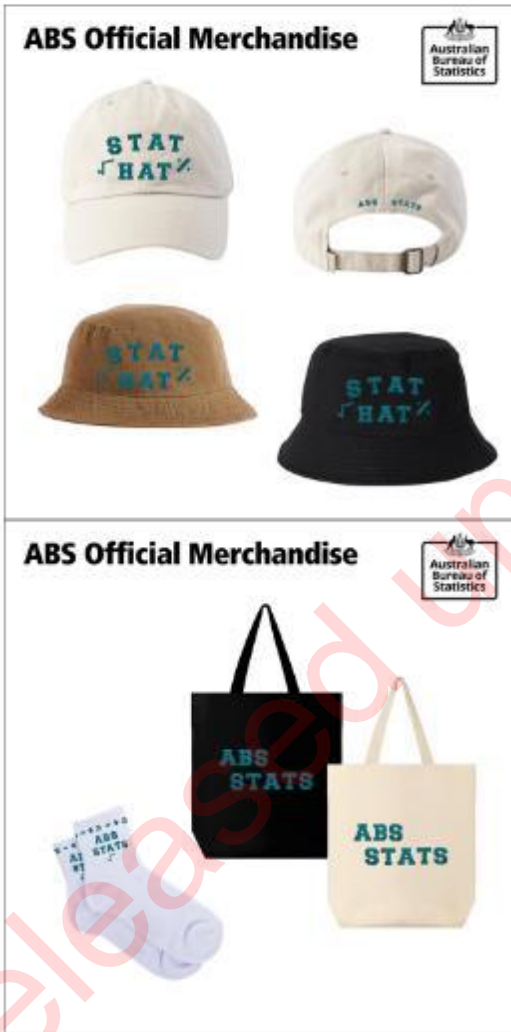


s22

26/3 12:35 pm

s47F



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ABS Official Merchandise



ok ok what do we think

too much

s22 26/3 12:45 pm

s47F hmmm would the mug go better on the tile with the bags and socks? cause its like little things?

s22 26/3 12:45 pm

s47F true true, we can test that out

s22 is gonna mock up some hoodies in a different font so we'll see how it looks



s22 26/3 12:47 pm

s47F also sad the scater plot jumper isnt there I would purchase that haha



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s47F



ok we'll change up the title i think, but are we leaning towards the black hoodie or the light yellow

s47F

I like the contrast on the black hoodie

s22 28/3 10:55 am

s47F or we could be wild and go yellow and black

👍 1

hahah we cant decide

s22 28/3 10:56 am

s47F That would be wild

Should we send both to s22 and see which is the preference?

s22 28/3 11:11 am

s47F Let me know when everyone's posts are ready and I will send the week ahead 😊

👍 1

s22 28/3 11:14 am

s47F yes sorry i'm just changing up the sizes and dimensions of these posts ill let you know!!!

👍 1

if anyone could think of a caption if i dont have time feel free to pop something in for april fools

we're gonna just title it capsule collection? lol

s22 28/3 11:16 am

s47F

s22 28/03/2024, 11:14 am

if anyone could think of a caption if i dont have time feel free to pop something in for april fools

surely we have like use code Census10 for 10% of your first order 😄

Released under FOIA Act

s22

28/3 11:16 am

s47F

s22

28/03/2024, 11:14 am

if anyone could think of a caption if i dont have time feel free to pop something in for april fools

surely we have like use code Census10 for 10% of your first order 🤪

s22

28/3 11:25 am

s47F

We are excited to announce our first release of official ABS merchandise will be available for purchase from April 8! Flaunt your love of statistics with our limited edition hats, bags and hoodies or show off around the office with the ABS branded mug. Use code Census10 for 10% off your first order. Hurry while stocks last!! <https://www.abs.gov.au/>



Australian Bureau of Statistics

Australia's national statistical agency providing trusted official statistics on a wide range of economic, social,...

www.abs.gov.au

s22

I'm done w my posts or next week if you can get the email ready and will be done w april fools in 10-15 mins!

s22

I'll let s22 know

s22

28/3 12:16 pm

s47F

email is ready to go pending April fools 🙌 just give me a shout when its ready 😊

s22

28/3 4:10 pm

s47F

to fit it in the whole tweet i just hd to remove "for your first order"

