

s22

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**From:** s22  
**Sent:** Tuesday, 24 November 2015 17:17  
**To:** s22; Williamson, Elizabeth; s22  
**Subject:** Minister Pyne's video message on package [SEC=PROTECTED, DLM=Sensitive:Cabinet]  
**Attachments:** 20151124 - draft video script for Minister for Industry, Innovation and ....docx  
**Importance:** High

~~PROTECTED Sensitive: Cabinet~~

Hi all

Here is a draft script from Industry for a video message that Minister Pyne is recording on Thursday for the website. Industry would like any comments by COB tomorrow, keeping in mind that the messaging should be consistent with but not duplicate the Prime Minister's video message which will also be available on the website.

Cheers,

s22

s22

The Project Office | Department of the Prime Minister and Cabinet  
s22

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**From:** s22  
**Sent:** Tuesday, 24 November 2015 5:07 PM  
**To:** s22  
**Cc:**  
**Subject:** [SEC=PROTECTED, DLM=Sensitive:Cabinet]  
**Importance:** High

Hi s22

Attached is our draft script for Min Pyne's video message re Innovation and Science Agenda.

We need to check we aren't doubling up on what the PM may say in his message.

Are you able to get to get this cleared by COB tomorrow? Hoping to film on Thursday.

Cheers

s22

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Design and Digital Communications  
Corporate Network

s22

Department of Industry, Innovation and Science | [www.industry.gov.au](http://www.industry.gov.au)

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## **National Innovation and Science Agenda**

### **Introductory video – Minister for Industry, Innovation and Science**

Technology and science are changing the way we live our lives, the way we work and the way our economy grows.

What we consider cutting-edge today our children will look back on as ancient history.

As we make the transition to a 21<sup>st</sup> century economy, we need to actively encourage innovation to grow the jobs of the future and ensure Australia remains a high-wage, generous social service provider and a first-world economy.

Innovation is everyone's business.

It can happen in the classroom, on the land, in businesses and in every job, industry and sector of the economy.

Australia's best resource is its people and we all need to work together to transform our future.

The National Innovation and Science Agenda will ...

... help innovative businesses and support entrepreneurs ...

... change the way our world-class research and businesses work together ...

... build on our strengths in science and exponentially grow the way we commercialise our ideas ...

... and prepare young Australians for the opportunities of the future, making sure they have the skills they need to create new ideas, turn those ideas into reality and reap the rewards of taking risks, learning from failure and embracing opportunity.



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**From:** s22  
**Sent:** Wednesday, 2 December 2015 10:59  
**To:** Williamson, Elizabeth  
**Subject:** RE: PMs video for NISA website ~~[SEC=PROTECTED]~~

~~PROTECTED~~

Hi Liz

We don't know the timing of the recording and haven't seen a transcript. I just had a chat with the internal speechwriter s22 who said the PMO is drafting the content and last she heard they hadn't locked down a time for filming given the PM's recent travel. But our comms area is following up with the office on timing.

Cheers,

s22

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**From:** Williamson, Elizabeth  
**Sent:** Wednesday, 2 December 2015 10:51 AM  
**To:** s22  
**Subject:** FW: PMs video for NISA website ~~[SEC=PROTECTED]~~

~~PROTECTED~~

You haven't heard when the PM's video is being done have you?

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**From:** s22  
**Sent:** Wednesday, 2 December 2015 7:58 AM  
**To:** s22  
**Cc:** Williamson, Elizabeth  
**Subject:** PMs video for NISA website ~~[SEC=PROTECTED]~~

Morning s22

Are you able to help me re the PMs video? I am assuming it is being done tomorrow or Friday. I am wondering when I can receive a copy so we can top and tail to make consistent with the Minister's video and have ready for the website.

With thanks

s22

s22

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