

**From:** [Julie Holt](#)  
**To:** [Cole Justin T](#)  
**Cc:** [Kelly Leperou](#)  
**Subject:** Atlantis - press conference logistics [SEC=OFFICIAL]  
**Date:** Friday, June 10, 2022 2:46:11 AM

---

Hi Justin

Here is the first part of what I promised to deliver this afternoon in relation to Atlantis. I'm copying Kelly in as she's starting on pulling together the global strategy, so she can take the chunks out that she needs.

### **Press/media event**

- A joint global media conference will be held to announce developments in relation to Operation Atlantis.
- The media conference will run from Puerto Rico on 30 June at 3pm (tentatively – could you please lock in at your end?). This will translate to 5am on 1 July in Australia.
- The press conference will be run via TEAMS, with a phone option available in case of technology issues.
- Participants will include J5 and OCIF.
- For J5, Jim Lee will represent the US, and Will Day will represent Australia. If possible, other countries will also attend.
- Journalists who have had an interest in the case will be invited to dial in via a media alert distributed on the morning of the press conference. For Australia, this will include Nick McKenzie. Each country will need to identify which key journalists should be offered an invitation.
- A statement will be made by OCIF, then Jim Lee, then Will Day.
- Comprehensive speaking notes will be provided to speakers that will leverage collaboration and outcomes that are broader than prosecution.
- If OCIF distributes a release, a J5 quote can be included. It is recommended that a separate J5 release is prepared to enable all J5 messaging and Chief quotes to be included. This will enable support communication activities to be undertaken by countries.

### **Support comms**

We will support the media release with the following communication activities. (Justin, we'll pull this together in the comms strategy)

#### J5 comms

- LinkedIn post – link to media release, encourage partner agencies to share
- Content to be prepared for country websites – eg case study or brief description to include on websites
- J5 Junction article
- Email from Chiefs to all group leads with an update, to be shared with group members

-

#### ATO comms

- Publish media release on ato.gov.au media centre and push out to interested journalists with

the offer of interviews with Will Day

- As an alternative, publish on ato.gov.au/j5 websites
- Web content – link to media release and case study
- LinkedIn – Pulse article from Will Day or Brett Martin, to be shared with other countries, leveraging strategy for Integrated Compliance and J5 staff to engage
- LinkedIn – post on ATO LinkedIn account with a link to the pulse article
- Newsletters – information in Tax Professional and international business newsletter
- Internal – myATO news article, and Integrated Compliance article

I'll send through key messages in a separate email.

Cheers,

**Julie Holt**

Director, Crime and Fraud Communications  
Marketing and Communication, ATO Corporate  
Australian Taxation Office

**P** (b)(6); (b)(7)(C) **M** (b)(6); (b)(7)(C)

**M&C** | *Effective Communication Solutions*

\*\*\*\*\*

**IMPORTANT**

The information transmitted is for the use of the intended recipient only and may contain confidential and/or legally privileged material. Any review, re-transmission, disclosure, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited and may result in severe penalties. If you have received this e-mail in error please notify the Privacy Hotline of the Australian Taxation Office, telephone (b)(6); (b)(7)(C) and delete all copies of this transmission together with any attachments.

\*\*\*\*\*

## Atlantis key messages – day of action

- Today, J5 partner countries have undertaken globally coordinated action in relation to a financial institution.
- The action occurred as part of a global investigation into an international financial institution that is suspected of facilitating money laundering and tax evasion for a global customer base.
- It is suspected that through the financial institution, a number of taxpayers are using a sophisticated system of numbered accounts enabling them to conceal and transfer wealth anonymously, evading their taxation obligations and launder the proceeds of crime.
- Today's coordinated action involved evidence, intelligence and information collection actions such as search warrants, notices to produce, interviews and subpoenas.
- Significant information has been gathered as a result and investigations are ongoing.
- It is expected further criminal, civil and regulatory action will arise from this operation in each country.
- This operation shows that the collaboration between J5 countries is working.
- This is the first major operational activity for the J5.
- Our increased collaboration, data analytics and intelligence sharing means there is no place worldwide you can hide your money to avoid contributing your obligations.
- We know that tax evasion is often undertaken to fund other illegal activities such as money laundering or terrorism financing.
- These confusing structures are easily untangled by our worldwide forensic auditing experts.

