

Gifts for Manus and Nauru: Calls for Calls

Strategic Communication Plan

Executive Summary:

Gifts for Manus and Nauru Inc. a not-for-profit organisation that supports detainees in these islands, requires a campaign to increase number of donors that runs throughout the month of March 2019.

A Promotional Campaign entitled “Calls for Calls” was developed to attract the attention of target publics. This plan is aimed at raising awareness for the cause and raise at least \$37,000 in monthly donations by selling 30-day burner SIM cards at airports throughout Australia.

“Calls for Calls” allows Australians travelling abroad and travellers arriving in Australia a chance to fulfil a refugee’s need to talk to their loved ones abroad while doing the same themselves.

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1.0 Situational Analysis

1.1 Background

Gifts for Manus and Nauru is a registered charity with the ACNC and raises funds to support refugees by fulfilling their communication needs and other material needs in those islands through the use of the crowdfunding platform, Chuffed.

Mobile credit supports these refugees by allowing them to get in touch with their family and loved ones whose emotional support helps keep their spirits alive

This Program resells temporary 30-day burner SIM cards to International Students arriving in Australia and Australians looking to travel with the revenue from each sale being donated through Chuffed.

In recent years, the charity has seen a decline in regular donors as a result of wavering interest and compassion fatigue in the cause and as a result, donations are at an all-time low of AUD 10,000 each month

As a result, a Communication plan is needed to clearly explain and convince potential regular donors to get on board with how Gifts for Manus and Nauru plans on raising sufficient funds for the refugees' phone credit.

1.2 SWOT Analysis

Strengths <ul style="list-style-type: none">• Save on ridiculously high roaming bills (Travelgear 2018, p. 1)• Call and reassure family and friends that they arrived safely (Travelgear 2018, p. 5)• Improved convenience and time saved by not having to rush into buying what could be an overpriced SIM card (Travelgear 2018, p. 5)	Weaknesses <ul style="list-style-type: none">• Huge competition when purchasing burner SIM cards (Asiaone 2018, para 2)• Short period of time to run the campaign (Brief)• Shops may not be open 24/7 (Sleeping in Airports 2018, para 17)
Opportunities <ul style="list-style-type: none">• Possible to purchase multi country SIM cards if travelling to more than one country (Travelgear 2018, p. 5)• Extend Working Hours at airport stores (Sleeping in Airports 2018, para 17)	Threats <ul style="list-style-type: none">• Donating to Refugees might not be a priority for travellers leaving or arriving• The campaign to raise money will be just for the one month – March (Brief)

1.3 Key Research Points

While not as exciting as other holidays such as Christmas or the Summer Holidays, the month of March offers a new intake of students coming into the country after their holidays and other students leaving to do a semester abroad along with general tourists a Business Professionals coming for corporate events. According to Travelgear (2018), most of these students would like to have everything set up but available options are not properly communicated. Furthermore, people would be more willing if they knew that a small sum from their SIM card was being donated to help refugees in Manus and Nauru rather than being told to sign on with Chuffed and donate the money themselves which would be the last thing on their mind while travelling.

1.4 Problem/ Opportunity Statements

Problems

- That Travellers are uninformed about available options to get a temporary SIM to contact family and friends instead of panicking and committing to a plan.
- That Donating to refugees might not be first thing to pop into people's mind as they prepare to travel to a new country

Opportunities

- That Travellers are in dire need of a temporary way to contact loved ones back home to reassure them without incurring huge data roaming charges in the process
- That Travellers are sympathetic to the idea that purchasing phone credit for themselves would mean taking care of a refugees' phone credit for a month

2.0 Goal

To inform travellers how purchasing a temporary SIM card helps them to talk to their loved ones back home while raising money to ensure that refugees in Manus and Nauru are able to do the same

3.0 Objectives

To inform 70% of the target publics of our campaign by the end of March

To educate 60% of the target publics about the plight of the refugees in Manus and Nauru by the end of March

To instil a sense of empathy among the target publics with the suffering of refugees in Manus and Nauru and raise AUD 37,000 to top up 1,100 phones for the month of March

To gain new regular donors by the end of March 2019

4.0 Primary Target Publics

4.1 Australian Students travelling abroad

According to Universities Australia (2016), the number of students studying abroad has grown fourfold in the just the last decade with high satisfaction ratings meaning more students are expected to follow suit in the near future. This target public comprises of students between the ages of 18 to 26 in Universities all over Australia (International Education 2018)

4.2 Tourists and Business Professionals

According to Tourism Australia (2018), March is considered quite a busy month for Corporate Business Events with multiple Networking Events, Trade Shows and Business Events being held throughout the month. This group comprises of Business Professionals between the ages of 35 to 60.

