



Australian Government

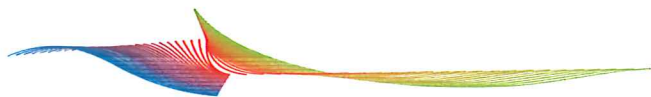
Department of the Prime Minister and Cabinet

ONE NATIONAL CIRCUIT
BARTON

FOI 19/015 – explanatory note

Because of the deletions under section 22(1) of the FOI Act, it is not always clear from the documents themselves who sent or received each email. For ease of reference the below schedule of documents clarifies email recipients.

For the avoidance of doubt, there was no request from the Prime Minister or the Prime Minister's Office to photoshop the image. The Prime Minister's Office was not provided with the image that appeared on the website. They received a series of cropped versions of the image in which the right shoe was not included. The photoshopped image was generated as part of the early design process for the Prime Minister's Christmas card, to test the impact of matching the shoes to the white clothing in the photo. The photoshopped image should have been deleted but was instead incorrectly labelled as final and filed. On 9 December 2018, after a request from the Prime Minister's Office to change the website photo to the Christmas card photo, the incorrectly labelled image was then uploaded to the Prime Minister's website. This was the Department's error.



FOI 19/015 – Schedule of Documents

Document	Pages	Description	Decision	FOI provision
1	1-2	Emails from the Departmental Liaison Officer (DLO) to departmental staff, providing the original unedited image for the Prime Minister's Christmas card.	Release in full	s.22(1)(a)(ii) – irrelevant material deleted
2	3	Email between departmental staff. <ul style="list-style-type: none"> The reference to please “crop out shoes” refers to the original image provided by the Prime Minister's Office. 	Release in full	s.22(1)(a)(ii) – irrelevant material deleted
3	4-7	Emails between departmental staff and the DLO. <ul style="list-style-type: none"> The advice that the shoes had been “cleaned up” is an exchange between departmental officers. 	Release in full	s.22(1)(a)(ii) – irrelevant material deleted
4	8	Emails between departmental staff and advisers in the Prime Minister's Office.	Release in full	s.22(1)(a)(ii) – irrelevant material deleted
5	9	Email between departmental staff <ul style="list-style-type: none"> The reference to “the draft Christmas Cards were provided to [name deleted]” refers to a departmental officer and relates to the email exchange in document 3. 	Release in full	s.22(1)(a)(ii) – irrelevant material deleted
6	10-11	Briefing sent from the Department to advisers in the Prime Minister's Office <ul style="list-style-type: none"> The reference to “the draft Christmas Cards were sent back to the PMO” refers to a departmental officer sending the cards to the DLO, and relates to a cropped version of the final image. 	Release in full	s.22(1)(a)(ii) – irrelevant material deleted
7	12	Timeline prepared for internal briefing. <ul style="list-style-type: none"> The reference to “the email that was sent to PMO” refers to a departmental officer sending an email to the DLO. That email only contained a cropped version of the final image. 	Release in full	s.22(1)(a)(ii) – irrelevant material deleted

s.22(1)(a)(ii)

From: s.22(1)(a)(ii)

Sent: Wednesday, 7 November 2018 12:36 PM

To: s.22(1)(a)(ii) <s.22(1)(a)(ii)@pmc.gov.au>

Cc: s.22(1)(a)(ii) <s.22(1)(a)(ii)@pmc.gov.au>; DLO <s.22(1)(a)(ii)@pm.gov.au>; s.22(1)(a)(ii) <s.22(1)(a)(ii)@pmc.gov.au>

Subject: RE: Christmas Card Mock-Up [SEC=UNCLASSIFIED]

UNCLASSIFIED

Hi s.22(1)(a)(ii)

Thanks for sending through. Best the PMO discusses graphic design needs with s.22(1)(a)(ii)

Cheers

s.22(1)(a)(ii)

s.22(1)(a)(ii)

Digital Communications | Communications Branch

Department of the Prime Minister and Cabinet

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e. s.22(1)(a)(ii)@pmc.gov.au w. pmc.gov.au



The Department acknowledges the traditional owners of country throughout Australia and their continuing connection to land, sea and community. We pay our respects to them and their cultures and to their elders both past and present.

