have CBM messages delivered to super yacht members via their members' database.</li> <li>- Gained commitment from the Super yacht base in the Great Barrier Reef to have information forwarded yachts coming into the Barrier Reef.</li> <li>- Gained the commitment from Cruising Down Under that international cruise ship passengers would be informed of the new reporting requirements at the point at which they get their tickets. Cruising Down Under staff would provide a copy of the approved 100-word text from AUSTRAC.</li> </ul>



<u>Travel guides and books</u> Lonely Planet Rough Guides Frommers Let's Go	AUSTRAC 100-word summary	<ul style="list-style-type: none"> <li>- Information included in Lonely Planet/AQIS mini guides.</li> <li>- Porter Novelli and AQIS investigated the opportunity to include information in the Australian country guide. However, Lonely Planet declined stating that the content was on in-keeping with the theme of the travel guide and website.</li> <li>- All other guides are published overseas, so information has been submitted via their websites. AUSTRAC approved text provided to the Frommers website for inclusion in their guides/sites. Chased Frommers for resolution, but didn't get a response. Some additions take months to be included in the sites/guides.</li> </ul>
<u>Government departments:</u> Customs DFAT AQIS	AUSTRAC 100-word summary	<ul style="list-style-type: none"> <li>- Inclusion of 100-word summary on Customs website (information for travellers).</li> <li>- Inclusion of 100-word summary in Customs Shipping Information booklet.</li> <li>- Information appeared in the Customs "Know before you go" booklet.</li> <li>- Information appeared in the DFAT Smart Traveller booklet.</li> </ul>
<u>Travel peak bodies and industry associations</u>	AUSTRAC 100-word summary	<ul style="list-style-type: none"> <li>- IATA presented AUSTRAC's 100-word summary to their Singapore and Geneva head offices in relation to getting cross-border movement messages included on passenger e-tickets. IATA referred Porter Novelli to BARA and the airlines, because the change is related to an Australian law and not an international law.</li> <li>- BARA gave their 'in principle' support at the AQIS Aviation Industry Consultative Committee meeting and provided contact details for international airlines.</li> <li>- AFTA was provided with the 100-word summary and will be provided with the newly-approved cross-border movement messages for distribution to their members via their member newsletter.</li> <li>- Shipping Australia Limited and Australia Shipping Association disseminated cross-border movement messages to their members via their magazine and website.</li> <li>- Ports Australia presented the need to support the dissemination of cross-border movement messages to the 2007 port managers meeting in Cairns in July.</li> </ul>
<u>Federal and state tourism departments</u> Tourism Australia South Australian Tourism Commission (SATC) Tourism NSW ACT Tourism NT Tourism	AUSTRAC 100-word summary	<ul style="list-style-type: none"> <li>- Information provided to Tourism Australia partners in an internal email using approved 100-word summary.</li> <li>- Inclusion of information in Tourism NT email</li> <li>- Inclusion of information on Tourism Victoria websites</li> <li>- Inclusion of information on WA Tourism website</li> </ul>

The table on the following page outlines third-party stakeholder channels that published AUSTRAC information.

Publication	Stakeholder Organisation	Title	Key messages included	Date
Signal Newsletter	Australian Shipping	New reporting requirements for international travellers under the Anti-money Laundering and Counter Terrorism Act 2006	Requirement to report BNIs if requested	Sept 2007
Australian Shipping Ltd Website	Australian Shipping Limited	New reporting obligations for travellers under the Anti-money Laundering and Counter Terrorism Act 2006	ALL	Ongoing
QUEST Newsletter	Brisbane Airport	Reporting funds – travelling overseas	ALL	8 <sup>th</sup> Oct 2007
Notices Section Flinders Ports Website	Flinders Ports South Australia	New Government reporting requirements regarding the cross-border movement of funds	ALL	Ongoing
Fremantle Ships Information Pack	Fremantle Ports	Australian Transaction Reports and Analysis Centre (AUSTRAC)	ALL	Ongoing
Australian Customs Information	Australian Customs	Bearer Negotiable Instruments	ALL	Ongoing
Orion Cruises Departure Pack	Orion Cruises	General Information for International Flights	Requirement to report BNIs if requested	Ongoing
Tourism NT Email	Tourism NT	N/A	ALL	22 <sup>nd</sup> Oct 2007
Travel Northern Territory Website – Essential Information Section	Tourism NT	International Money	Requirement to report BNIs if requested	Ongoing
Backpack Victoria Website	Tourism Victoria	Money and Banks	Requirement to report BNIs if	Ongoing