5.0 Strategy and Tactics

A 'Phone credit for refugees' campaign will be communicated to achieve set objectives. For every burner SIM card purchased at Australian Airports during the month of March 2019, AUD 3 will be donated to support the phone credit bills of refugees in Manus and Nauru

5.1 Australian Students travelling Abroad

This promotion appeals to this target public because they are able to empathise with the refugees by being unable to call family and friends without racking huge bills in roaming charges which they cannot afford on a tight student budget.

Communication (Message Delivery) Strategy

The Demographic, Psychographic and Geographic segmenting this target public means that their awareness, acceptance and action is influenced by how they are reached by Controlled communication and Social Media

Tactics and Timing

- Fact Sheet
- Media Release
- Media Target Document
- Facebook Group (Gifts for Manus and Nauru)
- 'Gifts for Manus and Nauru Incorporated' Website

5.2 Tourists and Business Professionals

This target public is targeted through company email, newsletters and other corporate means of communications

This promotion appeals to their self-interest as they are able to save costs even with the extra sum for the refugees by purchasing SIM cards for the whole business team in bulk. Furthermore, it is possible to save more by purchasing a multi country SIM plan which can be used in more than one country (Ideal for cross country conferences)

Communication (Message Delivery) Strategy

To use a mixture of Controlled and Uncontrolled Media Channels to inform Business Professionals about the promotion

Tactics and Timing

- Articles in Business Newsletters in January and March Editions
- PDF summary of promotion and campaign sent as attachments in January, February and March Company Emails

PDF Summary will run in Company Emails from January 1 to March 1

6.0 Key Messages

Communication will include informative and compelling messages which are common to all 3 target publics

- Say goodbye to huge roaming bills and say hello to an all new Local (AUD 23) and International (AUD 29) SIM card now available at airports all over Australia
- In this day and age, Telecommunications and mobile phones are an absolute necessity. Some would even go as far as to compare it to food and shelter
- However, this basic need can be out of reach for the thousands of refugees in the Manus and Nauru Islands who desperately try to reach friends and family back home
- Gifts for Manus and Nauru Inc. is a not-for-profit charity focused on providing the detainees with this facility
- Purchasing this SIM card not only helps you get in touch with your family and friends, but also allows a refugee to do the same

7.0 Evaluation

Objective: *To inform 70% of the target publics of our campaign by the end of March*

Evaluation Methods: Gifts for Manus and Nauru Inc. Website hits, Social Media Activity, Analysis of Media Coverage

Objective: *To educate 60% of the target publics about the plight of the refugees in Manus and Nauru by the end of March*

Evaluation Methods: Website hits, Social Media Activity and Online Survey

Objective: *Raise at least \$37,000 to top up 1100 mobile phones by the end of the promotional campaign (end of March 2019)*

Evaluation Methods: Total amount raised by Gifts for Manus and Nauru Inc.

8.0 References

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We know you are there and we care

MEDIA RELEASE

AM

1 February 2019, 9:00

Calls for calls event.

Gifts for Manus and Nauru will sell sim cards at Australian airports in March, to earn phone credit for refugees stationed in Manus and Nauru detention center.

The sim cards will be sold for 28 AUD for the international travel sim card from *Post Australia*, and 25 AUD for the local Australian sim with international calls from *LycaMobile*. The proceeds will support Gifts for Manus and Nauru's Chuffed project to help 1500 refugees with phone credit while living at Australia's offshore processing sites; Manus and Nauru. The organisation will reach out to Australian travelers, workers, and students, but also foreigners coming to Australia for either work or pleasure during the airports busy month of March.

