

## Communications delivery update

### Communications delivery group work

#### **Focus of activities**

The group agreed that the main focus of the communications work should be on communicating with the regulated sector. In particular sectors that have more recently come under the money laundering legislation, and smaller firms.

#### **Communications scripts**

Core communications scripts, to be used in public sector communications, have been commented upon and agreed by the delivery group. They are living documents however and will need to be continually updated.

#### **Communication activities**

The table below outlines the main activities agreed and progress on them

<b>Activity</b>	<b>Progress/next steps</b>
Publication of strategy progress report & commitment to future annual reports.	Strategy document to be published later this year.
Dissemination of specific assessments of threats and vulnerabilities.	To be delivered as part of implementation of the Lander Review.
Indication of what information in SARs is useful for law enforcement.	To be delivered as part of implementation of the Lander Review.
Co-ordinated presentations to targeted sector events by officials HMT provide diary of events to assist co-ordination of attendance.	List of events circulated.  Events still financial sector focused. Would welcome information on other sectors' events to attend.
Lunches/dinners for CEOs or equivalents with Ministers or senior officials.	None so far. Would welcome suggestions.
Publication of articles on money laundering in trade publications or through umbrella/representative organisations (e.g., ABI, CBI, Institute of Directors).	None so far.
input to monthly Money Laundering newsletter from regulated sector.	None so far.
References in Ministerial speeches.  Ministerial attendance at events.	Economic Secretary attended JMLSG conference in London.

Production of leaflet to be included in sector training material.	Work in progress
MSB sector specific awareness and training DVDs highlighting specific training messages for MSBs.	To be launched by the end of the year

We would still welcome information on:

- Contact details of senior industry figures for senior officials/Ministers to meet with.
- Contact details of editors of relevant trade publications.
- Communications experts in their organisations to get views on the most effective ways of reaching audiences, in particular whether there are ways to reach audiences outside of London and regionally, and give consideration to the benefits of a communications 'Road Show'.
- Provide any additional 'good news' stories and distribution contacts for the Money Laundering Newsletter to Julie Davies (ARA).

### **FCO film**

The FCO film unit has been producing, with the assistance of HMG and other stakeholders, a film on money laundering. The objective of the film is to raise awareness on the importance of having up to date anti money laundering and counter terrorist financing controls and the requirements of the relevant legislation. The film will be launched this summer and the FCO film unit should be in contact soon regarding the arrangements for release.

### **Next steps**

The communications group will meet over the summer to monitor further progress on the activities and to consider what else can be delivered.