			requested	
Tourism Victoria Entering Australia webpage	Tourism Victoria	Money	Requirement to report BNIs if requested	Ongoing
WA Tourism website	WA Tourism	Cross Border Movements	ALL	Ongoing
AQIS/Lonely Planet Travel Guide Destination Guide	N/A	Carrying funds in or out of Australia	Requirement to report BNIs if requested	Ongoing
Travel Smart: Hints for Australian Travellers brochure	DFAT/Lonely Planet	Money	Requirement to report BNIs if requested	Ongoing
V-roam website	N/A	New Australian customs rules for cross-border funds movement	ALL	Ongoing
Scandinavian Airlines E-ticket	Scandinavian Airlines	Itinerary-Receipt from SAS	Requirement to report BNIs if requested	Ongoing
Email to South African Airlines Travel Agents	South African Airlines	Email	ALL	Ongoing
Customs "know before you go" brochure	Australian Customs	Currency	Requirement to report BNIs if requested	Ongoing

## Media relations and publicity

Media relations played an important role in generating editorial coverage. Given the reporting requirements had been in force since December 2006, and the communications strategy was not implemented until July 2007, Porter Novelli focused on making media releases timely by linking these reporting requirements to peak travel times and where possible utilising travel statistics.

Media releases distributed included:

- 1) A call for Christmas travellers to be aware of the legislation before jetting overseas
- 2) A call for Chinese New Year travellers and visitors to ensure they were aware of cross-border movement reporting obligations

Following the development of a media contact list, Porter Novelli conducted preliminary calls with key journalists to determine any relevant upcoming features, as well as editorial deadlines. This resulted in the development of a media features deadline list. Due to tight deadlines, short lead publications were the priority for media activity, with key targets including:

- Newspaper travel supplements
- Chinese language print and broadcast
- In-flight magazines
- Travel trade publications

Extensive media follow-up was undertaken with all publications, and a number requested further information. Additional materials supplied to media included digital versions of the AUSTRAC cross-border movement brochure and FAQ's. Where requested, interviews with an AUSTRAC spokesperson were also coordinated. Other media materials developed included the creation of a spokesperson briefing document to be used during media enquiries, and media distribution lists.

The following table provides an overview of all coverage received.

## Media Coverage Received

Media outlet	Journalist	Report title	Messages carried	Date	Circulation
Travel Daily	Not specified	AUSTRAC warning	ALL	14 <sup>th</sup> Nov 2008	35,000
Travelpress	Not specified	New laws on money movement	ALL	15 <sup>th</sup> Nov 2008	Not audited
e-travel blackboard	Not specified	New Australian customs rules for cross-border funds movement	ALL	15 <sup>th</sup> Nov 2007	Not audited
The Daily Telegraph Escape	Mike Smith	Have money will travel	ALL	22 <sup>nd</sup> Nov 2007	1,145,000
Travel Mole	Not specified	Check your cash before you leave Aus or when you come back or you could be in trouble!	ALL	26 <sup>th</sup> Nov 2007	450,000
Chinese Daily News	Not specified	N/A	N/A	19 <sup>th</sup> Jan 2008	Not audited
The Sunday Times (Perth)	Not specified	Declare big cash amounts	ALL	20 <sup>th</sup> Jan 2008	341,000
Chinese Melbourne Post	Not specified	N/A	N/A	1 <sup>st</sup> Feb 2008	14,033
Aussie Backpacker	Not specified	An important reminder for international travellers	ALL	Jan – Feb 2008	40,000
QANTAS Magazine	Not specified	No BNIs like show BNIs	Requirement to report BNIs if requested	Mar 2008	130,000
<b>TOTAL (based on known circulation)</b>					<b>2,155,033</b>

## SECTION 3: APPENDICES

This section provides background to the implementation of the cross-border movement overarching communications strategy, including the contact lists and networks used to deliver cross-border movement messages to a number of key stakeholder groups and influencers, including the media.