Annie Molenaar, the vice president of Gifts for Manus and Nauru said this all began through a letter writing campaign, where the detained men revealed their lack of necessities in the camp and the ban against devices that could capture sounds or images.

"I began sending things over, like e-readers without recording abilities, with language learning books, art supplies and sporting equipment"

"After the court case in PNG found the detention centers to be unconstitutional, the men were then allowed to have mobile phones, so our direction changed significantly from sending over parcels to getting money together to buy phones and getting those send across" Annie Molenaar said.

Gifts for Manus and Nauru's Calls for calls event will promote the message that we all can find ourselves alone in a foreign place with the need to contact family and friends, and to give people an easy way of helping others who need the same as them. Phone credit allows the refugees to call their loved ones and provides with legal help, counseling, education, language training, news and entertainment.

"Once we got the phones to them we realised we had to keep them in credit, the men didn't have any means to save money to buy it, so we need 37,000 AUD every month for them", Annie Molenaar said.

Gifts to Manus and Nauru will hold boots at all the major airports entrances from 9 am to 4 pm every day in the month of March.

-End-

For further information contact:

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Fact Sheet: Asylum seekers Detained (Gifts for Manus and Nauru Inc.)

Did you know?

- According to Asylum Insight (2018), there are 1,347 detainees in Australia with 219 detainees in Manus RPC including 14 children (Department of Home Affairs, 2018)
- Department of Home Affairs (cited in Asylum Insight 2018) mentions that the average period of time for refugees detained was 436 days as of June 2018, although there have been certain instances where refugees were detained for more than 700 days
- Since 2010, there have been 36 deaths in offshore and onshore detention facilities with 15 cases of suicide. Of these 15 deaths, 12 of those were men being detained in the island of Nauru (The Guardian 2017 & Asylum Insight 2018)
- In 2017, there were 16 cases of suicide and self-harm in just one week (Boochani et al. 2017)
- According to The Guardian 2017, reports of assaults on refugees by guards and vice versa are increasingly common.
- Asian Correspondent (cited in Asylum Insight 2018) reports that 3 out of the 7 refugees that were transferred to Cambodia from Nauru have returned to their country of origin out of desperation
- 17 refugees were sent back to their country of origin involuntarily during 2013 and 2018 (Asylum Insight 2018)
- 728 refugees have voluntarily returned to their country of origin (Asylum Insight 2018)

Why detainees need Mobile Phone Credit

- Provides vital support for physical and emotional well being by allowing regular contact with family and loved ones
- Allows access to Legal, Media and Support services and crisis and trauma counselling
- Allows access to education and language materials and much needed entertainment

(Chuffed 2018)

What Gifts for Manus and Nauru Inc. does to help

- Raise money to help pay for refugee's phone credit bills each month
- Donate used smartphones to refugees
- Medical and Dental aid for refugees
- Other material aid for refugees' welfare
- Professional therapy and Counselling Sessions through the Therapy4Refugees program

(Gifts for Manus and Nauru 2018)

Overview of 'Calls for Calls' Campaign by Gifts for Manus and Nauru

- Set up booths in Australian airports selling temporary 30-day SIM cards throughout the month of March 2019
- Target publics include Australian tourists travelling abroad, Businesses travellers coming to Australia for workshops and Corporate events and Australian students going abroad for a semester
- Products are priced with the donation in mind. Upon purchasing of the SIM card, the donation is transferred to Chuffed

References:

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	Media	Target	Document					
<i>Type of media</i>	Parent Company Name	Name	Area	Address	Person to contact	Position	Number	E-mail
Magazine		Vacations and Travel Magazine	Australia Wide	PO Box 216 Balmain NSW 2041	Helen Hayes	Editor-in-Chief	0438 406 189	Vteditor@morrismedia.com.au
Online and print Newspaper	Guardian News and Media Limited	The Guardian Australia	Australia wide	Level 3 19 Foster Street Surry Hills NSW 2010	Lucy Clark	Senior Editor/Features	(02) 8076 8552	lucy.clark@theguardian.com
Online news and campus culture	RMIT Student Union Council	Catalyst	Melbourne	PO Box 12387 Franklin Street Melbourne Vic 8006	Maggie Coggan	Editor	(03) 9925 2884	Rmitcatalyst@gmail.com
Online news	ABC (Australian Broadcasting Corporation)	ABC News	Australia wide	ABC Ultimo Centre 700 Harris Street Ultimo NSW 2007	Michael Reid	Editor	(02) 8333 3695	24planning@abc.net.au
Online news	Misfits Media Company	Travel Weekly	Australia wide	Level 2 231 Commonwealth Street Surry Hills NSW 2010	Tara Harrison	Editor	0428 272 651	tara@travelweekly.com.au

