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Vaughan, Sharyn

From: Mayall, Deb
Sent: Thursday, 15 March 2018 2:51 PM
To: Black, Jane; McDonald, Melinda; Godfrey, Emma; Vaughan, Sharyn
Subject: RE: Draft media release re Birubi (Indigenous art matter at Commission 14 March 2018)
[SEC=UNCLASSIFIED]

Security Classification: UNCLASSIFIED

I think this will also require adjustment given counsel's amendments to the CS ... although I note they are subject to discussion.

Thanks, Deb

Deborah Mayall

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The ACCC acknowledges the traditional owners and custodians of Country throughout Australia and recognises their continuing connection to the land, sea and community. We pay our respects to them and their cultures; and to their Elders past, present and future.

From: Black, Jane
Sent: Thursday, 15 March 2018 3:16 PM
To: McDonald, Melinda <melinda.mcdonald@acc.gov.au>; Mayall, Deb <deb.mayall@acc.gov.au>; Godfrey, Emma <emma.godfrey@acc.gov.au>; Vaughan, Sharyn <sharyn.vaughan@acc.gov.au>
Subject: RE: Draft media release re Birubi (Indigenous art matter at Commission 14 March 2018)
[SEC=UNCLASSIFIED]

Hi all,

I have some concerns about the first quote attributed to ACCC. What I think we are trying to achieve by this quote/paragraph is to explain what is wrong with Birubi's conduct.

CURRENT "Birubi's alleged conduct is damaging as it misleads people who think they are buying genuine Aboriginal art. This has the potential to undermine the integrity of Aboriginal art, and negatively impact Indigenous artists who deserve to be paid for their works," ACCC Deputy Chair Delia Rickard said."

I think the current version of the para is too strong and doesn't reflect the make-up of the products:

- Trisha Mason receives 5% of the royalty
- it is art that is created by an Aboriginal artist

POSSIBLE ALTERNATIVE: "Birubi's alleged conduct is damaging as it misleads people who think they are buying a product that is made by an Indigenous Australian in Australia. This has the potential to undermine the integrity of Indigenous art and negatively impact Indigenous artists as authentic products just can't compete."

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The above suggestion on possible alternative is not something that I am tied to, but I think the current version risks inaccuracies in our media release.

Jane

From: Anderson, Michael
Sent: Thursday, 15 March 2018 3:12 PM
To: Black, Jane <jane.black@acc.gov.au>
Cc: McDonald, Melinda <melinda.mcdonald@acc.gov.au>; Mayall, Deb <deb.mayall@acc.gov.au>; Godfrey, Emma <emma.godfrey@acc.gov.au>; Vaughan, Sharyn <sharyn.vaughan@acc.gov.au>
Subject: RE: Draft media release re Birubi (Indigenous art matter at Commission 14 March 2018) [SEC=UNCLASSIFIED]

Afternoon team, please note some suggested amendments attached for your review. I believe it still incorporates the correct references as discussed at the Indigenous Outreach meeting the other day, but apologies in advance if we've changed something we shouldn't have.

Happy to discuss any aspects of this one further if you wish.

Regards,

Michael Anderson

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From: Black, Jane
Sent: Tuesday, 13 March 2018 12:24 PM
To: Anderson, Michael <michael.anderson@acc.gov.au>; ACCC media <media@acc.gov.au>
Cc: McDonald, Melinda <melinda.mcdonald@acc.gov.au>; Mayall, Deb <deb.mayall@acc.gov.au>; Godfrey, Emma <emma.godfrey@acc.gov.au>; Vaughan, Sharyn <sharyn.vaughan@acc.gov.au>
Subject: Draft media release re Birubi (Indigenous art matter at Commission 14 March 2018) [SEC=UNCLASSIFIED]

Hello media team,

The Commission will be asked to make a decision this Wednesday (14 March 2018) re whether to institute proceeding or not against Birubi Art Pty Ltd (Birubi).

The team working on the Birubi matter have drafted the attached media release should the Commission supporting the recommendation to institute proceedings.

The concise statement is still being finalised, we hope to have this completed this week and circulated to Commissioners before the meeting or after the Commission meeting (and before filing).

Ideally the media release would be finalised **this Friday**. Can you please advise if this timeline is possible for the media team and what else you need from us.

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General Manager Melinda McDonald has approved the text of this media release in its current form.

I will be not available Wednesday from lunchtime and all day Thursday, so please direct questions to Sharyn Vaughan during this time.

Kind regards,

Jane Black

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Australian Competition & Consumer Commission

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