

Global communication plan

Operation Atlantis

Purpose

This communication plan maps out what products the J5 Media and Communications group will deliver in support of the second stage of Operation Atlantis media commentary.

Communications will aim to:

- Promote tangible success of operational activity for the J5.
- Reinforce the success of the J5 collaboration and show that the J5 is effectively pursuing transnational tax evasion and crime.
- Position the J5 chiefs as thought leaders in their home countries in the area of tax evasion and crime.
- Contribute to breaking the trust between tax evaders and the facilitators and promoters who assist them.
- Support the overall J5 communications plan by providing a tangible outcome for a J5 case.
- Continue the J5 Atlantis story, demonstrating significant progress.
- Work with the Office of the Commissioner of Financial Institutions, Puerto Rico to reinforce messaging.

This plan covers the proposed communications activities for each country following overt global action, showing communication that is planned globally and domestically. This plan is high level and countries may have their own domestic implementation plans that provide more detailed information.

Background

Operation Atlantis relates to jointly coordinated enforcement activity via the J5 involving the activities of a financial institution based in Puerto Rico.

A global coordinated day of action was undertaken by J5 partner agencies on 22 January 2020 with approximately 8 warrants (including civil and criminal action). The financial institution is suspected of facilitating a sophisticated system of numbered accounts to conceal and transfer wealth anonymously to evade their tax obligations on behalf of a global customer base.

Atlantis provides an opportunity to tell the international J5 story. To date, we have communicated about the J5 generally, and promoted various activities such as challenge activities and meetings, but until now we've not finalised a full operational activity to bring life to the activities of the J5.

This case has received different levels of coverage in each country. It has been a key case for some journalists in Australia.

It is likely that Atlantis will be the first big operation that provides an opportunity to communicate about the success.

- Communication for stage 1 was undertaken on 23, January 2020
- Communication for stage 2 will be undertaken on 30 June, 2022 US time

Commented [JH1]: Each country to include details on importance of the case in their own country.

Key Messages

Stage 2 – De-banking (previous key messages are available in the appendix)

- Today, the Joint Chiefs of Global Tax Enforcement join with the Office of the Commissioner of Financial Institutions, Puerto Rico to announce significant progress in relation to Operation Atlantis.
- Operation Atlantis was the first major overt operational activity for the J5 that we announced just over two years ago.
- At the time, we announced that we had conducted a globally coordinated day of action in relation to a financial institution that was suspected of facilitating money laundering and tax evasion for a global customer base.
- We said that we suspected that the financial institution was helping to set up a sophisticated system of numbered accounts that enabled customers to conceal and transfer wealth anonymously, evading their taxation obligations and launder the proceeds of crime.
- Since then, we have gathered evidence, shared intelligence and collected information through as search warrants, notices to produce, interviews and subpoenas around the world.
- The global COVID pandemic may have offered us some practical challenges, but it's never stopped us in our goal of stopping tax evasion.
- Today's outcome is significant and it demonstrates the power of our global collaboration through the J5.
- While the J5 was busy conducting our own investigation, so too was OCIF.
- From 2021, we began to work in parallel, sharing information as appropriate.
- OCIF's decision on the future of the bank is welcomed by the J5.
- OCIF has made the decision based on their own audits and their own decisions.
- For the J5, this means the facilitation of tax evasion stops immediately. This is a huge success and an excellent disruption outcome.
- It stops them from being able to prey on innocent victims, and it stops them from facilitating money laundering and tax evasion around the world.
- This doesn't mean the J5s work is over. It's likely that the result of our work will result in further cases and investigations.
- It means that we have strengthened our international alliances, we have reinforced our commitment to target facilitators and enablers – those who help taxpayers to hide their income and assets.
- Today we've reached an important milestone towards ridding the world of offshore tax evasion. We've demonstrated that we have an enormous ability to share intelligence at speed, and to exert pressure to stop suspected crime and evasion, globally.

Communication approach for stage 2

- Communication for stage 2 should leverage communication from all countries.
- While all countries may not participate in the media conference, quotes from all chiefs should be included in the media release.
- In addition, each country should engage with J5 information by liking/sharing or commenting on social media and publishing their own where possible.
- A set of FAQs will be available to enable consistency with responses.
- Media enquiries can be answered by each country, but send around to the media and comms group for information to ensure consistent messaging and coordination where appropriate.

Media conference approach for stage 2

- 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. This will translate to 5am on 1 July in Australia. (TBC)
- 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.

Communication to be delivered

The communication for this activity will be led by a globally focussed J5 media release issued on the day of action, including quotes from each Chief involved. This will be supported by a number of activities undertaken by each participating country. Each country will manage the implementation in their own country, taking into account local sensitivities and timings.

