

Corporate video looks to the future

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By using actors and recreating 'typical' surveillance scenes, the new corporate video projects a sense of documentary realism which reinforces the central theme of the AFP changing to meet the demands of future challenges in a global law enforcement environment.

A new and hard-hitting AFP corporate video has been produced to underline the AFP's role in the national and international law enforcement arena.

Aimed at AFP employees, clients, politicians and the general public, the 12-minute video is presented by Commissioner Mick Palmer. The video's central theme outlines the effect of organised crime on Australian society and shows a variety of AFP cases through reinactments and news reports.



Broadly based on real cases, the scenarios demonstrate the central themes being expressed. They comprise 'news stories' either real or invented, and dramatic re-creations to tell the story. This technique of news stories combined with dramatic re-creations, provides the audience with a strong and dramatic picture of the changes and challenges facing the AFP. It also shows the consequences of crime at an everyday level. It demonstrates the ripple effects of organised crime on law-abiding people.

The point is made that organised crime is an unseen and often unrecognised threat to the stability of Australian society. To quote Commissioner Palmer: "I just think we have to recognise the inevitable vulnerability of democracy to organised criminals and the attraction of the style of life and the economic growth and stability of a country like Australia to people involved in wanting to make profits quickly. We have to be smart to respond to that change."

Photography by Branko Ivanovic



video, Commissioner Palmer demonstrates that the AFP, as the principle law enforcement agency of the Commonwealth, is well positioned to combat this type of crime. The Commissioner acknowledges the key role of mutual assistance and co-operation between state and Commonwealth agencies.

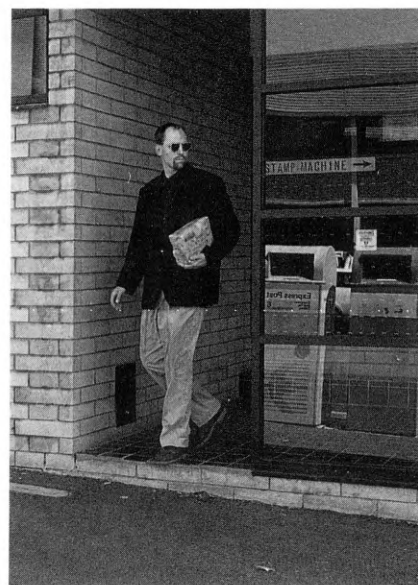
He says criminals no longer specialise in particular types of crime. Today it is cannabis importation; tomorrow, heroin; the day after it might be alien smuggling or involvement in major fraud. It is that sort of unpredictability that requires the AFP to be much more flexible. The Commissioner points out that the AFP can no longer afford to specialise and must liaise with other government agencies to combat crime. The video demonstrates the changing face of the AFP and how it is meeting this challenge.

Commissioner Palmer says: "We are a rapidly changing society. Technology is having a greater impact on our lives and this includes criminals. Many criminals are using emerging technologies as a vehicle to broaden their opportunities and criminal activities."

The video was produced by Bearcage Media Services and coordinated by the AFP Public Affairs

Branch. Branch OIC, Steve Jiggins extends a vote of special thanks to all AFP personnel who appeared and contributed to the production of the video.

Copies of the video will be forwarded to the officers-in-charge of all AFP regions, to AFP liaison posts through International Division and to all AFP posts under General Policing and Policy Division. Additional copies are available through the Public Affairs Branch, HQ, Canberra on telephone number (06) 275 7647.



The video outlines how and why Australia is vulnerable to crime and the special role that the AFP plays in protecting against that threat. It establishes the importance of the AFP in protecting Australian society. It shows how the globalisation of crime requires a police service that can cross conventional boundaries and operate in a variety of environments. In the

Video Newsletter released

April 1 saw the distribution of the first of a regular bimonthly video newsletter throughout the AFP as an additional means of developing corporate communication.

Hosted by Tracey Dickerson, national media liaison officer, each video newsletter will feature a range of AFP personnel who will bring to the audience a range of current AFP issues.

The second edition was released on June 1.



Using in-house production facilities, AFP Video News will capture major AFP events and provide a further source of information on operational and administrative matters.

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