

Zoe Russell

From: Kirsten Roos <kirsten.roos@premiers.qld.gov.au>
Sent: Thursday, 19 August 2021 4:35 PM
To: @PremMediaOffice
Subject: RE: TIQ request - Premier headshot - use in overseas offices

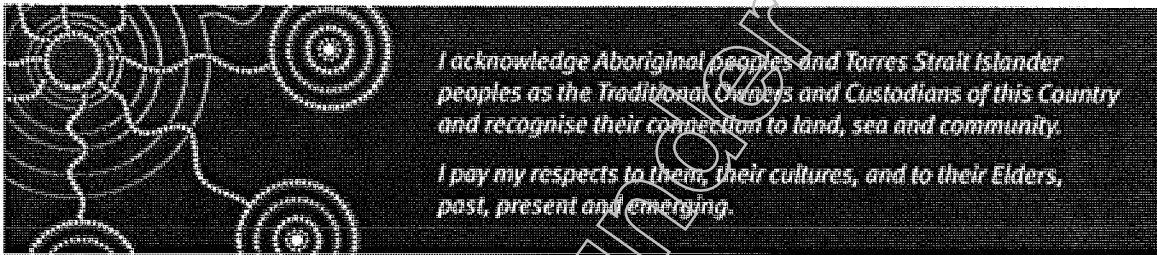
Hi all, Apologies for bothering you on this one, on behalf of TIQ.
Do you have any advice for the below please

Thanks Kirsten



Kirsten Roos
Director, External Relations and Services
Integrated Communications
Department of the Premier and Cabinet
P 07 3003 9029 M [REDACTED]
Level 29, 1 William Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

Please note: I sometimes work and send correspondence out of hours. Please do not feel obliged to respond outside of your own work hours.



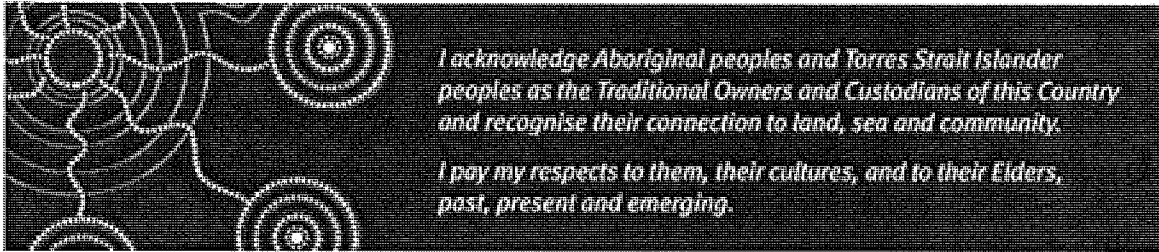
From: Kirsten Roos
Sent: Monday, 16 August 2021 10:38 AM
To: @PremMediaOffice <PremMediaOffice@ministerial.qld.gov.au>
Subject: TIQ request - Premier headshot - use in overseas offices

Hi all,
TIQ has enquired about a headshot of the Premier to be framed and placed in the new Korean Trade and Investment Commissioner office.
Are you able to advise on this please and provide the approved high-res photo to be used.
Regards Kirsten



Kirsten Roos
Director, External Relations and Services
Integrated Communications
Department of the Premier and Cabinet
P 07 3003 9029 M [REDACTED]
Level 29, 1 William Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

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From: Greg Sweetnam <Greg.Sweetnam@tiq.qld.gov.au>
Sent: Monday, 16 August 2021 10:05 AM
To: Yasmahne Hanel <yasmahne.hanel@premiers.qld.gov.au>
Subject: premier and governor images - use in overseas offices

Hi Yasmahne,

Our new Korean Trade and Investment Commissioner has requested official images of the Premier and the Governor to place in the office.

Could you please advise if there are any protocols around this and who is best placed to provide the official image of the Premier?

We have gone to the Government House to ask about the Governor's image.

We'll get them appropriately framed and placed in a prominent position in the office. Thanks, G.

Greg Sweetnam
Director - Communications
Strategy, Engagement and Communication
Trade and Investment Queensland

Telephone: +61 7 3514 3011
Mobile:
Email: Greg.Sweetnam@tiq.qld.gov.au

tiq.qld.gov.au

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FACEBOOK ADS

These are not advertisements authorized by the government.

The message with this as it is with a lot of advertising is do your own research and don't believe everything you see.

And get multiple quotes if you're looking at getting solar installed.

Released under RTI - DPC

Background

The Queensland Government urges Queenslanders to beware of misleading ads that feature the Premier's image with claims of 'new solar rebates'.

What is being referred to as a 'solar rebate' in a number of online ads, is the financial incentive that is payable as part of the Federal Government's Small-scale Renewable Energy Scheme (SRES) that has been available since January 2011.

Under the scheme, eligible small-scale renewable energy systems – including solar, hydro and wind – generate Small-scale Technology Certificates, which have a dollar value calculated on the amount of electricity a system produces or replaces.

Generally, households and businesses who purchase these systems assign the right to redeem their certificates to an agent (such as a solar retailer) in return for a cheaper purchase price.

The number of certificates your system generates, and therefore how much money you can save on the installation cost, depends on several factors including how big the system is and the current value of the certificates.

When you receive a quote, the installer will usually include a calculation of how many certificates your system will be eligible for and how much money you can get back off the purchase price.

The Queensland Government recommends you get multiple quotes before committing to any solar installations.

Released under the
Official Information Act 2009

Donna O'Donoghue

From: Rosie Gilbert
Sent: Friday, 12 February 2021 11:34 AM
To: @Premiers Media; Tim Linley
Cc: Ben Brew; Melissa Hallam
Subject: FW: Facebook Ads Solar Rebates
Attachments: QLD Solar Rebates.jpg; IMG_3291 (1).jpg; IMG_3279.jpg

Hi Kerryn

Michelle Collins has come to us asking about adverts for solar rebates. I think your office has also received this enquiry too.

Please let me know whether you're happy for this response to be sent from the department:

Media response:

The Queensland Government urges Queenslanders to beware of misleading ads that feature the Premier's image with claims of 'new solar rebates'.

What is being referred to as a 'solar rebate' in a number of online ads, is the financial incentive that is payable as part of the Federal Government's Small-scale Renewable Energy Scheme (SRES) that has been available since January 2011.

The Queensland Government recommends you get multiple quotes before committing to any solar installations.

- Ends -

Additional lines that explain the Federal scheme:

Under the scheme, eligible small-scale renewable energy systems – including solar, hydro and wind – generate Small-scale Technology Certificates, which have a dollar value calculated on the amount of electricity a system produces or replaces.

Generally, households and businesses who purchase these systems assign the right to redeem their certificates to an agent (such as a solar retailer) in return for a cheaper purchase price.

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When you receive a quote, the installer will usually include a calculation of how many certificates your system will be eligible for and how much money you can get back off the purchase price.

From: Collins, Michelle <michelle.collins@news.com.au>
Sent: Thursday, 11 February 2021 10:31 AM
To: Resources Media
Subject:

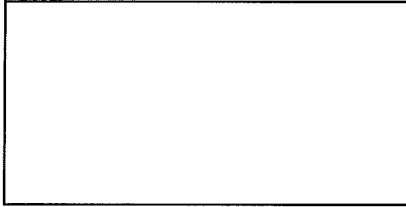
Good morning

I am writing a story about these Facebook ads (attached) that use the premier's photo.

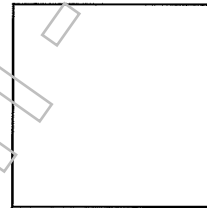
Can you tell me if the information regarding the rebate is correct; and are there any issues with implying State Government approval of these companies.

Cheers
Michelle

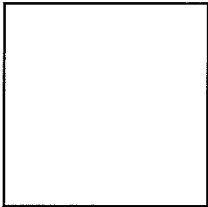
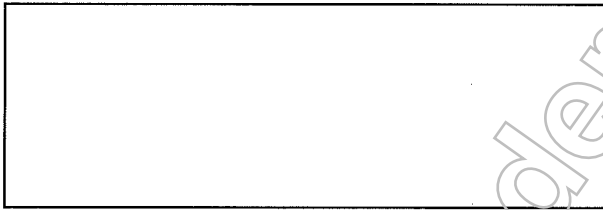
MICHELLE COLLINS
Journalist



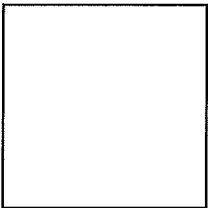
Cnr Mayne Road & Campbell Street Bowen Hills QLD 4006
GPO Box 130
T +61 7 3666 6482 M [REDACTED]
E michelle.collins@news.com.au W www.couriermail.com.au



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Released under RTI - DPC

Donna O'Donoghue

From: DCLO Admin <dcladmin@premiers.qld.gov.au>
Sent: Thursday, 12 August 2021 2:34 PM
To: @Premiers Media
Cc: DCLO Admin
Subject: Use of the Premier's image for advertising

Good afternoon

Please see the below email for your review and any necessary action by your office.

Can you please advise if you would like to continue seeing correspondence of this nature.

Kind regards



Queensland
Government

Anita Trim

Customer Liaison Officer
Departmental and Customer Liaison Office
Department of the Premier and Cabinet

P 07 3003 9225 M [redacted]
1 William Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

From: CTPI - Personal Information [redacted]
Sent: Monday, 9 August 2021 10:41 PM
To: The Premier <The.Premier@premiers.qld.gov.au>
Cc: inala@parliament.qld.gov.au
Subject: INTERNAL/false endorsement?

The Premier of Queensland

Dear Premier

I have noticed throughout a number of articles online that an advertisement appears that features a photoshopped image including your photo.

Upon further investigation this appears to be a private/ commercial entity (details below) that is using your image and references to solar rebate schemes.

Some members of the public may presume that the advertisement is purporting to be a government advertisement, or that it has your's or the Queensland government's endorsement for their referral business.

Kind regards



Ad QLD Rebates Official

As a QLD resident, You Could Be Eligible For No Cost Solar



ADVERTORIAL

Brisbane - Queensland Rebate Solar (qld-rebate-guru.com)

<https://qld-rebate-guru.com>



**We are a referral service for QLD homeowners
to be connected with high-quality solar installers.**



For all enquiries please contact support@qld-rebate-guru.com

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17 Gould Road, Herston 4006, QLD AU

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Donna O'Donoghue

From: Kerryn Manifold
Sent: Monday, 12 July 2021 2:21 PM
To: Wendy Bourne; @Premiers Media
Cc: Jon Persley; Mathew Cooper; Amber Setchell
Subject: RE: Request to use Premier's image

I think that's fine



Queensland
Government

Kerryn Manifold
Director - Government Media Unit
Office of the Hon. Anastacia Palaszczuk MP
Premier of Queensland and Minister for Trade

P 07 3719 7023 M [REDACTED]
1 William Street, Brisbane QLD 4000
PO Box 15185 City East QLD 4002

From: Wendy Bourne <Wendy.Bourne@ministerial.qld.gov.au>
Sent: Monday, 12 July 2021 1:54 PM
To: @Premiers Media <premiers.media@ministerial.qld.gov.au>
Cc: Jon Persley <Jon.Persley@ministerial.qld.gov.au>; Mathew Cooper <Mathew.Cooper@ministerial.qld.gov.au>; Amber Setchell <Amber.Setchell@ministerial.qld.gov.au>
Subject: Request to use Premier's image

I have received a request from an artist who drew the Premier's image at Labor Day in Barcaldine.

Is it alright if this lady submits the Premier's drawing in a compilation of 10 other drawings of local Brisbane women into a competition? The Premier gave her verbal permission on the day but this lady would just like to know if it's okay to go ahead and submit this drawing.

The Premier has a copy of this image, but I'm not sure if she has had a chance to look at it.

Can I get some advice thanks?



Queensland
Government

Wendy Bourne - Principal Advisor
Office of the Hon. Anastacia Palaszczuk MP
Premier of Queensland and Minister for Trade

P 07 3719 7034 M [REDACTED]
1 William Street Brisbane QLD 4000
PO Box 15185 City East QLD 4002

From: [REDACTED] CTPI - Personal Information
Sent: Thursday, 8 July 2021 3:14 PM
To: The Premier <The.Premier@premiers.qld.gov.au>
Subject: internal / Request to use Premier's image

Hello,

I am sorry to bother you/your teams at such a demanding time - but I thought I should let you know about the following:

I was delighted to meet the Premier at the Heritage Centre after the Labor Day Parade in Barcaldine on 3 May 2021. I asked and was given the Premier's verbal permission to:

1. take her photo so I could do a pencil drawing of her
2. include the A4 drawing in a compilation of 10 other drawings of local Brisbane working women who I have met during 2020-21 in our Covid impacted times - and enter this compilation into exhibition/s.

This email is to let you know that I am planning to enter the Brisbane Portrait Exhibition 2021.

My entry will be a compilation of 11 drawings of local female workers who I have met, admired and mixed with during Covid lockdowns etc in 2020-21. The women I have portrayed have impressed me in how each woman has stood tall, adapted and got on with her work in a professional manner - despite Covid AND despite whatever else was going on in her own life

I need to check with you that it is OK for me to include the Premier's image along with the other 10 women.

I have attached the drawing which is A4 size. Could you please let me know if this is OK? I plan to have the work framed up ASAP within the next week.

There will be hundreds of entries - and only a few get selected and hung - but I would like to honour each of these 11 local working women via my entry.

Cheerio for now,

CTPI - Personal
Information

Released under RTI - DPC

Donna O'Donoghue

From: Wendy Bourne
Sent: Thursday, 28 January 2021 2:34 PM
To: External - Cooper Electorate Office
Subject: Instagram ad
Attachments: Screenshot_20210119-212201_Instagram.jpg

Apologies for the delay on this on Hamish. This is what our director of social said when I asked if there was anything we could do:-

- I'm afraid not! I use my own account to report them when I see them, but it's a hard one to police.
- If members of the public ask, I just make it clear it's not us and encourage them to report the post to Facebook.

Sorry there is not a lot more we can do.

Regards.



Wendy Bourne - Principal Advisor
Office of the Hon. Anastacia Palaszczuk MP
Premier of Queensland and Minister for Trade
P 07 3719 7034 M [REDACTED]
1 William Street Brisbane QLD 4000
PO Box 15185 City East QLD 4002

From: Cooper Electorate Office <COOPER@parliament.qld.gov.au>
Sent: Wednesday, 20 January 2021 2:51 PM
To: Wendy Bourne <Wendy.Bourne@ministerial.qld.gov.au>
Subject: FW: Instagram ad

Hi Wendy,

Just a brief FYI – we have been contacted by a gentleman who is concerned about the use of the Premier's image to advertise commercial products which attract a government rebate. This is not the only time this issue has been raised with us – you are probably already aware but the Premier's image is also being used to sell solar panels on Facebook.

I'll leave it with you.

Best,

Hamish

Hamish Greenop-Roberts
Cooper Electorate Office

A banner for Jonty Bush MP, Member for Cooper. The banner features the text 'Jonty Bush MP' in large white letters, with 'MEMBER FOR COOPER' underneath. Below that is the slogan 'Working hard for us'. To the right is a circular logo with a cross, and a photograph of Jonty Bush. At the bottom, there is contact information: 'P: 07 3554 9189 E: COOPER@parliament.qld.gov.au A: Shop 2, 230 Waterworks Rd, Albionvale, QLD 4000 W: www.jontybush.com'. There are also social media icons for Facebook, Twitter, and YouTube.

From: CTPI - Personal Information

Sent: Tuesday, 19 January 2021 9:34 PM

To: Cooper Electorate Office <COOPER@parliament.qld.gov.au>

Subject: Instagram ad

Hi and congratulations on winning your seat.

I don't usually care about stupid ads I see on Instagram but I thought I'd forward this one as it implies that the Premier is backing this company.

Find rebates online seems to be the name of the promoting company.

This type of advertising looks to be a bit on the shonky side to me.

Regards

[Redacted signature]

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Released under RTI - DPG

Donna O'Donoghue

From: Wendy Bourne
Sent: Friday, 5 February 2021 1:04 PM
To: External - Maryborough Electorate Office
Subject: Picture on ad on Facebook
Attachments: QLD Solar Rebates on Facebook.png; Screenshot_20210119-212201_Instagram.jpg

Hi Karen

Thanks so much for sending through that message – below is what I have sent to other offices who have sent the same message through 😊

Below is what our director of social said when I asked if there was anything we could do:-

- I'm afraid not! I use my own account to report them when I see them, but it's a hard one to police.
- If members of the public ask, I just make it clear it's not us and encourage them to report the post to Facebook.

Sorry there is not a lot more we can do.



Wendy Bourne - Principal Advisor
Office of the Hon. Anastacia Palaszczuk MP
Premier of Queensland and Minister for Trade

P 07 3719 7034 M [REDACTED]
1 William Street Brisbane QLD 4000
PO Box 15185 City East QLD 4002

From: Maryborough Electorate Office <Maryborough@parliament.qld.gov.au>
Sent: Friday, 5 February 2021 12:40 PM
To: Wendy Bourne <Wendy.Bourne@ministerial.qld.gov.au>
Cc: External - Bruce Saunders <Bruce.Saunders@parliament.qld.gov.au>
Subject: Picture on ad on Facebook

Good afternoon Wendy,

I found this ad on Facebook.

This the link on the ad Click here to apply 📄 <https://www.qldsolarrebate.com/>

I went to the page, but there are no posts on the page.

Kind Regards,

Karen Spink
Electorate Officer



Office of
Bruce Saunders MP
Member for Maryborough

#puttingthemaryboroughelectorate1st

Comet Place
1/133 Lennox Street, MARYBOROUGH QLD 4650
Telephone: (07) 4114 1100
Email: maryborough@parliament.qld.gov.au

I acknowledge the Butchulla people on whose land I live and work, and pay my respects to Elders past, present and emerging.

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Released under RTI - DPC

Donna O'Donoghue

From: Joey Kaiser
Sent: Tuesday, 9 February 2021 4:35 PM
To: Elly Begley
Cc: @Premiers Media
Subject: RE: FW: Solar ads

They've been popping up more and more with a wider range of pollies – Fraser Coast Mayor George Seymour was complaining about this one on Facebook the other day:



George Seymour
4 February at 21:57 · 🌐

Is this even legal? This company does not have contact details on the Facebook page or website. They actually don't even have any real posts on their page - they just have Facebook ads, including this one with a photo of me.



QLD Solar Rebates

1d · 🌐



! ATTENTION HERVEY BAY HOMEOWNERS - if you pay over \$300 for electricity there is a new policy that QLD power providers don't want you knowing about. If you are lucky enough to live in an active postcode you can get solar for \$0 upfront and eliminate your power bill. Click below to see if your postcode qualifies - checking is FREE!

Click here to apply ➡ <https://www.qldsolarrebate.com/>





Queensland
Government

Joey Kaiser
Advisor
Office of the Hon. Anastacia Palaszczuk MP
Premier of Queensland and Minister for Trade

M [REDACTED]
1 William Street Brisbane QLD 4000
PO Box 15185 City East QLD 4002

From: Elly Begley <Elly.Begley@ministerial.qld.gov.au>
Sent: Tuesday, 9 February 2021 4:30 PM
To: @Premiers Media <premiers.media@ministerial.qld.gov.au>
Subject: FW: Solar ads

FYI - this is legitimate. See screenshot I captured the other day:

ADVERTISEMENT - CONTINUE READING BELOW



SPONSORED BY QLD REBATES

**This \$3700 Federal Rebate Is
Now Available to QLD
Homeowners. Check to See If...**

SEE MORE

-----Original Message-----

From: Michelle A. Collins [REDACTED]
Sent: Tuesday, 9 February 2021 4:17 PM
To: Chris O'Brien <Chris.O'Brien@ministerial.qld.gov.au>
Subject: Solar ads

Hi Chris

I'm writing a story for the weekend about the solar Facebook ads that feature photos of the Premier, leading group some consumers to believe she is promoting their products.

Are you aware of these, have you written to the companies to get them taken down and do you have concerns about the use of the Premier's image in this way.

I am assuming the rebate they refer to is correct?

Regards Michelle

My work email is michelle.collins@news.com.au, and mobile is [REDACTED]

For some reason though it has been playing up so am sending this from my iPad.

Sent from my iPad.

Michelle Collins

Released under RTI - DPC

Donna O'Donoghue

From: Elly Begley
Sent: Tuesday, 9 February 2021 4:30 PM
To: @Premiers Media
Subject: FW: Solar ads
Attachments: IMG_8802 (003).png

FYI - this is legitimate. See screenshot I captured the other day:

ADVERTISEMENT - CONTINUE READING BELOW



SPONSORED BY QLD REBATES

**This \$3700 Federal Rebate Is
Now Available to QLD
Homeowners. Check to See If...**

SEE MORE

-----Original Message-----

From: Michelle A. Collins <[redacted]>
Sent: Tuesday, 9 February 2021 4:17 PM
To: Chris O'Brien <Chris.O'Brien@ministerial.qld.gov.au>
Subject: Solar ads

Hi Chris

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Are you aware of these, have you written to the companies to get them taken down and do you have concerns about the use of the Premier's image in this way.

I am assuming the rebate they refer to is correct?

Regards Michelle

My work email is michelle.collins@news.com.au, and mobile is

For some reason though it has been playing up so am sending this from my iPad.

Sent from my iPad.

Michelle Collins

Released under RTI - DPC

Donna O'Donoghue

From: Wendy Bourne
Sent: Tuesday, 9 February 2021 4:52 PM
To: Joey Kaiser; Elly Begley
Cc: @Premiers Media
Subject: RE: FW: Solar ads
Attachments: Instagram ad; Picture on ad on Facebook

Have been getting this from a few electorates – spoke to Emily – response attached.



Wendy Bourne - Principal Advisor
Office of the Hon. Anastacia Palaszczuk MP
Premier of Queensland and Minister for Trade
P 07 3719 7034 M [REDACTED]
1 William Street Brisbane QLD 4000
PO Box 15185 City East QLD 4002

From: Joey Kaiser <Joey.Kaiser@ministerial.qld.gov.au>
Sent: Tuesday, 9 February 2021 4:35 PM
To: Elly Begley <Elly.Begley@ministerial.qld.gov.au>
Cc: @Premiers Media <premiers.media@ministerial.qld.gov.au>
Subject: RE: FW: Solar ads

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George Seymour

4 February at 21:23 · 🌐

Is this even legal? This company does not have contact details on the Facebook page or website. They actually don't even have any real posts on their page - they just have Facebook ads, including this one with a photo of me.



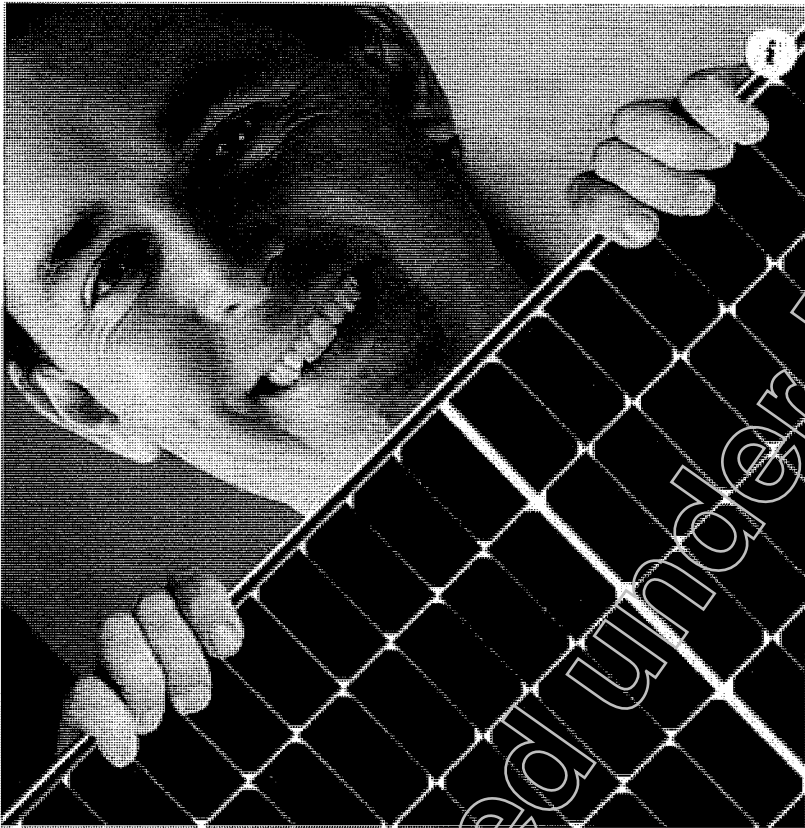
QLD Solar Rebates

1d · 🌐



! ATTENTION HERVEY BAY HOMEOWNERS - if you pay over \$300 for electricity there is a new policy that QLD power providers don't want you knowing about. If you are lucky enough to live in an active postcode you can get solar for \$0 upfront and eliminate your power bill. Click below to see if your postcode qualifies - checking is FREE!

Click here to apply ➡ <https://www.qldsolarrebate.com/>



Queensland
Government

Joey Kaiser

Advisor

Office of the Hon. Anastacia Palaszczuk MP
Premier of Queensland and Minister for Trade

M

1 William Street Brisbane QLD 4000
PO Box 15185 City East QLD 4002

From: Elly Begley <Elly.Begley@ministerial.qld.gov.au>
Sent: Tuesday, 9 February 2021 4:30 PM
To: @Premiers Media <premiers.media@ministerial.qld.gov.au>
Subject: FW: Solar ads

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SPONSORED BY QLD REBATES

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SEE MORE

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From: Michelle A. Collins <[redacted]>
Sent: Tuesday, 9 February 2021 4:17 PM
To: Chris O'Brien <Chris.O'Brien@ministerial.qld.gov.au>
Subject: Solar ads

Hi Chris

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Are you aware of these, have you written to the companies to get them taken down and do you have concerns about the use of the Premier's image in this way.

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Regards Michelle


My work email is michelle.collins@news.com.au, and mobile is [redacted].
For some reason though it has been playing up so am sending this from my iPad.

Sent from my iPad.

Michelle Collins



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