Global Implementation plan – J5 activities

Deliverable/Activity	Timing	Copy of item	Performance result
Media release – detailing facts of the case, countries involved, quotes from Chiefs	On day of action		
Media release – quote included in OCIF release (if appropriate)	On day of action		
Web content update – each country to update J5 page to include media release	On day of action		
J5 LinkedIn post #5taxcrime	On day of action		

J5 Junction article	After day of action		
Email update from Chiefs to group leads, to be shared with members	After day of action		
Information to be sent to OECD relevant task forces	After day of action		

COUNTRY BY COUNTRY DOMESTIC ACTIVITY

Phase 2 – De-banking – June 2022

Country	Deliverable/Activity	Copy of item	Performance result
Australia	- 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 website - Web content – link to media release and case study - LinkedIn – Pulse articles from Will Day or Brett Martin, to be shared with other countries - Leveraging strategy for Integrated Compliance and J5 staff to engage with Pulse - LinkedIn – post on ATO LinkedIn account with a link to the pulse article - Newsletters – information in Tax Professional newsletter and International business newsletter - Internal – myATO news article, and Integrated Compliance article - FAQs to help answer questions on social and media - Global social media monitor, domestic media monitor - PR push to financial institution contacts providing content/case study to reinforce our resolve to find those who deliberately evade their taxation - Leveraging through SFCT partner agencies such as AUSTRAC, ASIC, ACIC and Fintel alliance to promote success - Promotion of successful outcome through Stewardship (stakeholder) Groups - Input into Senate Estimates briefs where appropriate - Inclusion of content in speeches/presentations - Media monitoring activities		
United States	US to input tactics here		
Canada	Canada to input tactics here		

United Kingdom	UK to input tactics here		
Netherlands	Netherlands to input tactics here		

Phase 1 – enforcement action – January 2020 - COMPLETED

Country	Deliverable/Activity	Copy of item	Performance result
Australia	- Global media release with Australian Chief quotes included - Publication of media release on ato.gov.au on 23 January - Notify key journalists in advance of publication of release - Potential background briefing of journalists (if required) or embargoed copy of release (if possible) - Media relations activities – responding to questions, arranging interviews - Additional key messages about Australian context - FAQs to help answer questions on social and media - Social media – posts on LinkedIn, Facebook and Twitter, plus share partner agency posts – link to media statement, use #J5taxcrime – this activity will be dependent on bushfire communications that may take priority - Global social media monitor, domestic media monitor After 23rd January - Newsletter articles: tax professionals, large business - Internal news articles for relevant staff - Infographic for shareable content - LinkedIn Pulse article for Will Day/Brett Martin, with sharing as appropriate - Updated information on ato.gov.au/j5 page, linking to media release/statement - PR push to financial institution contacts providing content/case study to reinforce our resolve to find those who deliberately evade their taxation - Promotion of successful outcome through Stewardship (stakeholder) Groups - Input into Senate Estimates briefs where appropriate - Inclusion of content in speeches/presentations		Complete
United States	- Domestic media statement after release of J5 release, to tell the U.S. context <i>Potential</i> background briefing of journalists - Media relations activities – responding to questions,		

	- arranging interviews - Additional key messages about U.S. context - FAQs to help answer questions on social and media - Social media – posts on LinkedIn, Facebook and Twitter, plus share partner agency posts – link to media statement, use #J5taxcrime - Domestic media monitor - Inclusion of content in speeches/presentations		
Canada	The CRA's communication activities will focus on supporting its J5 partners who are actively participating in the Atlantis Day of Action. This support will include: - J5 news release: posting the joint J5 media release in both Canadian official languages in the CRA Newsroom and distributing it to the subscribers of the electronic mailing list. - Social media: proactive strategy for CRA leadership and partners to retweet Twitter posts by J5 colleagues about the operation using the #J5taxcrime hashtag; proactive strategy to share LinkedIn articles and posts made by J5 Chiefs. - Media relations activities – preparation of a “ready-made” statement signed by the CRA Chief to issue to reporters who have questions following the publication of the press release. - Public relations: using J5 messaging to ensure consistency with partners, proactively prepare media lines, questions and answers (Qs and As) and a Question Period Response (QPR-for parliamentarians). - Media monitoring activities		Complete
United Kingdom	- Domestic media statement after release of J5 release, to tell the UK context - Media relations activities – responding to questions, arranging interviews - Additional key messages about UK context - FAQs to help answer questions on social and media - Social media – posts on LinkedIn and Twitter, plus share partner agency posts – link to media statement, use #J5taxcrime - Domestic media monitor - Promotion of successful outcome through Stakeholder Groups and appearances at external Conferences/ speaking events		Complete
Netherlands	- Domestic press release based on joint press release. - More information about domestic activities (examining information for leads for criminal or civil investigations) and the information shared with the J5 partners - In the domestic press release a reference to our Team Criminal Intelligence - Retweet/like social media from J5 partners		Complete

	- Domestic media monitor - Chief's quotes and key lines for domestic media		
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It is likely that further communication will be undertaken as the investigation progresses. Details will be included at a later date.

Monitoring, metrics and evaluation

Communication objectives	Deliverable	Communication metric	Current	Achieved
To demonstrate to the community via communication activities that we are taking action on those who choose to evade their taxes	Social media Media releases	Reach and engagement Potential Reach	Benchmarks are available in evaluation	
To demonstrate to the community and the media what the J5 has achieved through Operation Atlantis	Social media Website	Nuvi mentions of J5/Atlantis Web hits / time spent on page	Benchmarks are available in evaluation	
To ensure staff are informed about the action underway through Operation Atlantis	Internal news stories	Readership figures	Benchmarks are available in evaluation	

Appendix

Day of action key messages	 Atlantis previous key messages day of
Day of action snapshot evaluation - benchmarks	 J5 - Global communication snapshot