



SENATOR CORY BERNARDI

Senator for South Australia

18 October 2018

Clare Stanwix
General Counsel
Meat & Livestock Australia

Dear Ms Stanwix

I refer to your letter of 17 October 2018.

The material you refer to is not an 'advertisement' but a Facebook post featuring Mr Sam Kekovich and the word 'lambassador'.

'Lambassador' is a term in general usage around the world. Prior to its use on my Facebook page we conducted a search of the IP Australia trademarks database and a broader search to confirm its unrestricted use in Australia and around the world.

Commercial and not for profit organisations have used the term to refer to Mr Kekovich on many occasions. Mr Kekovich also uses the term to describe himself in his own published material.

Further, there is no requirement by Australian Conservatives or myself to inform MLA of Mr Kekovich's support and endorsement of me or the Australian Conservatives.

The Facebook post does not refer to the MLA or any of its registered intellectual property and makes no suggestion that the MLA has endorsed, funded or is involved with the Australian Conservatives.

Your time and the MLA's taxpayer-funded operations would be better targeted toward fighting threats posed by a tax on livestock emissions and the continual push to reduce herd numbers.

Yours sincerely

CORY BERNARDI
Senator for South Australia