### Research used to inform the strategy

#### AUSTRAC-commissioned consumer research

- Developmental Research Findings, Open Mind Research Group, 2006
- CBM Reporting Obligations, Benchmark Results, Open Mind Research Group, 2007
  - Widespread knowledge and acceptance of the \$10,000 reporting requirement.
  - Significant lack of knowledge regarding the new reporting requirements.
  - Recommendations made by Open Mind (Porter Novelli notes that the majority of the research related to appropriate language for signs rather than specific activities relating to the over-arching communication strategy).

#### AUSTRAC signage reviews

- **1998** - AUSTRAC undertook a file audit of airport signage which identified a number of difficulties airports were having with ensuring adequate and appropriate signage.
- **1999/2000** - The purpose of this review was to assess whether the airport privatisations would have a negative impact on AUSTRAC's ability to retain its regulatory signage in the Customs-controlled areas of airports.
- **2004** - Signage was revisited as part of the whole-of-Government re-branding exercise to replace existing signs with ones displaying AUSTRAC's new logo. While this audit was not comprehensive, it noted that there were a range of different versions of the current \$10,000 sign within airports.

#### Research undertaken by Porter Novelli

- Consultation by telephone with key project stakeholders, including Australian Government agencies with responsibility for border protection.
- Information provided by Customs and the Australian Quarantine and Inspection Service (AQIS) that helped to clarify the prioritisation of target audiences. Specifically:
  - 98.52% of all international travellers arrive by air;
  - 45% of international air travellers enter Australia via Sydney and Melbourne airport;
  - Of the 22 million travellers arriving in Australia, 50% are returning Australians;
  - 62% of international travellers arrive via the seaports that accept cruise vessels (the majority are cruise passengers and maritime crew);
  - Only 800 yachts per year enter Australia via one of 65 AQIS proclaimed ports. (*The majority of these are amateur yachts; husband and wife teams sailing around the world in yachts of less than 25 metres. Maxi yachts are sailed by professional crews.*)
- The development of a recommendations report on the formal response to sections 61 and 62.
- Ongoing consultation with secondary stakeholders, particularly in relation to the overarching campaign, appropriate channels and their specific information requirements.

## Previous communication activities

A number of communications activities had already been undertaken by AUSTRAC including:

- Advertisements in mainstream travel media to communicate the cross-border movement reporting requirements (December 2006/January 2007);
- Cross-border movement billboard advertising, which was installed at major airports in July 2007 (and was contracted to appear until May 2008);
- Cross-border movement brochures and flyers produced by AUSTRAC and distributed to airports via Customs from December 2006;
- Discussions with the Department of Immigration and Citizenship (DIAC) and Customs regarding the possibility of including cross-border movement messages on the incoming passenger card.

## Audiences and stakeholders

Cross-border movement communications targeted a broad range of audiences and stakeholder influences, as outlined in the table below:

Target Audience	Stakeholders and channels
✓ <b>International air travellers</b>	
✓ Air travellers arriving at Australia's top eight international airports	✓ <b>Primary stakeholders and channels</b> Airport corporations Customs and AQIS
✓ Corporate/ business travellers	✓ <b>Secondary stakeholders and channels</b> International airlines' frequent flyer programs Corporate travel booking companies
✓ Air travellers prior to travel	✓ <b>Primary stakeholders and channels</b> ✓ Travel agents ✓ DFAT Smarttraveller website ✓ Selected travel guides (e.g. Lonely Planet) ✓ <b>Secondary stakeholders and channels</b> ✓ Mainstream media (print and online) ✓ Consumer travel media ✓ Selected travel trade media ✓ Tourism websites ✓ International airlines and travel agents via AFTA, IATA and BARA
✓ <b>International air travellers (restricted use)</b>	
✓ Air travellers arriving at Australia's restricted use airports	As above.

