

From: Jeff Pope
Sent: Wed, 7 Apr 2021 18:29:08 +1000
To: Evan Ekin-Smyth; Executive Leadership Team
Cc: Louise Parrott; Authorisation Section; David Lang; Julie Igglesden; Bernadette O'Meara; Mark Batistich; Alex Morris; Isabella McCormick
Subject: RE: FOR INFORMATION: Laming matter - enquiries, coverage & social [SEC=OFFICIAL]

Thanks Evan, appreciate the comprehensive update and as you say – a good case study on how quickly and widely these things can move. One I think we should share with our state managers as part of AEO school as it will be good context for them to understand that you can't sit on this sort of stuff!

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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
 - § 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
583	583
Authors	Estimated Impressions
540	4.87M

Activity by topic



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