

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

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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)

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