✓ International cruise travellers	
✓ Cruise travellers at point of arrival	<p>✓ <b>Primary stakeholders and channels</b></p> <p>Major cruise companies (e.g. Carnival, Orion)</p> <p>Customs and AQIS officials</p> <p>Shipping agents via Shipping Australia Limited and Australian Shipowners Association</p> <p>✓ <b>Secondary stakeholders and channels</b></p> <p>Ship's Masters/Captains (via show-card being developed by AUSTRAC/Customs)</p> <p>Port authorities</p>
✓ Cruise travellers prior to travel	<p>✓ <b>Secondary stakeholders and channels</b></p> <p>✓ Specialist cruise travel agents e.g. Cruising Down Under</p> <p>✓ Tourism organisations</p> <p>✓ Travel agents which are members of AFTA</p> <p>✓ Cruise magazines</p> <p>✓ Mainstream media – travel supplements</p> <p>✓ Travel media</p> <p>✓ Websites (e.g. cruisingnews.com)</p>

#### Key air and sea arrival points

<b>Top 8 international airports</b>	Sydney, Melbourne, Brisbane, Perth, Cairns, Adelaide, Coolangatta (Gold Coast), Darwin
<b>Restricted use airports</b>	Rockhampton, Christmas Island, Port Hedland, Townsville, Alice Springs, Newcastle, Richmond, Fairbairne, Edinburgh, Essendon, Amberley, Horn Island, Canberra, Avalon, Pearce, Tindal, Hobart, Broome, Lord Howe Island, Thursday Island, Williamtown, Learmonth
<b>Seaports</b>	Sydney, Melbourne, Brisbane, Darwin, Cairns, Fremantle, Broome, Adelaide (Flinders), Newcastle, Albany, Townsville, Bunbury, Thursday Island, Esperance, Geraldton, Bundaberg and Mackay, and possibly TasPorts (although it appears as though Tasmanian traffic is domestic)



## Contact Database

### 1. Contacts for Chinese New Year Announcement Distribution

Publication	Contact	Role
<b>Short Lead Travel Contacts</b>		
The Sunday Mail (SA)	Brad Crouch	Travel Writer
The Sunday Herald Sun Escape	Keith May	Travel Editor
The Canberra Sunday Times Relax	Charlotte Harper	Editor Relax Magazine
The Sunday Mail	Terry Sweetman	Tourism writer
The Sun Herald Travel	Kristie Lau	Travel Editor
The Sunday Times - Travel Magazine	Glenn Lourdes (loodes)	Editor
The Mercury / Sunday Tasmanian	Mike Bingham	Travel Editor
The Sunday Territorian	Peter Brown	Travel Editor
<b>Chinese Radio</b>		
SBS Radio Melbourne - Cantonese		Producer
SBS Radio Melbourne - Mandarin		Producer
SBS Radio Sydney - Cantonese		Producer
SBS Radio Sydney - Mandarin		Producer
2AC		Producer
2CR China Radio Network		Producer
Radio 2000 FM		Producer
Radio Australia		Producer
Radio B FM		Producer
<b>Chinese Community Newspapers</b>		
Australian Chinese Age	Han, Michael	Editor
Australian Chinese Daily	Ng, Wilson	Chief Editor
Australian Chinese Daily - Weekend Magazine	Wong, Sandra	Editor
Australian Chinese News, The	Ni, David	Editor
Australian Chinese Times	Zhang, Edward	Chief Editor
Chinese Herald Daily News	Chou, William	Editor
Chinese Herald Daily News	Huang, Roger	Publisher
Chinese Weekly	Phang, Tiger	Editor
Epoch Times, The - Chinese	Burke, James	Chief Editor
Melbourne Chinese Post	Lei, Eddie	Editor
Sing Tao Jih Pao	Wong, K. C.	Editor

