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Vaughan, Sharyn

From: Black, Jane
Sent: Monday, 12 March 2018 1:38 PM
To: Anderson, Michael
Subject: FW: Birubi media release and exec brief [SEC=UNCLASSIFIED]

Hi Michael,

We have nearly finished drafting the MR and Exec brief, we hope to have these to you later today.

I was looking to chat to you re Aboriginal media.

Cheers, Jane

From: Black, Jane
Sent: Friday, 9 March 2018 11:54 AM
To: Anderson, Michael <Michael.Anderson@acc.gov.au>
Cc: Vaughan, Sharyn <Sharyn.Vaughan@acc.gov.au>
Subject: Birubi media release and exec brief [SEC=UNCLASSIFIED]

Hi Michael,

We are at the Commission this Wednesday, and the Commission may decide to institute proceedings against Birubi. We plan to do a media release next week following Commission (pending their decision, and successful filing).

Some things I need from you:

- I would like to talk through exec brief timelines and sign offs with you
- I would like copies of exec brief for consumer matters that have been instituted recently, e.g.:
 - o <https://www.acc.gov.au/media-release/acc-takes-action-against-ashley-martin-for-alleged-unfair-contract-terms>
 - o <https://www.acc.gov.au/media-release/woolworths-allegedly-misleads-on-environmental-claims>
 - o We already have Jayco
- I want to understand what contact in aboriginal media the ACCC media team has, and if there is a specific plan for getting the word out to these. Birubi will be of interest to these outlets

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- Who is likely to do media on this (from Commissioners)

Thanks,

Jane Black

Senior Investigator | Queensland and Northern Territory | Enforcement

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<<http://www.accc.gov.au>> www.accc.gov.au

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.

Jane Black