

From: [Foster, Stephanie](#)
To: [Gaetjens, Phil](#)
Cc: [Martin, Gerard](#); [Fitzgerald, Susan](#)
Subject: Media Monitoring Report - gender-inclusive bathroom signs [SEC=OFFICIAL]
Date: Thursday, September 5, 2019 1:31:04 PM

OFFICIAL

Phil

There have been only two articles since Monday – with no specific mention of you since the signs have been removed.

As you know, coverage of this issue spiked on 29, 30 and 31 August after s22 [REDACTED] sparked interest. For information, also included below is the report from last week.

While coverage has slowed since then, PM&C was approached for comment by 5 journalists yesterday and today—which we expect will lead to further coverage. Each journalist asked who made the decision to remove the signs—to which the department gave the following response: “The signs have been removed. This was a decision of the Department’s Executive.” I have spoken with all members of the Executive about this.

Journalists who have approached PM&C directly

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Journalists who have covered the issue in general

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Note: this does not capture news bulletins or newswire stories – which spread syndicated content

across state and local radio, TV and print.

Thanks to Gerard for pulling the information together.

Cheers, Stephanie.

s 22



From: [Foster, Stephanie](#)
To: [Gaetjens, Phil](#)
Cc: [Fitzgerald, Susan](#)
Subject: Re: PM&C media wrap-up - Thursday 5 September [SEC=OFFICIAL]
Date: Thursday, September 5, 2019 9:41:33 PM

Phil, we should see how the media plays out from here but I think the “less is more” strategy right now is right. Possibly best to talk in the morning if necessary.

s22

Cheers, S.

Stephanie Foster
Deputy Secretary Governance
Department of the Prime Minister and Cabinet
(02) 6271-5303
s 22

Sent from my iPhone

On 5 Sep 2019, at 7:48 pm, Gaetjens, Phil <Phil.Gaetjens@pmc.gov.au> wrote:

In hindsight it may have been better to add some context rather than just focus on the singular issue of signs coming down. So if there is any follow up I would add that there was no change to the Department’s policy (which recognised best accommodation for gender identity but did not mention signs) and that the LGBTI+ community was consulted before signs were removed (ie a respectful process was undertaken). In no way should this be expressed defensively.

If there is no follow-up, let’s not prolong media commentary.

Phil
Sent from my iPad

On 5 Sep 2019, at 6:52 pm, PMC Media <Media@pmc.gov.au> wrote:

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<image001.jpg>

PM&C media wrap-up – Thursday 5 September

Please find below a summary of today’s media enquiries. For more information, please contact PM&C Media on media@pmc.gov.au or 6271 6039 (on call: s22).

New enquiries (since last update)

<!--[if !supportLists]-->• <!--[endif]-->Bathroom signs x4

Completed

<!--[if !supportLists]-->• <!--[endif]-->Bathroom signs x4

s22



COMPLETED

Media outlet: s 22

Journalist: s 22

Enquiry: s 22



Response: The signs have been removed. This was a decision of the Department's Executive.

Media outlet: s 22

Journalist: s 22

Enquiry: s 22



Response: The signs have been removed. This was a decision of the Department's Executive.

Media outlet: s 22

Journalist: s 22

Enquiry: s 22

s 22

Response: The signs have been removed. This was a decision of the Department's Executive.

Media outlet: s 22

Journalist: s 22

Enquiry: s 22

Response: The signs have been removed. This was a decision of the Department's Executive.

Kind regards,

PM&C Media

Communications Branch
Department of the Prime Minister and Cabinet
p. (02) 6271 6039 | s22
e. media@pmc.gov.au | w. www.pmc.gov.au

<image002.png>

Note to media: Unless otherwise agreed, the information contained in this email is for background only and not for attribution.