## 2. Contacts for Chinese New Year Announcement Distribution

Publication	Contact	Role
<b>National Short Lead Publications</b>		
The Australian	Elizabeth Meryment	Deputy Editor Travel
The Australian	Judith Elen	Travel Editor
The Australian / The Weekend Australian Magazine	Susan Kurosawa	Travel Editor
The Australian Travel	Generic	Travel
The Australian Financial Review	Lyndall Crisp	Senior Writer
The Australian Financial Review Life and Leisure the Sophisticated Traveller	Steve Hawkins	Editor
<b>South Australia</b>		
The Advertiser	Craig Malin	Travel Sub-Editor
The Advertiser	Jessica Hurt	Travel Editor
The Sunday Mail (SA)	Brad Crouch	Travel Writer
<b>Victoria</b>		
The Age	Jane Reddy	Deputy Travel Editor
The Age - Traveller	Robert Upe	Travel Editor
The Age - Weekend Edition	Michael Smith	Travel Editor
The Age Travel	Generic	Generic
The Sunday Age	Miranda Tay	Travel Editor
The Sunday Age - M	Ian Gilbert	Deputy Editor
The Herald Sun	Kathleen Cuthbertson	Travel Editor
The Herald Sun Travel	Generic	Generic
The Sunday Herald Sun	Greg Hackett	Travel editor
The Sunday Herald Sun Escape	Generic	Generic
The Sunday Herald Sun Escape	Veronica Matheson	Travel Editor
The Sunday Herald Sun Escape Site Seeing column	Scott Podmore	Compiles 'Sitieseeing' (internet websites)
<b>ACT</b>		
The Canberra Sunday Times Relax	Claire Hunter	Writer
The Canberra Times (Relax)	Des Ryan	Editor
<b>QLD</b>		
The Courier Mail	Brian Crisp	Travel Editor
The Courier Mail	John Wright	Senior Travel Writer
The Courier Mail	Melissa Maugeri	Tourism writer
The Sunday Mail	Terry Sweetman	Tourism writer
The Sunday Mail Escape	Colin Newton	Editorial Co-Coordinator
<b>NSW</b>		
The Daily Telegraph / Sunday Telegraph	Mike Smith	Travel Editor
The Sunday Telegraph	Jenny Stevens	Travel Editor
The Sunday Telegraph Escape	Peter Holmes	Editor
The Sunday Telegraph Escape	Escape section	Generic
The Sydney Morning Herald	Keith Austin	Travel Editor
The Sydney Morning Herald Saturday	Travel Generic	
The Sydney Morning Herald Traveller	Mike Smith	Cruise
The Sydney Morning Herald Traveller	Helen Anderson	Travel Editor
The Sydney Morning Herald/ The Age	Clive Dorman	Travellers Check
The Sydney Morning Herald Sydney Magazine	Steve Meacham	Travel Writer

The Sun Herald Travel	Sarah Maguire	Travel Editor
The Sun Herald Travel	Angie Kelly	Acting Deputy Editor, Travel
<b>WA</b>		
The West Australian Travel	Stephen Scourfield	Travel Editor
The West Australian Travel	Irene Wringe	Associate Travel Editor
The West Australian Travel	Generic	Generic
The Sunday Times - Travel Magazine	Glenn Lourdes	Editor
<b>TAS</b>		
The Mercury / Sunday Tasmanian	Mike Bingham	Travel Editor
<b>NT</b>		
The Sunday Territorian	Peter Brown	Travel Editor
<b>Regional centres/local publications</b>		
Brisbane Times	Phil Lutton	Travel Writer
Cumberland Newspaper Group	James Tremain	Group Travel Editor
Gold Coast Bulletin	Doug Parrington	Travel Editor- Paradise
Leader Newspaper Group	Andrew Rennie	Travel Editor
Townsville Bulletin	Dinah Kennedy	Features / Travel Editor
The Cairns Post	Gavin King	Business & Tourism Editor
<b>Newswires</b>		
AAP Travel	Diane Plater	Travel Editor
<b>Travel Consumer Publications</b>		
Accor Traveller	Brenda Christian	Editor
API Leisure and Lifestyle	Maria Micallef	Editor/Marketing Manager
Arrivals and Departures	Ettore Flacco	Chief Editor / Director
Aussie Backpacker	Janet Hinschen	Editor
Australian Gourmet Traveller	Anthea Loucas	Editor
Australian Senior Traveller, The	Sue Preston	Editor
Australian Travel and Living	Merryn McLachlan	Editor
Australian Traveller Magazine	Greg Barton	Editor
Backpacker Essentials	Janet McGarrey	Managing Editor
Cruise Passenger Magazine	Fergus Stoddart	Director
Escape Club Magazine, The	Alison Plummer	Editor
Get Lost! Magazine	Tamara Caddy	Editor
Get up and Go Magazine	Bev Malzard	Editor
Going Places	Gavin Leslie	Editor
Great Southern Tourist News, The	Jacinta Evans	Editor
Holidays for Couples	Rhonda Bannister	Managing Director / Editor-in-Chief
Holidays with Kids	Cathy Wagstaff	Editor
In-flight Magazine - QLD Edition	Kerry Heaney	Editor
Luxury Travel and Style Magazine	Hilary Doling	Editor in Chief
Mature Traveller	Mike Osborne	Editor
My Perfect Holiday	Kristy Meudell	Managing Editor
onHoliday	Grant Gallagher	Managing Editor
Open Road	David Naylor	Editor
Qantas - The Australian Way	William Fraser	Editor
Road Ahead, The	Belinda Peters	Journalist
Scoop Traveller Magazine	Fiona Crawford	Editor
Sumptuous	Bronwen Gwynn-Jones	Editor
Travel & Leisure Australia	Anthony Dennis	Editor

