

**From:** Adam Coenraads  
**Sent:** Wed, 7 Apr 2021 13:12:40 +1000  
**To:** Tom Rogers;Holly Castro  
**Subject:** RE: Guardian response re Laming FB authorisation [SEC=OFFICIAL]

S 22

Best regards,  
Adam

**Adam Coenraads | ECANZ Secretariat | Commission Secretariat**  
National Executive  
Australian Electoral Commission  
T: (02) 6271 4785 X: 21409 M: S 47F



**AEC**

Australian Electoral Commission

Make sure you're **enrolled to vote.**  
Visit [www.aec.gov.au](http://www.aec.gov.au)

---

**From:** Tom Rogers <Tom.Rogers@aec.gov.au>  
**Sent:** Wednesday, 7 April 2021 12:01 PM  
**To:** Holly Castro <Holly.Castro@aec.gov.au>  
**Cc:** Adam Coenraads <Adam.Coenraads@aec.gov.au>  
**Subject:** RE: Guardian response re Laming FB authorisation [SEC=OFFICIAL]

I think so – but pop in to discuss when back.

**Tom Rogers | Electoral Commissioner**  
Australian Electoral Commission  
T: (02) 6271 4400 X: 21000



**AEC**

Australian Electoral Commission

Make sure you're **enrolled to vote.**  
Visit [www.aec.gov.au](http://www.aec.gov.au)

---

**From:** Holly Castro <[Holly.Castro@aec.gov.au](mailto:Holly.Castro@aec.gov.au)>  
**Sent:** Wednesday, 7 April 2021 11:44 AM  
**To:** Tom Rogers <[Tom.Rogers@aec.gov.au](mailto:Tom.Rogers@aec.gov.au)>  
**Cc:** Adam Coenraads <[Adam.Coenraads@aec.gov.au](mailto:Adam.Coenraads@aec.gov.au)>  
**Subject:** FW: Guardian response re Laming FB authorisation [SEC=OFFICIAL]

Hi Tom – now that we have a way forward on this. Did you want to notify the S 47F?

Would you like me to send an email to her – just as an FYI – that we just wanted to alert her to some recent media activity regarding this matter and that we will be investigating regarding requirement for authorisation?

Kind regards,

Holly

**Holly Castro | Chief of Staff**

National Executive | Australian Electoral Commission

T: (02) 6271 4523 X: 21260 M: [REDACTED]



**AEC**

Australian Electoral Commission

Make sure you're **enrolled to vote.**

Visit [www.aec.gov.au](http://www.aec.gov.au)

---

**From:** media <[media@aec.gov.au](mailto:media@aec.gov.au)>

**Sent:** Wednesday, 7 April 2021 11:40 AM

**To:** Tom Rogers <[Tom.Rogers@aec.gov.au](mailto:Tom.Rogers@aec.gov.au)>; media <[media@aec.gov.au](mailto:media@aec.gov.au)>; Executive Leadership Team <[ExecutiveLeadershipTeam@aec.gov.au](mailto:ExecutiveLeadershipTeam@aec.gov.au)>

**Subject:** RE: Guardian response re Laming FB authorisation [SEC=OFFICIAL]

Hi all,

Guardian Australia have [published our response](#) as part of their live news blog.

11m ago

11:27



Sarah Martin

The Australian Electoral Commission has confirmed that it will investigate Liberal National MP Andrew Laming over more than 30 Facebook pages that he operates without any disclosure of his involvement.

As reported by us on Tuesday, Laming has set up dozens of Facebook pages under the guise of community and news groups, including one that poses as a fake education institute.

According to the Australian Electoral Commission, political authorisation is required for “information that is a matter communicated, or intended to be communicated, for the dominant purpose of influencing the way electors vote in a federal election”.

**“** *This includes, but is not limited to, a communication that expressly promotes or opposes a candidate, political party, member or senator.*

The disclosure laws, which were updated following the 2016 election, also explicitly include social media posts, requiring authorisation details either in the message or through the page’s biography details.

Laming is currently on leave for clinical and empathy counselling following revelations that he stalked two Brisbane online and took a cover photograph of a woman’s bottom with her underwear exposed.