### What happened previously?

- Today J5 partner countries have made a tactical move on a financial institution due to suspected facilitation of tax evasion.
- In the UK 2 Individuals have been arrested and interviewed with associated searches of their premises,
- 4 Notices to apply for Production Orders seeking material from a high street bank, a money service bureau, a cloud based service provider and a Trust or Company Service Providers (TCSPs) have been executed and 3 TCSPs have been visited by HMRC under UK AMLs supervisory regulations.
- In excess of 30 HMRC officers have been deployed across the country in support of this operation.
- In Australia the ATO has commenced investigations into sixteen Australian based clients of this organisation who are suspected to have undeclared income.
- Accounts have been frozen so no money can be moved without detection, enabling a full investigation by J5 partner countries
- Today's action shows the power of our combined efforts to rid our world of tax crime, fraud and evasion.
- If you have an account with the bank, come forward and make a voluntary disclosure
- We have access to evidence through data and information sharing that indicates that bank employees have provided advice about setting up structures designed to defeat common reporting standards and to hide money in offshore arrangements.
- One way the money is being moved is through pre-paid EFTPOS cards.
- We have requested data sets from international debit card issuers to identify tax evasion.
- So far this cooperation has been helpful in providing details and further leads.

**From:** [Cole Justin T](#)  
**To:** (b)(6); (b)(7)(C); (b)(6); (b)(7)(C); [Bish Rebecca M](#); [Winston Remi N](#); (b)(6); (b)(7)(C); (b)(6); (b)(7)(C); (b)(6); (b)(7)(C); [Cutrell Carissa E](#); [Cole Justin T](#)  
**Subject:** Call Agenda for 28 Jun 2022 - Updated info for Atlantis announcement  
**Date:** Monday, June 27, 2022 10:20:20 PM  
**Attachments:** [image001.png](#)  
[Comms group Agenda 101 \(Jun 28, 2022\).docx](#)  
[Press Release Euro Pacific v.4 \(Pre-final 27.VI.22\) \(ENGLISH\).docx](#)  
[OCIF Announcement-J5-media-release-6-30-2022.docx](#)

---

Hi everyone,

Please find attached the agenda for our call tomorrow. Thank you again Julie for hosting. Quick note – Julie will be on leave for our next call so I will be sending out the Teams Invite for that call in 2 weeks.

As for Atlantis, I did participate in a meeting with the OCIF Commissioner, her lawyers and PR team, and our investigative team today. Lots of discussion back and forth on a variety of issues. There was a good give and take throughout, but in the end, the event is theirs and we are participants, so this is what we agreed to and are moving forward with:

- OCIF did ask us to split the event into two so that they could keep the focus on their announcement, specifically for the island press.
- So we will have one media advisory that I'm working on for the J5 and it will explain that there are two events. One focused on OCIF and one focused on the J5.
- The event will begin at 3pm will feature remarks from the OCIF Commissioner and Chief Jim Lee. Will and Simon will be on the screen live and introduced but will not speak. All media who are interested in covering the event – Puerto Rican media, US, Australian, UK media – all are invited to both events. Questions for the 3pm event will be requested to focus on the action OCIF is taking.
- The second event will start at 3:45. Media from all over the world can be on this call as well, but only questions about the J5 actions will be entertained during this event. Will and Simon will deliver remarks and then all three Chiefs AND the OCIF commissioner will make themselves available for questions at that time.
- I would like to post remarks as prepared for delivery for all three Chiefs on the J5 website.
- OCIF has added some language for consideration to use in our press release. I have attached an updated version here and included Simon's quote and also a place for the OCIF Commissioner's quote.
- We need to go through this release during our call. OCIF will put out their release AND our release Thursday. Both will be in English and Spanish, so we need to allow for time for translating. I'd like to lock the release down Tuesday. OCIF's release is also attached here. This is also draft.
- The two attached press releases are STILL DRAFTS -

Lots of moving parts here guys – lots to talk about.

Thanks,

Justin

Justin T. Cole  
Director, Office of Communication  
IRS Criminal Investigation  
1111 Constitution Ave., N.W, Room #2425  
Washington, D.C. 20224  
(202) 317-3930 – office  
(202) 768-2110 – cell  
[Justin.Cole@ci.irs.gov](mailto:Justin.Cole@ci.irs.gov)