From: s.22(1)(a)(ii)
Sent: Wednesday, 7 November 2018 11:14 AM
To: s.22(1)(a)(ii)
Cc: s.22(1)(a)(ii) ; DLO
Subject: FW: Christmas Card Mock-Up [SEC=UNCLASSIFIED]

UNCLASSIFIED

Hi s.22(1)(a)(ii)

The PMO has provided the attached photo for the Christmas card and would like to speak to the design team. Can I give them your contact details?

Regards

s.22(1)(a)(ii)

From: DLO
Sent: Wednesday, 7 November 2018 11:12 AM
To: s.22(1)(a)(ii) <s.22(1)(a)(ii) [pmc.gov.au](mailto:s.22(1)(a)(ii)@pmc.gov.au)>
Cc: DLO <s.22(1)(a)(ii) [@pm.gov.au](mailto:s.22(1)(a)(ii)@pm.gov.au)>
Subject: Christmas Card Mock-Up [SEC=UNCLASSIFIED]

UNCLASSIFIED

Hi s.22(1)(a)(ii)

The office has provided the attached photo for the PM's Christmas Card. Could you pass this on to the graphic designer to update the mock-up. Also, the office would like to chat to the graphic designer team, do you have their contact details?

Kind regards

s.22(1)(a)(ii) | Senior Departmental Liaison Officer
Office of the Prime Minister, the Hon Scott Morrison MP
MG 8, Parliament House, Canberra ACT 2600
p. (02) s.22(1)(a)(ii) | m. s.22(1)(a)(ii)
e. s.22(1)(a)(ii) [@pm.gov.au](mailto:s.22(1)(a)(ii)@pm.gov.au) | s.22(1)(a)(ii) [pmc.gov.au](mailto:s.22(1)(a)(ii)@pmc.gov.au)

s.22(1)(a)(ii)

From: s.22(1)(a)(ii)
Sent: Wednesday, 7 November 2018 2:07 PM
To: s.22(1)(a)(ii)
Subject: PMS Christmas Card [SEC=UNCLASSIFIED]

UNCLASSIFIED

Message from PMO (s.22(1)(a)(ii))

- Expecting a few versions of card
- In one, please crop out shoes

What are we doing for them this year btw?

s.22(1)(a)(ii) | Director, Digital Communications
Communications Branch | Ministerial Support Division

Department of the Prime Minister and Cabinet

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s.22(1)(a)(ii)

From: s.22(1)(a)(ii)
Sent: Tuesday, November 13, 2018 12:26 PM
To: DLO
Cc: s.22(1)(a)(ii) ; s.22(1)(a)(ii)
Subject: FW: Prime Minister Christmas Cards 2018 [DLM=For-Official-Use-Only]

For Official Use Only

Hi s.22(1)(a)(ii)

Amended mock ups for the Prime Minister's card attached for consideration.

Regards
s.22(1)(a)(ii)

From: s.22(1)(a)(ii)
Sent: Tuesday, 13 November 2018 12:21 PM
To: s.22(1)(a)(ii)
Cc: s.22(1)(a)(ii) ; s.22(1)(a)(ii) ; s.22(1)(a)(ii)
Subject: RE: Prime Minister Christmas Cards 2018 [DLM=For-Official-Use-Only]

For Official Use Only

Hi s.22(1)(a)(ii)

I have updated the Prime Minister's Christmas Cards as requested. Please find five concepts in the PDF attached.

The card updates include:

- Replacing holiday season with "Happy New Year".
- A version of the internal text to read "Wishing you and your family God's blessings, joy and peace this Christmas and throughout the New Year."
- Adding the PM's digital signature and the family sign off of "Scott, Jen and family".
- A Hanukkah version of the PM's card.

For reference I have also attached images of the outside of the card. The outside will be a thick green card with the Australian Government logo and "Prime Minister" spelt out in Gold.

Thanks,

s.22(1)(a)(ii)

s.22(1)(a)(ii)

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The Department acknowledges the traditional owners of country throughout Australia and their continuing connection to land, sea and community. We pay our respects to them and their cultures and to their elders both past and present.

