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Vaughan, Sharyn

From: Vaughan, Sharyn
Sent: Friday, 16 March 2018 8:14 AM
To: McDonald, Melinda; Mayall, Deb; Black, Jane; Godfrey, Emma
Subject: RE: Draft media release re Birubi (Indigenous art matter at Commission 14 March 2018)
[SEC=UNCLASSIFIED]

Security Classification:
UNCLASSIFIED

I agree, Didj – multiple pics, I'll send them to Matt

Sharyn Vaughan

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From: McDonald, Melinda
Sent: Friday, 16 March 2018 7:09 AM
To: Mayall, Deb <deb.mayall@acc.gov.au>; Black, Jane <jane.black@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]

I agree message stone is best avoided, but equally express refs to Trisha Mason also to be avoided. So, think go with didgeridoo only, but multiple pics, ta

Sent with Good (www.good.com)

-----Original Message-----

From: Mayall, Deb
Sent: Friday, March 16, 2018 07:28 AM AUS Eastern Standard Time
To: McDonald, Melinda; Black, Jane; Godfrey, Emma; Vaughan, Sharyn
Subject: RE: Draft media release re Birubi (Indigenous art matter at Commission 14 March 2018)
[SEC=UNCLASSIFIED]

Whilst the message stone image would be simpler, i think it's best to use an aboriginal cultural object. I would also go with the didgeridoo.

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Deborah Mayall
A/g Deputy General Counsel
Competition & Consumer Law Unit
Legal & Economic Division
Australian Competition and Consumer Commission

-----Original Message-----

From: McDonald, Melinda
Sent: Thursday, March 15, 2018 11:13 PM AUS Eastern Standard Time
To: Black, Jane; Mayall, Deb; Godfrey, Emma; Vaughan, Sharyn
Subject: RE: Draft media release re Birubi (Indigenous art matter at Commission 14 March 2018)
[SEC=UNCLASSIFIED]

Oh, I forgot to mention, if we want an image of another product, we could use the message stone in the packet which again isn't related to Trisha Mason, and which makes the hand painted and aboriginal art claims. Thanks, Melinda

Melinda McDonald
General Manager | Enforcement Queensland and Northern Territory
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From: McDonald, Melinda
Sent: Thursday, 15 March 2018 10:11 PM
To: Black, Jane <Jane.Black@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)
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Many thanks Jane, appreciate your thoughtful approach to the MR completion. I agree the quote now needs work, and think its original drafting or your words are better. Also agree with your reservation re the images.

I have had a look tonight, and wonder whether we're not better off just using images of the didgeridoo – the image proposed of it, plus an image of the tag, which has at the end of the text that it is individually handcrafted and painted. I am attracted to using an image of a piece not related to Trisha Mason art at all.

I will have another look at Michael's edit now, and come back to this group with some proposed markup. Thanks, Melinda

Melinda McDonald
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From: Black, Jane
Sent: Thursday, 15 March 2018 3:24 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>
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Hi,

Second thing, I'm concerned that we have put an image in that does not reflect what was bought.

Looking at the three images together, it would be easy for a person will connect the image of the front yellow boomerang with the back of the boomerang. As I understand it the yellow boomerang has a Trisha Mason sticker on the back.

Happy to chat about this tomorrow as it sounds like the CS may impact the MR content.

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)
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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

Assistant Director, Media and Internal Communications | Strategic Communications Branch
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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

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<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.

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

Senior Investigator | Queensland and Northern Territory | Enforcement

Australian Competition & Consumer Commission

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