

OSCAR President

From: OSCAR President <president@oscar.org.au>
Sent: Wednesday, 14 February 2018 15:51
To: 'Julie Failor'; 'Leigh Warnemunde Coast Care'
Cc: 'President'; 'Narelle McCarthy'; 'Tony Philbrick'; 'Marion Muntz'; 'estelle blair'; 'secretary@oscar.org.au'; 'OSCAR VP'; 'OSCAR Treasurer'; 'Ray Barber'; 'Ian Christesen'
Subject: RE: SCD Daily advertisement from Saturday

Dear Colleagues

Just an update on Sekisui's full page ad on 20 January 2018 and in light of Julie's comments below.

OSCAR has received in writing the following from Tourism Australia (only today) and Austrade respectively:

Hi Greg,

As you are not an employee/owner of the business/project in question, due to the Privacy Act 1988 we are not able to disclose specific details about the outcome with you.

We are able to advise of the guidelines that all businesses must follow should they wish to use the Australia Unlimited brand logo. These guidelines can be found by clicking on the links provided in my previous email.

The project in question is owned and produced by **Sekisui House Australia Holdings Pty Limited** and therefore not an Austrade venture.

Thank you again for bringing this matter to our attention.

Kind Regards,

Damien

Advisory Services & Consumer
Australian Trade and Investment Commission (Austrade)

Dear Greg,

Thank you for your email regarding the use of Australian government logos on an advertisement from Sekisui House in the Sunshine Coast Daily on 20 January 2018.

Tourism is an increasingly important part of Australia's economy – as an industry, tourism contributes \$55 billion to Australia's GDP annually and employs almost 600,000 people. The Tourism 2020 Strategy is a whole of government strategy that aims to increase tourism expenditure to over \$115 billion by 2020.

Investment and re-investment in tourism infrastructure is vital to growing the Australian tourism industry and achieving its Tourism 2020 goals. This is particularly important in regional locations like the Sunshine Coast, where investment in quality tourism product is required to ensure the benefits spread beyond capital cities.

As part of their partnership approach to promote and attract investment into the sector Tourism Australia and Austrade provide investment advice and facilitation services to offshore investors on specific projects that align with the Tourism 2020 strategy. As such, both Tourism Australia and Austrade provided letters to the local council outlining how the hotel component of Sekisui House's Yaroomba Beach development aligns with the Tourism 2020 Strategy.

However, please note that the use of both the Tourism Australia and Austrade logos in the Sunshine Coast Daily advertisement was not authorised by either organisation and Sekisui House has been asked to refrain from using them in any future campaigns.

Kind regards,
Tourism Australia

I also had a telephone response from Anne-Marie Faulkner, Head of Communications and Marketing at UnityWater. She was guarded in what she said but reiterated 3 points:

1 UnityWater is a statutory body

2 Unitywater would be in constant discussion with any developer leading up to a development application

3 UnityWater does not and would not endorse marketing material (this was said after she had told me she had the ad in front of her while we spoke).

She told me she would not put this in writing and kept repeating those points without offering any further comment no matter how I tried to get her to be more specific; she was an impressive bureaucrat!

Not sure what if anything we should do now – perhaps the high moral ground is enough at this stage of the application. Any comments/suggestions welcome.

PS latest figure on PD Online: 12371 submissions lodged!

Best wishes ... Greg

Greg Smith
President, OSCAR
(Organisation Sunshine Coast Association of Residents)

T: 0417 577 881

E: president@oscar.org.au

W: www.oscar.org.au



From: Julie Failor [<mailto:info@bluelinehygienics.com>]

Sent: Tuesday, 23 January 2018 19:03

To: Leigh Warneminde Coast Care <president@coolumcoastcare.org.au>

Cc: OSCAR President <president@oscar.org.au>; President <president@developmentwatch.org.au>; Narelle McCarthy <liaison@scec.org.au>; Tony Philbrick <philbrick@bigpond.com>; Marion Muntz <mmuntz@bigpond.net.au>; estelle blair <estelleblair21@gmail.com>; secretary@oscar.org.au; OSCAR VP <vicepresident@oscar.org.au>; OSCAR Treasurer <treasurer@oscar.org.au>; Ray Barber <ray@barberlaw.com.au>; Ian Christesen <ianchristesen@hotmail.com>

Subject: Re: SCD Daily advertisement from Saturday

Hi All,

About those logos of support:

COOLUM BUSINESS & TOURISM:

Sekisui staff sit on the committee and their members were not contacted about the support letter.

SUNSHINE COAST BUSINESS COUNCIL: Seksiui's Project Officer sat on the Committee but stood down prior to the "in support" letter being sent.

MAROOCHY CHAMBER of COMMERCE: Tomika Hose is a member. I'll Survey a few members soon.

SUNSHINE COAST TOURISM: Sunshine Coast Council funded.

AUSTRALIAN TRADE & INVESTMENT is the same as AUSTRALIA UNLIMITED which is a Fed Gov Department.

TOURISM AUSTRALIA is Funded by the Fed Gov.

REGIONAL DEVELOPMENT AUSTRALIA SC: Michael Whittaker (SC Council CEO) sits on the board.

SUNSHINE COAST AIRPORT and UNITY WATER have no right to be endorsing a development project.

These machines are without soul, without emotion and without a sense of community.

Re the 3000 support submissions they know that because they were generated through their website and Project Urban's.

Council said they know that figure because they gathered that information through their own means.

So much injustice 🐦

Cheers

Julie

Sent from my iPhone

On 23 Jan 2018, at 5:56 pm, Leigh Warneminda Coast Care <president@coolumcoastcare.org.au> wrote:

Thanks Greg,

I know one of our members has been doing a bit of digging as well.

Regards

Leigh Warneminda

Coolum and North Shore Coast Care

157 Warran Rd, Yaroomba. 4573

www.coolumcoastcare.org.au

Email -president@coolumcoastcare.org.au

Phone 0407397018, 07 54461600

Our aim is -

- To protect and conserve the natural values of the coastal area between South Peregian and Maroochy River.
- To encourage the preservation of this areas bio-diversity
- To encourage active participation of the community and governing bodies



Winner 2015 QLD Landcare Award for Coastcare, Winner 2016 National Landcare award for Coastcare
We respectfully acknowledge the traditional custodians of this land.

On 23 Jan 2018, at 5:18 pm, OSCAR President <president@oscar.org.au> wrote:

Hi all

Not sure if anyone else has followed up the use of corporate logos on Sekisui's ad from last Saturday but I have contacted the following:

Unitywater - as the SCRC is one of the three shareholders is this a conflict of

interest? Did Noosa and Moreton Bay Regional Councils agree to this? I think we would know the answers!

AusTrade

Tourism Australia

It is not easy to contact any of these organisations directly for the sort of questions we have but I used their respective online forms to lodge an enquiry asking them to explain the use of their logo on the advertisement. I will persist!

Greg