From: s.22(1)(a)(ii)

Sent: Monday, 12 November 2018 3:44 PM

To: s.22(1)(a)(ii) <s.22(1)(a)(ii) pmc.gov.au>

Cc: s.22(1)(a)(ii) <s.22(1)(a)(ii) pmc.gov.au>

Subject: FW: Prime Minister Christmas Cards 2018 [DLM=For-Official-Use-Only]

For Official Use Only

Hi s.22(1)(a)(ii) – the PMO has come back with some suggestions on the Christmas card mock ups.

Regards

s.22(1)(a)(ii)

From: DLO

Sent: Monday, 12 November 2018 2:42 PM

To: s.22(1)(a)(ii) <s.22(1)(a)(ii) pmc.gov.au>

Cc: DLO <s.22(1)(a)(ii) @pm.gov.au>; s.22(1)(a)(ii) <s.22(1)(a)(ii) pmc.gov.au>; s.22(1)(a)(ii) <s.22(1)(a)(ii) pmc.gov.au>

Subject: FW: Prime Minister Christmas Cards 2018 [DLM=For-Official-Use-Only]

For Official Use Only

Hi s.22(1)(a)(ii)

Some initial thoughts below on the Christmas card mock-up. In addition to the requests below, the office would also like a Chanukah/Hanukkah mock-up.

Thanks

s.22(1)(a)(ii) | Senior Departmental Liaison Officer

Office of the Prime Minister, the Hon Scott Morrison MP

MG 8, Parliament House, Canberra ACT 2600

p. (02) s.22(1)(a)(ii) | m. s.22(1)(a)(ii)
e. s.22(1)(a)(ii) pm.gov.au | s.22(1)(a)(ii) pmc.gov.au

From: s.22(1)(a)(ii)
Sent: Monday, 12 November 2018 10:06 AM
To: DLO <s.22(1)(a)(ii) pm.gov.au>; s.22(1)(a)(ii) <s.22(1)(a)(ii) pm.gov.au>
Subject: RE: Prime Minister Christmas Cards 2018 [DLM=For-Official-Use-Only]

For Official Use Only

I assume we will use either the first or last photo.

Can I also see the outside cover as well.

Re words:

He won't use holiday season – far better to say and a Happy New Year.

Can we also include the digital signature – as well as a mock up of the signature “Scott, Jen and family”.

Last year, the PM used the words “Wishing you and your family God’s blessings, Joy and Peace this Christmas and throughout the New Year.” Can we see that mocked up as an alternative.

I’d like to see the Merry Christmas one and the other – and then we can let the PM decide.

s.22(1)(a)(ii)

From: DLO
Sent: Monday, 12 November 2018 9:31 AM
To: s.22(1)(a)(ii) <s.22(1)(a)(ii) pm.gov.au>; s.22(1)(a)(ii) <s.22(1)(a)(ii) pm.gov.au>
Cc: DLO <s.22(1)(a)(ii) pm.gov.au>
Subject: FW: Prime Minister Christmas Cards 2018 [DLM=For-Official-Use-Only]

For Official Use Only

Hi s.22(1)(a)(ii) and s.22(1)(a)(ii)

Please find attached some further mock ups for the PM’s Christmas Card, for your consideration.

Kind regards

s.22(1)(a)(ii) | Senior Departmental Liaison Officer
Office of the Prime Minister, the Hon Scott Morrison MP
MG 8, Parliament House, Canberra ACT 2600
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e. s.22(1)(a)(ii) pm.gov.au | s.22(1)(a)(ii) pmc.gov.au

From: s.22(1)(a)(ii)
Sent: Monday, 12 November 2018 9:22 AM
To: DLO <[s.22(1)(a)(ii)] pm.gov.au>
Cc: s.22(1)(a)(ii) <[s.22(1)(a)(ii)] pmc.gov.au>; s.22(1)(a)(ii) <[s.22(1)(a)(ii)] pmc.gov.au>
Subject: FW: Prime Minister Christmas Cards 2018 [DLM=For-Official-Use-Only]

For Official Use Only

Hi [s.22(1)(a)(ii)]

Attached as requested are the draft mock ups for the Prime Minister's Christmas cards.