Kind regards,

**Alex Morris | Digital and Social Media Manager**

Communications Section | Digital Technology & Communications Branch

Australian Electoral Commission

T: (02) 6271 4786 X: 21303 M: <sup>S 47F</sup>



**AEC**

Australian Electoral Commission

Make sure you’re **enrolled to vote.**

Visit [www.aec.gov.au](http://www.aec.gov.au)

---

**From:** Tom Rogers <[Tom.Rogers@aec.gov.au](mailto:Tom.Rogers@aec.gov.au)>  
**Sent:** Wednesday, 7 April 2021 11:27 AM  
**To:** media <[media@aec.gov.au](mailto:media@aec.gov.au)>; Executive Leadership Team  
 <[ExecutiveLeadershipTeam@aec.gov.au](mailto:ExecutiveLeadershipTeam@aec.gov.au)>  
**Subject:** RE: Guardian response re Laming FB authorisation [SEC=OFFICIAL]

Thanks, Evan – we'll need to make sure we move pretty smartly with this.

**Tom Rogers | Electoral Commissioner**  
 Australian Electoral Commission  
 T: (02) 6271 4400 X: 21000

---



**AEC**

Australian Electoral Commission

Make sure you're **enrolled to vote**.  
 Visit [www.aec.gov.au](http://www.aec.gov.au)

---

**From:** media <[media@aec.gov.au](mailto:media@aec.gov.au)>  
**Sent:** Wednesday, 7 April 2021 11:25 AM  
**To:** Executive Leadership Team <[ExecutiveLeadershipTeam@aec.gov.au](mailto:ExecutiveLeadershipTeam@aec.gov.au)>  
**Cc:** David Lang <[David.Lang@aec.gov.au](mailto:David.Lang@aec.gov.au)>; Bernadette O'Meara <[Bernadette.OMeara@aec.gov.au](mailto:Bernadette.OMeara@aec.gov.au)>;  
 media <[media@aec.gov.au](mailto:media@aec.gov.au)>; Louise Parrott <[Louise.Parrott@aec.gov.au](mailto:Louise.Parrott@aec.gov.au)>; Justin Sowden  
 <[Justin.Sowden@aec.gov.au](mailto:Justin.Sowden@aec.gov.au)>; Alex Morris <[Alex.Morris@aec.gov.au](mailto:Alex.Morris@aec.gov.au)>; Mark Batistich  
 <[Mark.Batistich@aec.gov.au](mailto:Mark.Batistich@aec.gov.au)>; Isabella McCormick <[Isabella.McCormick@aec.gov.au](mailto:Isabella.McCormick@aec.gov.au)>  
**Subject:** FYI: Guardian response re Laming FB authorisation [SEC=OFFICIAL]

Hi all

The below response has now been sent to The Guardian. The response simply confirms our investigation of the matter and otherwise provides minor extraneous details re application of the law. Receipt has been acknowledged & we can expect a follow-up article very soon with AEC investigation as a lead.

#### Twitter activity

There is a reasonable level of Twitter activity on the matter off the back of tweets like the ones below. The general response in relation to the AEC – from members of the public - is a mixture of “don't expect AEC to do anything”, “the AEC is biased so won't take action” and “they don't have any power to take action”. As is standard on the channel – purple signs have been raised a number of times.

We will monitor Twitter traffic and provide some select responses – based on the below enquiry response.

Cheers  
 Evan



**Virginia Trioli** @LaTrioli · 17h

What. A. Story.



