

Activity report :

AUSTRALIA/NEW ZEALAND SPECIAL STRATEGIC INITIATIVE FOR Mr. M

SUMMARY PROPOSAL: GGA to develop an extensive report on Australia and New Zealand that correctly identifies the problems the Kingdom of Morocco is facing in these two countries. GGA to subsequently work with the Kingdom of Morocco in launching a strong and sustained public affairs program among government and non-governmental organizations, academia and think tanks, business and investment banking thought leaders to counter the well-organized and well-funded Polisario campaigns in Australia and New Zealand.

BACKGROUND: The Polisario Front has been active in Australia and New Zealand, and has secured support of both non-governmental organizations (NGOs) and civil society movements, creating a negative image of Morocco as illegal invader and occupier of Moroccan Sahara and its natural resources, including phosphate, oil and gas, and fisheries. The following six pro-Polisario NGOs have been engaged PR campaign:

Western Sahara Association

Western Sahara Resource Watch

Australian Western Sahara Association

RedR

Green Left

The Association for a Free and Legal Referendum (ARSO),

The aggressive Polisario PR campaign is succeeding in creating negative publicity for Morocco. Their campaign publicly targets Morocco's stand on Moroccan Sahara, and is creating negative image of Morocco's involvement in that region, including the so-called "exploitation" of phosphate reserves.

- Australian agri-business companies which operate or are associated with businesses in Moroccan Sahara—such as Incitec Pivot Limited, Impact Fertilizers, Westfarmers CSBP, etc.—are subject to severe public criticism and possible regulatory scrutiny.
- Negative publicity and an aggressive public affairs campaign by the Polisario Front have impacted major companies that work with Moroccan companies in New Zealand including *Balance Agri-Nutrients* and *Ravensdown*, and forced them to defend public criticism for continuing to conduct business with Moroccan businesses. The Polisario's lobbying efforts have been particularly effective with New Zealand NGOs, such as *Feert Research* and *Western Sahara Resource Watch*.

PUBLIC RELATIONS INITIATIVES: GGA will produce a sustained, carefully orchestrated public affairs/ public relations proposal that is designed to educate Australia and New Zealand's government, business and financial, and NGO leaders.

Specifically, GGA's proposal will include:

Media Campaign. GGA will draft a specific proposal for a sustained print and electronic campaign in Australia and New Zealand media with articles promoting Morocco.

Appropriate academic and think tank visits and partnerships. GGA will target key think tanks, government and non-government organizations and important thought leaders from notable academic institutions for Morocco to inform and educate on factual evidence on Morocco and its efforts at job creation and investment in Moroccan Sahara.

Preliminary List of institutions and key individuals GGA plans to target are the following:

Conservative

The Center for Independent Studies

The Sydney Institute

Institute for Public Affairs

Progressive

Lowy Institute for International Policy

Center for Policy Development

Universities

Australian National University

University of Sydney, Graduate School of Government

University of Melbourne

CONSULTANT PROJECT MANAGERS(we have contracted with some some of this people to start the ground work not to include Sue Terry & Porter Bibb)

Sue Terry

Porter Bibb

Peter Khalil, former Coalition Provisional Authority Official, former Visiting Fellow at Saban Center for Middle Eastern Politics at Brookings, influential thought-leader in Australia

Alexander Downer, former Liberal Party politician and former Foreign Minister of Australia from March 1996 to 2007, the longest serving in Australian history

Former Prime Ministers John Howard and Kevin Rudd