

17 October 2018

Senator Cory Bernardi

Dear Mr Bernardi

We refer to the advertisement published through Facebook a screenshot of which is attached.

This advertisement raises a number of serious concerns for Meat & Livestock Australia (MLA) and I ask that you take immediate steps to address these. These concerns arise from the use that the Australian Conservatives have made of MLA's LAMBASSADOR brand (MLA IP) in relation to the Australian Conservatives political campaign (**Advertisement**). MLA developed and has utilised 'Lambassador' as part of its marketing for over 10 years.

First, MLA had no knowledge of Sam Kekovich's involvement in the Australian Conservatives campaign and the Advertisement suggests that you have some right or authority to use the MLA IP in your Advertisement, which you do not have.

Secondly, the content of your Advertisement is political in nature. Under its funding agreement with the Commonwealth, MLA is **expressly forbidden** from engaging in agripolitical activity. As a matter of obligation, in principle and in practice MLA does not endorse candidates in elections. This is an extremely serious matter.

Thus, the use of the Advertisement is not only a breach of MLA IP rights in the MLA IP, it is also presented in circumstances where recipients might be led to believe that MLA has endorsed the Australian Conservatives when this is not the case.

We ask that you immediately:

- (a) post a retraction on your Facebook page, making clear that use of the MLA IP was included in error and that no one should consider that MLA in any way endorses or supports the Australian Conservatives or is in any way involved in the election of the Australian Conservatives; and
- (b) forever cease and desist from using the MLA IP in anyway including any further campaign material or advertising.

I await your immediate response. In the meantime, MLA reserves its rights.

Yours sincerely,

Clare Stanwix  
General Counsel & Company Secretary



**Cory Bernardi** ✓

12 October at 00:52 · 🌐

We need to reach as many Australians as possible with our TV ad - watch for yourself at the link and please chip in now to help your fellow Aussies hear about how [Australian Conservatives](#) will fight for them.



CONSERVATIVES.ORG.AU

**Help get this TV ad on air on Monday – so thousands of Aussies see it's time for a better way**

327 Likes 15 Comments 302 Shares

🔗 Share