180 584 1.7K



**Sarah Martin** @msmarto · 20h

New from me: Liberal MP Andrew Laming has set up dozens of Facebook pages to attack his opponents, including a fake "institute" and phoney community news pages



122 671 1.2K

**Evan Ekin-Smyth**

Principal Media Advisor

Australian Electoral Commission

T: (02) 6271 4419 X: 21085 M s 47F

[www.aec.gov.au/media](http://www.aec.gov.au/media)



**AEC**

Australian Electoral Commission

Make sure you're **enrolled to vote.**

Visit [www.aec.gov.au](http://www.aec.gov.au)



---

**From:** media <[media@aec.gov.au](mailto:media@aec.gov.au)>  
**Sent:** Wednesday, 7 April 2021 11:04 AM  
**To:** <sup>s 47F</sup> [REDACTED] <[\[REDACTED\]@theguardian.com](mailto:[REDACTED]@theguardian.com)>  
**Cc:** media <[media@aec.gov.au](mailto:media@aec.gov.au)>  
**Subject:** RE: Laming Facebook pages without political authorisation [SEC=OFFICIAL]

H <sup>s 47F</sup> [REDACTED]

Apologies for not getting back to you earlier.

As discussed yesterday afternoon, the AEC looks at information either referred to us or available in the public domain - including through media coverage. If there is a potential application of the *Commonwealth Electoral Act 1918* then we follow up on that information.

With regard to the Facebook activity mentioned in your article published yesterday, I can confirm that we will be investigating the requirement for electoral authorisation.

Again as discussed – and as outlined in our [electoral backgrounder on authorisations](#) – a key purpose of the authorisation laws is to allow voters to know who is communicating. To require an authorisation statement the communication needs to be deemed ‘electoral matter’. I’ve pasted a screen shot from the electoral backgrounder that provides a dot point around unpaid content by disclosure entities being one of the tests for determining if a piece of communication is ‘electoral matter’.

*Q. What is an electoral communication?*

**A.** An electoral communication is the communication of ‘electoral matter’:

- in the form of ‘paid for’ advertisements, including where all or only part of the distribution or production of the advertisement was ‘paid for’;
- in the form of promotional items, such as stickers, fridge magnets, leaflets, flyers, pamphlets, notices, posters and how-to-vote cards; or
- by, or on behalf of, a disclosure entity, that is intended to affect voting in a federal election.

Cheers  
 Evan

**Evan Ekin-Smyth**  
 Australian Electoral Commission  
 T: (02) 6271 4419 X: 21085 M: <sup>s 47F</sup> [REDACTED]  
[www.aec.gov.au/media](http://www.aec.gov.au/media)



Make sure you're **enrolled to vote**.  
 Visit [www.aec.gov.au](http://www.aec.gov.au)

---

**From:** <sup>s 47F</sup> [REDACTED] <[\[REDACTED\]@theguardian.com](mailto:[REDACTED]@theguardian.com)>  
**Sent:** Tuesday, 6 April 2021 5:04 PM

To: media <[media@aec.gov.au](mailto:media@aec.gov.au)>

Subject: Laming Facebook pages without political authorisation

**CAUTION:** This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

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 <sup>s 47F</sup> [REDACTED] Tweets which have pulled out some examples from some of the pages which he says suggests disclosure required.

[https://twitter.com/<sup>s 47F</sup> \[REDACTED\] status/1379303705447591936?s=20](https://twitter.com/<sup>s 47F</sup> [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.

--

<sup>s 47F</sup> [REDACTED]

Chief political correspondent  
The Guardian | Australia

<sup>s 47F</sup> [REDACTED]

<sup>s 47F</sup> [REDACTED]

[@theguardian.com](https://theguardian.com)

twitter: @<sup>s 47F</sup> [REDACTED]

**The  
Guardian**

<sup>s 47F</sup> [REDACTED]

Parliamentary Press Gallery  
Parliament House, Canberra, ACT 2600  
[theguardian.com/au](https://theguardian.com/au)

Download the Guardian app for [Android](#) and [iOS](#)

---

This e-mail and all attachments are confidential and may also be privileged. If you are not the named recipient, please notify the sender and delete the e-mail and all attachments immediately. Do not disclose the contents to another person. You may not use the information for any purpose, or store, or copy, it in any way. Guardian News & Media Limited is not liable for any computer viruses or other material transmitted with or as part of this e-mail. You should employ virus checking software.

Guardian News & Media Limited is a member of Guardian Media Group plc. Registered Office: PO Box 68164, Kings Place, 90 York Way, London, N1P 2AP. Registered in England Number 908396