1. This is a good way of reaching out to one part of our target groups: Australian travelers, in this context, adults with families who often read travel magazines to prepare themselves for the journey.
2. The guardian is a news media company that says they do not have any hidden influences or agenda, and practice open and honest journalism. I think this would be a good page to represent Gifts for Manus and Nauru, where the concern of the refugees is what matters, and not any political agendas. This can also reach both travel, student and adults traveling for work or leisure groups.

3. Catalyst is to reach students. The page is a multimedia platform journalistic page made by students, for students, and shows political issues and can offer how the students can help Gifts for Manus and Nauru when traveling abroad.
4. ABC has been voted on numerous accounts to be the news source for Australians (SMH, 2016), and is one of the biggest news outlets in Australia and will be able to reach both young and old Australians about the event and key messages.
5. Travel weekly, unlike the first media target, is an online travel news page. And offers tips, news for travelers, along with working together with travel agencies. They are very open, and let many companies submit stories. They also give out newsletters weekly which could be useful to spread info about the Calls for calls event.

References

1. Margaret Gee's Australian Media Guide n.d., n.p.: DEAKIN UNIV LIBRARY's Catalog, EBSCOhost, viewed 31 August 2018.
2. The guardian, 2018, retrieved 30/08/18 : <https://www.theguardian.com/info/about-guardian-australia>
3. Peatling, S, 2016, "ABC most trusted news source, poll shows, after Turnbull minister accuses it of 'fake news'", the Sydney morning herald, retrieved 30/08/18 <https://www.smh.com.au/politics/federal/abc-most-trusted-news-source-poll-shows-after-turnbull-minister-accuses-it-of-fake-news-20161222-gtgmqa.html>

Group Evaluation Form

- 1) Describe three things you did well as a group.
 - Extensively debated and considered each idea group members came up with
 - Synchronised progress and shared ideas with two-way communication and feedback
 - Effective communication online as well as in person
- 2) Describe three collaboration-related problems your group encountered.
 - Not meeting enough to discuss
 - Having trouble collaborating due to the sudden exit of one of the group members
 - Having different viewpoints on certain aspects of the assignment
- 3) How were these collaboration-related problems solved?
 - Creating a Google Docs file to seamlessly integrate different tasks of the Assignment
 - Creating a Facebook Group to update the other team member of one's progress
 - Having a vote and mutually discussing pros and cons of each idea coupled with reasonable research
- 4) Rate your group's approach to collaboration: very strong, strong, acceptable, just acceptable, poor.

Strong Collaboration due to the difficulty of having to complete the task with only two group members with different schedules and a difficulty in meeting up. However, team member worked enthusiastically with mutual understanding in a kind but fair and firm manner

- 5) Describe your individual contribution to the group and rate your own performance as either being: very strong, strong, acceptable, just acceptable, poor.
 - Strong, we struggled a bit with having different viewpoints when it came to the key spokesperson, where I wanted to make up our own quotes to reach the key messages easier, but Asheal wanted to use existing quotes. We made a compromise where we used Annie Molenaar from the client video brief. This proved to be a good decision, where Annie Molenaar had a lot of useful quotes to put in the media release.

- a) Describe your individual contribution to the group and rate your own performance as either being: very strong, strong, acceptable, just acceptable, poor.

Group member one

Name: Kathrine Stangeland

Tasks contributed to: Media release, target media event

Self-rating: acceptable

Group member two

Name: Asheal Amarasinghe

Tasks contributed to: strong

Self-rating:

