From:

Google Alerts <googlealerts-noreply@google.com> Saturday, 12 February 2011 9:48 PM s47F

Sent:

To:

Subject:

Google Alert \$22

s22		

RAP NEWS 6 - Wikileaks' Cablegate: the truth is out there - Buy ...

By tee.hosting

RAP NEWS 6 – Wikileaks' Cablegate: the truth is out there. Posted by tee.hosting – February 12, 2011. Juice Media Rap News, with Robert Foster. Episode 6 of the Investigative Rap Journalism has dropped: December 2010 and Cablegate has ... Buy Domains - http://buydomains.clubconfuse.com/

s22

Tip: Use quotes ("like this") around a set of words in your query to match them exactly. Learn more.

Remove this alert.
Create another alert.
Manage your alerts.

From:

Google Alerts <googlealerts-noreply@google.com>

Sent:

Monday, 26 August 2013 4:34 PM s47F

To:

Subject: Google Alert s22 s22

2013 Federal Election campaign: Day 22

WikiLeaks founder and senate candidate Julian Assange makes an appearance in the Game of Polls election rap... wearing a mullet. Courtesy The Juice Media. JULIAN Assange has worn a blond mullet wig and lip-synced to John Farnham's You're

See all stories on this topic »

Tip: Use quotes ("like this") around a set of words in your query to match them exactly. <u>Learn more</u>.

<u>Delete</u> this alert. <u>Create</u> another alert. <u>Manage</u> your alerts.

From:

Google Alerts <googlealerts-noreply@google.com>

Sent:

Monday, 26 August 2013 6:11 PM

To:

s47F

Subject:

Google Alert s22

s22

Game of Polls: Julian Assange channels John Farnham in YouTube election ...

NEWS.com.au

The "News Rap" video clip, published by The Juice Media, is titled "Game of Polls" and begins with impersonators of Kevin Rudd, Julia **Gillard** and Tony Abbott battling it out in a "Game of Thrones" takeoff. Mr Abbott's character uses the C-word to ... See all stories on this topic »

Tip: Use site restrict in your query to search within a site (site:nytimes.com or site:.edu). Learn more.

<u>Delete</u> this alert. <u>Create</u> another alert. <u>Manage</u> your alerts.

	Document 4
s47F	
From: Sent: To: Subject:	s47F Wednesday, 16 August 2017 3:27 PM Government Branding RE: Query on misuse of Commonwealth Coat of Arms [SEC=UNCLASSIFIED]
Hi ^{s47F}	
It has now been over	steps have been taken to investigate this issue? 3 months since I brought the issue to the attention of the Government and it is disappointing on the internet misusing the Coat of Arms.
Regards,	
s47F	
From: Government B	randing [mailto:Governmentbranding@pmc.gov.au]
To: s47F	Government Branding
<governmentbrandin or<="" query="" re:="" subject:="" td=""><td>g@pmc.gov.au> n misuse of Commonwealth Coat of Arms [SEC=UNCLASSIFIED]</td></governmentbrandin>	g@pmc.gov.au> n misuse of Commonwealth Coat of Arms [SEC=UNCLASSIFIED]
	UNCLASSIFIED
Good afternoon s47F	
The matter is still und	er consideration.
Regards,	
s47F	
Parliamentary and Gove	al Symbols Officer ernment Branch Department of the Prime Minister and Cabinet
Ph s47F	, special state of the state of the submittee

From: s47F

Email

Sent: Wednesday, 12 July 2017 9:24 PM

To: Government Branding

nationalsymbols@pmc.gov.au

Subject: RE: Query on misuse of Commonwealth Coat of Arms [SEC=UNCLASSIFIED]

His47F

Can you advise what action has been taken on this matter as the video is still live.

regards,

s47F

From: Government Branding [mailto:Governmentbranding@pmc.gov.au]

Sent: Monday, 22 May 2017 10:47 AM **To:** s47F

Government Branding

Subject: RE: Query on misuse of Commonwealth Coat of Arms [SEC=UNCLASSIFIED]

UNCLASSIFIED

Good morning s47F

Thank you for bringing this to our attention. We will look into the matter.

Regards,

s47F

National Symbols Officer

Parliamentary and Government Branch

Government Division | Department of the Prime Minister and Cabinet

Ph s47F
Fax
Email

nationalsymbols@pmc.qov.au

From: s47F

Sent: Saturday, 13 May 2017 8:20 AM

To: Government Branding

Subject: Query on misuse of Commonwealth Coat of Arms

Hi,

I would like to point out the misuse of the Coat of Arms in a recent <u>internet video campaign</u> against Government forestry policy. This video has been viewed by over 1.6M people and shows a person claiming to be from the Australian Government speaking against Government forest policy.

Section 3.1 of the Commonwealth Coat of Arms Information and Guidelines states;

As an important and unique symbol, the Arms should be used with dignity and respect, in particular:

- The Arms must not be used with political logos
- The dignity of the Arms should not be compromised by any adjacent signs or features
- The Arms should not be used as decorative or artistic element

• The Arms should not be overprinted with words or images

It is clear from the attached screen shot from the video that the conventional Arms have been altered by the use of an alien face and the spelling of "Australien". This action clearly compromises the requirements of Section 3.1 and demeans our national Coat of Arms. The subtitles state that the presenter is actually from the Australian Government, not the "Australien" Government. Further, at the end of the video, the unaltered Coat of Arms is used, clearly in breach of Section 4 of the guidelines. (see attached screen shot).

The video is offensive, and as an ex-Serviceman, I am angered by the denigration of one of our national symbols.

The group responsible for the video is the National Parks Association of NSW. This group enjoys <u>charitable status</u> and associated benefits from the Australian taxpayer/Commonwealth Government. Although it could be argued that the video is satirical in nature, it is flying very close to the wind re Section 148.1 of the Criminal Code re-Impersonation of a Government Official by a non-official.

Can you please advise what course of action can be taken here? Can your Department request that the video is removed and a public apology be issued?

regards,



IMPORTANT: This message, and any attachments to it, contains information that is confidential and may also be the subject of legal professional or other privilege. If you are not the intended recipient of this message, you must not review, copy, disseminate or disclose its contents to any other party or take action in reliance of any material contained within it. If you have received this message in error, please notify the sender immediately by return email informing them of the mistake and delete all copies of the message from your computer system.

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From:

s47F

Sent:

Tuesday, 29 August 2017 3:28 PM

To:

Government Branding

Subject:

Fake reporting as government agency

https://www.facebook.com/thejuicemedia/videos/10156500860048452/

Dear Sir/ Madam,

I would like to report the above video and its publisher for impersonating a government endorsed video "The Australian Government just released this ad about the Marriage Equality Plebbyshite and it's surprisingly honest and informative.". Even if this may be mocking and reasonable to see through it is still an impersonation. Regardless of the content I feel it is a dangerous path to go down if the impersonation of an official government publication goes unchallenged.

Your prompt action is greatly appreciated.

Regards, s47F

From:

Rush, Peter

Sent:

Friday, 8 September 2017 4:19 PM s47F

To:

Cc: Subject:

RE: Fake reporting as government agency [SEC=UNCLASSIFIED]

UNCLASSIFIED

Thanks s47F

OK to go from national symbols email box, as amended below.

Cheers - Rush

From: s47F

Sent: Friday, 8 September 2017 3:34 PM To: Rush, Peter < Peter. Rush@pmc.gov.au>

Cc:s47F

Subject: RE: Fake reporting as government agency [SEC=UNCLASSIFIED]

UNCLASSIFIED

Peter

I have consulted with \$47F and we have developed the email below.

According to the Juice Media website they can be contact via email at info@thejuicemedia.com, which I would email from the National Symbols Account after removing or from Peter's address.

Dear Sir/Madam

It has been brought to our attention that The Juice Media has used an Australian Government logo, which contains the Commonwealth Coat of Arms, and a symbol similar to the logo on the website www.thejuicemedia.com.

The Department of the Prime Minister and Cabinet has received complaints from members of the public raising concerns that the content on this website may be mistaken for Australian Government material, due to the use of the Australian Government logo or an altered use of the logo.

The Commonwealth Coat of Arms is the formal symbol of the Australian Government and signifies Commonwealth authority and ownership.

Unauthorised use of the Commonwealth Coat of Arms may be in breach of the Competition and Consumer Act 2010, the Trade Marks Act 1995 or the Criminal Code Act 1995. Further information is outlined within section 4 of the guidelines on the Department of the Prime Minister and Cabinet's website.

In limited circumstances third parties can use the Australian Government logo to acknowledge Australian Government funding and support, when authorised to do so.

It would be appreciated if you would ensure that The Juice Media productions do not use the Australian Government logo to avoid The Juice Media productions being mistaken for Australian Government material.

Draft email and suggested action for your comment/agreement please.

s47F National Symbols Officer
Parliamentary and Government Branch Government Division Department of the Prime Minister and Cabinet
s47F nationalsymbols@pmc.gov.au
One National Circuit Barton ACT 2600 PO Box 6500 CANBERRA ACT 2600
From: Rush, Peter
Sent: Saturday, 2 September 2017 9:23 PM To: s47F
Cc: Subject: Re: Fake reporting as government agency [SEC=UNCLASSIFIED]
I think we should write to advise that we have received a complaint about their use of the Arms and AG logo Rush
Sent from my iPad
On 1 Sep 2017, at 2:11 PM, s47F wrote:
UNCLASSIFIED
s47C
s22
s47C
From: Rush, Peter
Sent: Wednesday, 30 August 2017 12:36 PM To: s47F
Cc: Subject: Re: Fake reporting as government agency [SEC=UNCLASSIFIED]
s47C
Sent from my iPad
On 30 Aug 2017, at 10:51 AM, s47F wrote:
UNCLASSIFIED
s47C

