

From: Tom Rogers
Sent: Wed, 7 Apr 2021 07:54:49 +1000
To: Jeff Pope
Cc: Evan Ekin-Smyth;holly@aec.gov.au
Subject: FW: Laming Facebook pages without political authorisation [SEC=OFFICIAL]

JP - as discussed.

T.J. Rogers
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From: media <media@aec.gov.au>
Date: Wednesday, 07 Apr 2021, 07:49
To: Tom Rogers <Tom.Rogers@aec.gov.au>, Tim Courtney <Tim.Courtney@aec.gov.au>
Cc: media <media@aec.gov.au>, David Lang <David.Lang@aec.gov.au>, Bernadette O'Meara <Bernadette.OMeara@aec.gov.au>, Holly Castro <Holly.Castro@aec.gov.au>, Julie Igglesden <Julie.Igglesden@aec.gov.au>
Subject: FW: Laming Facebook pages without political authorisation [SEC=OFFICIAL]

FYI - ^{s 47F} [REDACTED] from The Guardian is following up [her piece from yesterday](#) re Laming FB accounts.

I think there is a decent fresh story in it for her leading with whatever our response will be. My email to LS below refers, including the highlighted sentence.

Happy to discuss this morning.
 Cheers, Evan

Evan Ekin-Smyth
 Principal Media Advisor
 Australian Electoral Commission
 T: (02) 6271 4419 X: 21085 M: ^{s 47F} [REDACTED]
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From: media <media@aec.gov.au>
Sent: Wednesday, 7 April 2021 7:40 AM
To: Louise Parrott <Louise.Parrott@aec.gov.au>; Andrew Johnson <Andrew.Johnson@aec.gov.au>
Cc: media <media@aec.gov.au>
Subject: FW: Laming Facebook pages without political authorisation[SEC=OFFICIAL]

Louise / Andrew - see the below enquiry from the Guardian, which is an expected follow-up to their earlier published piece on the matter. A fresh angle of media scrutiny on the under fire Mr Laming.

The journalist is looking for a yes or no around whether these pages meet the definition of electoral matter and therefore whether they should contain an electoral authorisation. If the answer is yes, the question she's also asking is what action we will take.

The third option for us in terms of this media response is a holding line that 'we are reviewing the material with reference to the requirements of the Electoral Act' - with background info re the requirements that they already know.

The three different options for response will no doubt be categorised as 'AEC pursuing Laming for wrong-doing', 'AEC lacking teeth yet again', or 'AEC investigating'.

Whatever our interim answer is I think we should aim to give it by early afternoon - and I will give the journalist a line about a forthcoming response 'today'.

Let me know an ETA. I'm also happy to come up to level 6 to discuss. I'll provide a separate heads-up email to Tim / Tom.

Cheers
Evan

Sent with BlackBerry Work
(www.blackberry.com)

From ^{s 47F} [REDACTED] <[\[REDACTED\]@theguardian.com](mailto:[REDACTED]@theguardian.com)>
Date: Tuesday, 06 Apr 2021, 5:04 pm
To: media <media@aec.gov.au>
Subject: Laming Facebook pages without political authorisation

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Hi Evan, as discussed, here is the story,
<https://www.theguardian.com/australia-news/2021/apr/06/liberal-mp-andrew-laming-used-dozens-of-facebook-pages-to-promote-lnp-and-attack-opponents>

And have a look at ^{s 47F} [REDACTED]'s Tweets which have pulled out some examples from some of the pages which he says suggests disclosure required.
[https://twitter.com/\[REDACTED\]/status/1379303705447591936?s=20](https://twitter.com/[REDACTED]/status/1379303705447591936?s=20)

Also keen to know if paid advertising makes any difference or not to the requirement of disclosure.

Thanks so much.

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s 47F

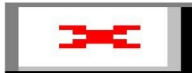


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