Regards

[s.22(1)(a)(ii)]

From: s.22(1)(a)(ii)
Sent: Friday, 9 November 2018 2:32 PM
To: s.22(1)(a)(ii) <[s.22(1)(a)(ii)] pmc.gov.au>
Cc: s.22(1)(a)(ii) <[s.22(1)(a)(ii)] pmc.gov.au>; s.22(1)(a)(ii) <[s.22(1)(a)(ii)] @pmc.gov.au>
Subject: Prime Minister and Minister Iron Christmas Cards 2018 [DLM=For-Official-Use-Only]

For Official Use Only

Hi [s.22(1)(a)(ii)]

Please find attached the updated Christmas Cards for the Prime Minister

For the design of the Prime Minister's Card:

- I have included two versions with a total of five concepts
- I have cleaned up the shoes and I have provided a cropped version without the shoes as requested

Thanks,

[s.22(1)(a)(ii)]

s.22(1)(a)(ii)

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From: [PMC Media](#)
To: [Johnston, Trish](#); [Robertson, Dana](#)
Cc: s.22(1)(a)(ii) [PMC Media](#)
Subject: Fwd: Photo on PM&C website
Date: Tuesday, 8 January 2019 10:39:07 PM

Trish, Dana,

I understand you've been in touch with s.22(1)(a)(ii) re: the below email. s.22(1)(a)(ii) mentioned that you will handle it.

I've spoken with s.22(1)(a)(ii) who confirmed the image was touched up in the department before onward transmission to the PMO.

I've also been in touch with s.22(1)(a)(ii) from the PMO. He's advised they need a response before 6am tomorrow - in anticipation of breakfast TV picking it up.

Please let me know if I can be of further assistance.

s.22(1)(a)(ii)

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

Begin forwarded message:

From: "s.22(1)(a)(ii) <s.22(1)(a)(ii)@pm.gov.au>
Date: 8 January 2019 at 9:49:43 pm AEDT
To: PMC Media <Media@pmc.gov.au>
Cc: PMO - Senior Media Team <s.22(1)(a)(ii)@pm.gov.au>, s.22(1)(a)(ii) <s.22(1)(a)(ii)@pm.gov.au>, "s.22(1)(a)(ii)" <s.22(1)(a)(ii)@pm.gov.au>, "s.22(1)(a)(ii)" <s.22(1)(a)(ii)@pm.gov.au>, "s.22(1)(a)(ii)" <s.22(1)(a)(ii)@pm.gov.au>
Subject: Photo on PM&C website

PM&C media,

Where did you guys get this photo from? We can't find a record of it in our system.

<https://thebigsmoke.com.au/2019/01/08/the-curious-case-of-scott-morrison-photoshopped-shoes/>

Need an answer ASAP please.

From: s.22(1)(a)(ii)
To: Robertson, Dana
Cc: Johnston, Trish; webservices; PMC Media; s.22(1)(a)(ii)
Subject: Photo on PM&C website [DLM=For-Official-Use-Only]
Date: Wednesday, 9 January 2019 12:23:07 AM
Attachments: s.22(1)(a)(ii)

For Official Use Only

Hi Dana,

In response to the questions.

Where we got the original photo?

Our team was liaising with PM&C staff member s.22(1)(a)(ii) for the development of the Christmas Cards, she was the contact for the PMO.

A digital copy of the team was provided to the Department from the Prime Minister's Office for use on the Prime Minister's 2018 Christmas Card. s.22(1)(a)(ii)

s.22(1)(a)(ii)

Why it was photo shopped?

The shoes on the image were lightened to fit in with the overall design aesthetic for use on the Prime Minister's Christmas Card. The final Christmas Card design did not include the shoes in the image.

Was the PMO made aware of the editing?