Regards,

s47C	
From: Rush, Peter Sent: Tuesday, 29 August 2017 6:52 PM To: \$47F \$47F	
Subject: Re: Fake reporting as government agency [SEC=UNCLASSIFIED]	
s47C	
Sent from my iPad	
On 29 Aug 2017, at 4:40 PM, s47F wrote	:
UNCLASSIFIED	
Good afternoon Peter	
The complaint about satirical use of the Arms below is related to the other complaint I was talking to you about last week in passing (https://www.facebook.com/NPANSW/videos/10155989849773452 /). The organisation/media company is called The Juice Media .	
Many of the videos use a symbols similar to the Arms and Australian Government logo. The logo has been satirically modified with the words Australien with the use of an alien head to replace the Commonwealth Star. However, on some older videos they were using a complete Australian Government logo.	
s47C	
Regards,	
S47F National Symbols Officer	
Parliamentary and Government Branch Government Division Department of the Prime Minister and Cabinet Ph s47F Fax	

From: s47F Sent: Tuesday, 29 August 2017 3:28 PM

nationalsymbols@pmc.gov.au

To: Government Branding

Subject: Fake reporting as government agency

https://www.facebook.com/thejuicemedia/videos/1015650086004 8452/

Dear Sir/ Madam,

I would like to report the above video and its publisher for impersonating a government endorsed video "The Australian Government just released this ad about the Marriage Equality Plebbyshite and it's surprisingly honest and informative.". Even if this may be mocking and reasonable to see through it is still an impersonation. Regardless of the content I feel it is a dangerous path to go down if the impersonation of an official government publication goes unchallenged.

Your prompt action is greatly appreciated.

Regards, **s47F**

From: National Symbols

Sent: Friday, 8 September 2017 5:02 PM

To: info@thejuicemedia.com

Cc: National Symbols

Subject: Use of the Australian Government logo [SEC=UNCLASSIFIED]

UNCLASSIFIED

Dear Sir/Madam

It has been brought to our attention that The Juice Media has used an Australian Government logo, which contains the Commonwealth Coat of Arms, and a symbol similar to the logo on the website www.thejuicemedia.com.

The Department of the Prime Minister and Cabinet has received complaints from members of the public raising concerns that the content on this website may be mistaken for Australian Government material, due to the use of the Australian Government logo or an altered use of the logo.

The Commonwealth Coat of Arms is the formal symbol of the Australian Government and signifies Commonwealth authority and ownership. Unauthorised use of the Commonwealth Coat of Arms may be in breach of the Competition and Consumer Act 2010, the Trade Marks Act 1995 or the Criminal Code Act 1995. Further information is outlined within section 4 of the guidelines on the Department of the Prime Minister and Cabinet's website.

In limited circumstances third parties can use the Australian Government logo to acknowledge Australian Government funding and support, when authorised to do so.

It would be appreciated if you would ensure that The Juice Media productions do not use the Australian Government logo to avoid The Juice Media productions being mistaken for Australian Government material.

Regards,

National Symbols Officer
Parliamentary and Government Branch
Government Division | Department of the Prime Minister and Cabinet
p. 02 6271 5111
e. nationalsymbols@pmc.gov.au
One National Circuit Barton ACT 2600 | PO Box 6500 CANBERRA ACT 2600











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.

s47F				
s22				
From: Borwick, Ailsa Sent: Wednesday, 11 To: Hefren-Webb, Eliz Subject: Juice media		Hatfield Dodds, Lin	[DLM For Official Use Only]	
		For Official Use Only	_	
Press play on the 'adv	he next wave on social m ert' a.com/centrelink-fail-hon		L	
s22				

Kind regards

Ailsa Borwick

Assistant Secretary – Social Services & Immigration Branch
Social Policy Division | Department of the Prime Minister and Cabinet
s47F
e. allsa.borwick@pmc.gov.au

Andrew Fisher Building, One National Circuit, BARTON ACT 2600 | www.dpmc.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:

s47F

Sent:

Wednesday, 11 January 2017 9:39 AM

To:

s47F

Subject:

FW: Juice media - video s22

[DLM=For-Official-Use-

Crity]

For Official Use Only

s47F

Senior Adviser

Social Services Section | Social Services and Immigration Branch Social Policy Division | Department of the Prime Minister and Cabinet

s47F

From: Borwick, Ailsa

Sent: Wednesday, 11 January 2017 8:43 AM

To: Hefren-Webb, Elizabeth; \$47F

Hatfield Dodds, Lin

Subject: Juice media - video s22

DLN-For-Official-Use-Only]

For Official Use Only

I suspect this will be the next wave on social media.

Press play on the 'advert'

https://thejuicemedia.com/centrelink-fail-honest-government-advert/

s22

Kind regards

Ailsa Borwick

Assistant Secretary – Social Services & Immigration Branch Social Policy Division | Department of the Prime Minister and Cabinet

s47F

Andrew Fisher Building, One National Circuit, BARTON ACT 2600 | www.dpmc.gov.au

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