Travel and Living	Merryn McLaughlin	Editor
Travel Australia	Shamoli Dutt	Editor
Unique Places to Stay	Burns, Jenny	Editor
Vacations & Travel Magazine	Sarah Ranawake	Editor
Vacations and Travel	Ranawake, Sarah	Editor
Virgin Blue Voyeur Magazine	Kirsten Rowlingson	Editor
Vogue Entertaining & Travel	Trudi Jenkins	Editor
Where Magazine	Anthea Gregory	Editorial Contact
Word Backpacking Australia, The	Danielle Chenery	Editor
Worldwide Cruising News and Pictorial	John Treacy	Editor / Publisher
YHA Backpacker Essentials	Filke Kerwick	Editor
<b>Radio</b>		
2UE travel show (on Glenn Wheeler Show on Sat 3pm)	Barry Matheson	Presenter
<b>Television</b>		
Getaway	Angela Dunn	Researcher
The Great Outdoors	Natalie Bray	Researcher
<b>General Interest Consumer Magazines</b>		
Harper's Bazaar	Frances Hibbard	Travel Editor/Chief Sub editor
Australian Woman's Weekly	Michael Dolan	Travel Editor
New Idea	Andrea Black	Travel Editor
Woman's Day	Pip Harry	Travel Editor
Home Beautiful	Belinda Jackson	Travel Editor
Australian House and Garden	Alex Neuman	Travel Editor
Good Health And Medicine Magazine	Michael Gebicki	Travel Editor
BRW	John Stensholt	Travel writer
Australian Senior Newspaper	Sue Preston	Travel Editor
New Choices for Retirement	John Poole	Travel Editor

## Recommended next steps

Although all possible editorial channels have been exhausted by Porter Novelli in the mainstream travel and travel trade media, further coverage (beyond the one-off reporting of this requirement in media editorial) would be possible through paid advertising and advertorials being placed with this media.

Porter Novelli believes there may be opportunities to gain one-off regional media coverage of the reporting requirements announcing the installation of regulatory signage at restricted use airports and seaports. This is in addition the opportunity to promote the appearance of cross-border movement messages on the electronic signs in the Customs-controlled areas of the eight major international airports. Porter Novelli suggests sending out one release to tell travellers where they will see these signs immediately before the Beijing Olympics (8-24 August 2008) to get the maximum value from this news item. Porter Novelli recommends sending this news to regional media located in the same area as the restricted use airports and seaports, and metropolitan and Chinese language media for the eight major international airports. The easiest and quickest way for AUSTRAC to do this is to use the lists provided by AAP.

In addition to this, Porter Novelli recommends that AUSTRAC CC use future peak travel periods and major international events (e.g. Rugby World Cup, International Yacht Races) to promote cross-border movement messages, based around new information on the efficacy of the Act in countering money laundering and terrorism financing. Any editorial material will require new information to make it newsworthy for travel and travel trade media.

Given the excellent support provided by the aviation and maritime, travel and tourism, and government stakeholders targeted within this strategy, Porter Novelli recommends AUSTRAC conduct ongoing engagement with these stakeholder groups to provide them with any updates to the cross-border movement reporting requirements and communications activities.