On the 9 November the draft Christmas Cards were provided to s.22(1)(a)(ii) with advice that shoes had been edited (email attached). s.22(1)(a)(ii)

s.22(1)(a)(ii)

s.22(1)(a)(ii)

s.22(1)(a)(ii)

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From: [Robertson, Dana](#)
To: s.22(1)(a)(ii) ; s.22(1)(a)(ii)
Cc: [PMO - Senior Media Team](#); [PMC Media](#); [Johnston, Trish](#)
Subject: Website photo - photoshopping info
Date: Wednesday, 9 January 2019 3:59:44 AM

s.22(1)(a)(ii) and s.22(1)(a)(ii)


I am providing as much background as I have available on the website photo to enable you to formulate a media response if necessary. Please don't hesitate to call me in the morning if more information is required. (s.22(1)(a)(ii))

s.22(1)(a)(ii)

PM&C received the original file of the photo on the PM's website from s.22(1)(a)(ii) for use on the PM's Christmas card.

I'm told the shoes on the image were "lightened" by the department to fit in with the overall design aesthetic for use on the Prime Minister's Christmas Card. [On the 9 November](#) the draft Christmas Cards were sent back to the PMO, with advice that shoes had been edited. The final Christmas Card design was cropped and did not include the shoes in the image.

s.22(1)(a)(ii)



Due to the late hour last night and some key people being on leave, I have not been able to establish whether the photo was digitally altered only to make the shoes whiter, or whether an entirely new foot/shoe was edited into the image. I am seeking to clarify that urgently this morning.

Regardless, the photoshopping of the image is clearly not up to scratch and that will be addressed with the design team. As will the broader issue of editing photos of the PM and the need for explicit approval if this occurs.


I will update you as soon as I have any further information.

Best regards,
Dana

**Dana Robertson | A/g Assistant Secretary
Communications Branch**

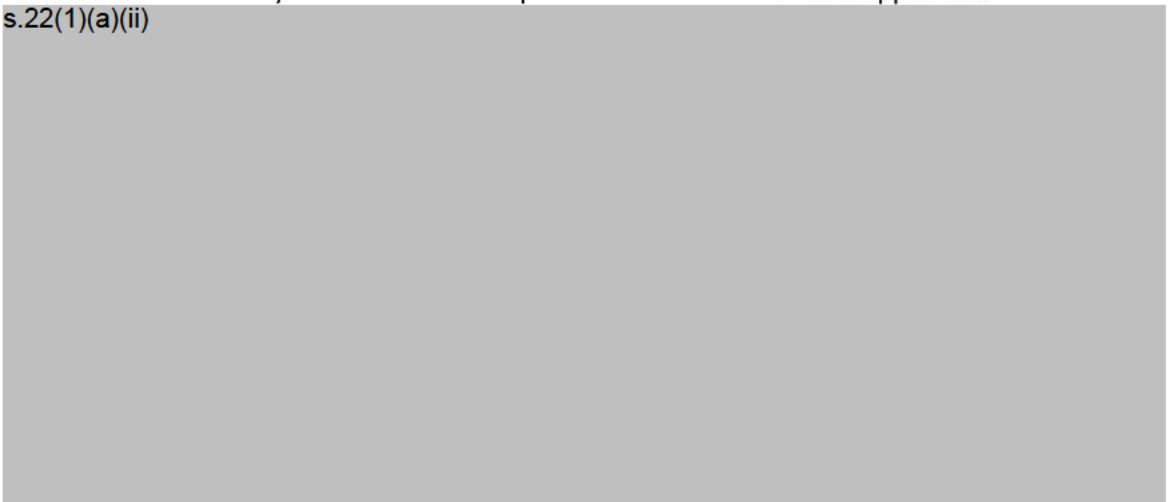
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e. s.22(1)(a)(ii) @pmc.gov.au |

s.22(1)(a)(ii)




- When the department's graphic designers were working on the Christmas card they had experimented with photoshopping the PM's shoes to make them a brighter white to better match the stark white clothing worn by the PM's wife and daughters. This was an aesthetic choice made by the designers as they believed the greying trainers detracted from the image.
 - The email that was sent to PMO with the final Xmas card images pointed out that the image had been edited. However only one of the five included the shoes – and it was only the front foot. The problematic back foot was cropped out.

s.22(1)(a)(ii)



s.22(1)(a)(ii)



- Communications branch will institute a policy where no photos of the PM are photoshopped without an explicit request in writing from the PMO and clearance of any altered images.
- We will review our filing systems to ensure there is one specific folder that is used only for final cleared photos. Only these photos will be used online.

s.22(1)(a)(ii)

