

**From:** Tom Rogers  
**Sent:** Wed, 7 Apr 2021 16:14:11 +1000  
**To:** Evan Ekin-Smyth  
**Cc:** Louise Parrott; Executive Leadership Team  
**Subject:** RE: FOR INFORMATION: Laming matter - enquiries, coverage & social [SEC=OFFICIAL]

Thanks Evan – please keep me in the loop with this, but I'd like to approve any formal responses before they go out (obv not social media).

Many thanks,

T

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



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**From:** Evan Ekin-Smyth <Evan.Ekin-Smyth@aec.gov.au>  
**Sent:** Wednesday, 7 April 2021 4:06 PM  
**To:** Executive Leadership Team <ExecutiveLeadershipTeam@aec.gov.au>  
**Cc:** Louise Parrott <Louise.Parrott@aec.gov.au>; Authorisation Section <authorisationsection@aec.gov.au>; David Lang <David.Lang@aec.gov.au>; Julie Igglesden <Julie.Igglesden@aec.gov.au>; Bernadette O'Meara <Bernadette.OMeara@aec.gov.au>; Mark Batistich <Mark.Batistich@aec.gov.au>; Alex Morris <Alex.Morris@aec.gov.au>; Isabella McCormick <Isabella.McCormick@aec.gov.au>  
**Subject:** FOR INFORMATION: Laming matter - enquiries, coverage & social [SEC=OFFICIAL]

Good afternoon

A quick summation of the comms around the matter today.

### Media enquiries

- Initial response provided to The Guardian mid-morning, followed by twelve others
  - s 47F (ABC TV), ABC 730, 7 News, Ten News, AAP, The Project, News Corp – gallery, The Aus, Brisbane Times, Nine News, 2GB
- Follow-up enquiry received from The Guardian
  - A text exchange occurred re the background to civil penalties
- Fair to expect media questions re results in just a matter of days I suspect

**Coverage**

A large amount of media coverage. The initial [Guardian follow-up article](#) - followed by a range of other online and broadcast content of a similar ilk. Would expect standard TV

- **ABC radio:** news headlines
  - Example audio attached
- **Herald Sun:** [Queensland MP Andrew Laming under investigation from AEC over Facebook posts](#)
  - & other News Ltd titles
- **AAP:** [LNP MP under scrutiny over Facebook pages](#)
  - published in a host of country papers
- **The Australian:** [AEC to probe Andrew Laming over Facebook pages](#)
- **Brisbane Times:** [Electoral watchdog to investigate Andrew Laming's Facebook pages](#)

**Social media**

- A wave of activity on social media, centred primarily on Twitter
  - Approximately 600 mentions of the matter since 10am, with a potential reach of around 5m users
    - This shows that it is largely journalists with big follower bases and relatively small secondary conversations
    - The graph below shows how quickly something rises and falls on social
  - Very low number of Facebook mentions - primarily from profiles that regularly advocate for one side of politics, and criticise the other
- A relatively small number of users have provided commentary about the AEC's integrity (or perceived lack thereof – see typical example below)
  - However, the vast majority of posts on the matter have been simple retweets of journalists and news outlets 'breaking' the story.



**Nigel Bell**  
@NigelBell19



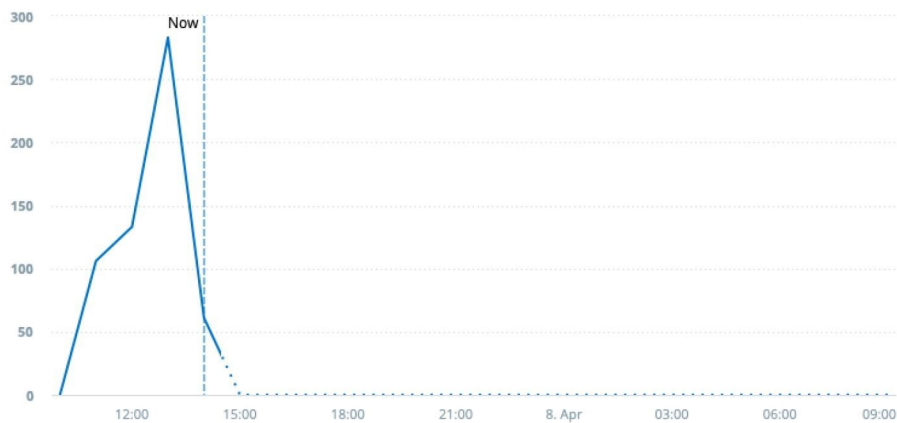
Replying to [@hilly\\_syd](#) [@AusElectoralCom](#) and 4 others

meh, nothing, absolutely nothing will get done, regardless of whatever honest attempt is made by the staff of the AEC. Management will quietly bend to pressure from the PMO.

3:33 PM · Apr 7, 2021 from Brisbane, Queensland · Twitter for Android

Mentions	Avg Mentions / day
<b>583</b>	<b>583</b>
Authors	Estimated Impressions
<b>540</b>	<b>4.87M</b>

Activity by topic



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