

Released under FOI

Vaughan, Sharyn

From: Vaughan, Sharyn
Sent: Friday, 16 March 2018 2:38 PM
To: Black, Jane
Subject: RE: READ ONLY - D18-33210 Enf - Admin Other - Birubi DRAFT Media release 2 [SEC=UNCLASSIFIED]

Security Classification:
UNCLASSIFIED

Oh gotchya, crazy

Sharyn Vaughan

Acting Regional Director | Enforcement Queensland and Northern Territory
Australian Competition & Consumer Commission
Level 8 | 9 Cavenagh Street Darwin
T: 08 8946 9607 | M: 0407 960 732
(internal only conference line 08 8946 9611)
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.

[Your Rights Mob Facebook](#)

From: Black, Jane
Sent: Friday, 16 March 2018 2:29 PM
To: Vaughan, Sharyn <sharyn.vaughan@acc.gov.au>
Subject: RE: READ ONLY - D18-33210 Enf - Admin Other - Birubi DRAFT Media release 2 [SEC=UNCLASSIFIED]

No, I am at home now. That email hadn't sent properly this morning so it just left my outbox..

From: Vaughan, Sharyn
Sent: Friday, 16 March 2018 3:58 PM
To: Black, Jane <jane.black@acc.gov.au>; McDonald, Melinda <melinda.mcdonald@acc.gov.au>; Godfrey, Emma <emma.godfrey@acc.gov.au>; Mayall, Deb <deb.mayall@acc.gov.au>
Cc: Scott, Christine <christine.scott@acc.gov.au>
Subject: RE: READ ONLY - D18-33210 Enf - Admin Other - Birubi DRAFT Media release 2 [SEC=UNCLASSIFIED]

Thanks Jane, the MR is with Wendy but as we know can always be changed, we'll see what Wendy thinks of our current draft..

Are you just flying out now? I thought you were landing now, you poor thing, what a pain.

s

Sharyn Vaughan

Acting Regional Director | Enforcement Queensland and Northern Territory

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Your Rights Mob Facebook

From: Black, Jane

Sent: Friday, 16 March 2018 2:25 PM

To: McDonald, Melinda <melinda.mcdonald@acc.gov.au>; Vaughan, Sharyn <sharyn.vaughan@acc.gov.au>; Godfrey, Emma <emma.godfrey@acc.gov.au>; Mayall, Deb <deb.mayall@acc.gov.au>

Cc: Scott, Christine <christine.scott@acc.gov.au>

Subject: RE: READ ONLY - D18-33210 Enf - Admin Other - Birubi DRAFT Media release 2 [SEC=UNCLASSIFIED]

Hi,

I am about to get on a plane back to Darwin, this is a suggestion for the paragraph we are grappling with that avoids using the words authentic aboriginal art/offsets the clash with Trisha Mason products. I am not in the loop with some of the conversations you may be having, so it may be off the mark.

I agree with Melinda re using quotation marks around "aboriginal" in the headline, we risk being seen to ignore Trisha Mason.

"Birubi's alleged conduct is damaging as consumer's think they are choosing an Australian made and Aboriginal made product, but it is made in Indonesia. As well as misleading consumers, this has the potential to undermine the integrity of Indigenous art and cultural objects."

Jane

From: McDonald, Melinda

Sent: Thursday, 15 March 2018 11:25 PM

To: Black, Jane <jane.black@acc.gov.au>; Vaughan, Sharyn <sharyn.vaughan@acc.gov.au>; Godfrey, Emma <emma.godfrey@acc.gov.au>; Mayall, Deb <deb.mayall@acc.gov.au>

Cc: Scott, Christine <christine.scott@acc.gov.au>

Subject: READ ONLY - D18-33210 Enf - Admin Other - Birubi DRAFT Media release 2 [SEC=UNCLASSIFIED]

Hi all, pls see attached my comments on the strat comms edit. See what you think – only a bit more markup in the doc re the quote, plus I think both the title and the images need work. See comments. Keen for your views in the am. Thanks, Melinda