but mondays post is ready to go woohooo

s22

28/3 4:11 pm

s47F

omg yyaayyyy I am so excited to see how it goes hahaha

s22

26/3 11:51 am

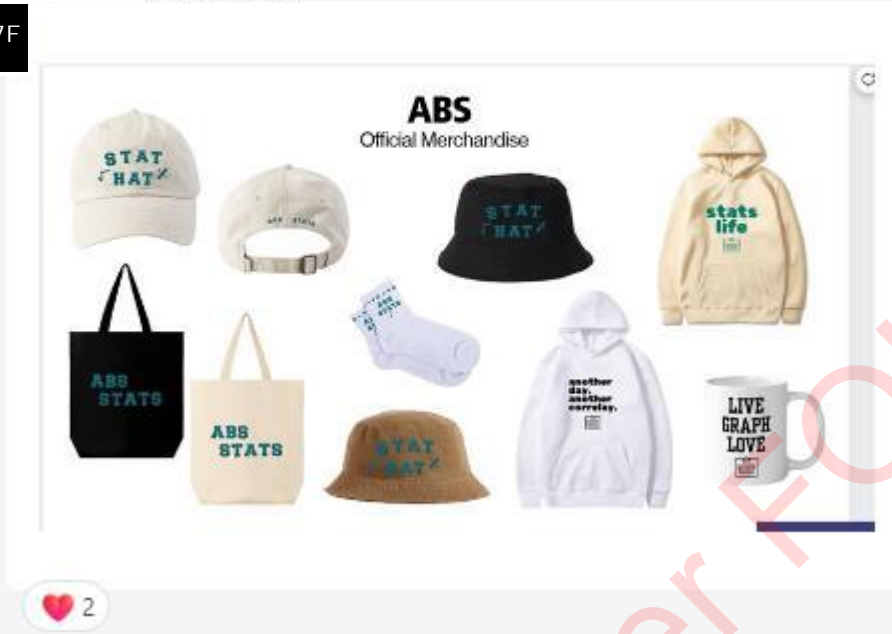
S47F

omg I want an ABS bucket hat!!!

s22

26/3 11:51 am

S47F



From: Duncan Young
Sent: Monday, 25 March 2024 3:06 PM
To: [REDACTED]
Subject: RE: April fools

Love it!

From: [REDACTED] <[REDACTED]@abs.gov.au>
Sent: Monday, March 25, 2024 3:05 PM
To: Duncan Young <Duncan.Young@abs.gov.au>
Subject: RE: April fools

[REDACTED]

The team has been working on a post around launching an ABS merch range for April Fools, see below. We think this will work quite well as we have actually had a few requests for merch recently 😊

s22



Live. araah. love.
[REDACTED]
Social Media Manager
Workforce, Clients and Communication Branch
T: [REDACTED] M: [REDACTED]
E: [REDACTED]@abs.gov.au W: www.abs.gov.au



From: Duncan Young <Duncan.Young@abs.gov.au>
Sent: Monday, March 18, 2024 1:35 PM
To: [REDACTED] <[REDACTED]@abs.gov.au>
Subject: April fools

Hi [REDACTED]

As promised, a couple of thought starters below. Thinking of appropriate but still funny April fools day jokes is challenging!

Social media posts

1. "CHECK OUT OUR NEW SERVICE - 5 MIN ABS! ... A daily snapshot of new statistical stories that will improve your understanding of the world (AS SEEN ON TV!). You won't believe what can be achieved in just 5 minutes per day. Check out our before and after testimonials!"
2. "ABS enters professional sport" ... "The ABS has decided to set up a new business – the Australian Bureau of Sport Statistics (ABSS). Sports statistics are the fastest growing statistical business segment and it would be foolish for the ABS to not want a slice of that pi. The ABS will start with the fertile ground of cricket where spectators clearly have too much time on their hands and seem to be resistant to boredom...."

[REDACTED]

cheers,
Duncan

Duncan Young (he / him)
General Manager
Census and Population Division
Australian Bureau of Statistics
(P) (02) 6252 7807 (M) [REDACTED]
(E) duncan.young@abs.gov.au (W) www.abs.gov.au

Released under FOI Act

From: Jenny Telford
Sent: Thursday, 28 March 2024 2:53 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: FYI - Social April Fools Post

OMG – this might be even better than last year! So awesome!! Totally love it. I think the only thing we need to be ready for is the extreme disappointment that will set in when people realise it isn't true 😊 Yell out on Monday if you need my help with anything – I think it will be totally fine but know you can always call me on the mobile if you need anything – even on a public holiday 😊

Have a lovely long weekend!!

I really want that white hoodie.

Jenny Telford

Program Manager, Digital Services

Australian Bureau of Statistics

(P) (02) 6252 6473 (M) [REDACTED]

(E) jenny.telford@abs.gov.au **(W)** www.abs.gov.au

From: [REDACTED] <[REDACTED]@abs.gov.au>
Sent: Thursday, March 28, 2024 2:49 PM
To: Jenny Telford <Jenny.Telford@abs.gov.au>
Cc: [REDACTED] <[REDACTED]@abs.gov.au>
Subject: FYI - Social April Fools Post

Hi Jenny!

For April Fools the social team prepared some mock ups of fake merchandise which we will be posting Monday 😊

We checked in with [REDACTED] just in relation to any potential increased web traffic on the day/any enquiries they may receive, and he was happy with the post, but recommended we also run the content by you. Please let us know if you have any thoughts.

Caption:

We are excited to announce the official ABS capsule collection! Flaunt your love of statistics with our limited edition hats, bags and hoodies, or show off around the office with the ABS-branded mug.

Use code Census10 for 10% off your first order. Hurry while stocks last!! <https://www.abs.gov.au/>

ABS capsule collection



Thanks!

Social Media Officer

Media and Social Media | Workforce, Clients and Communication Branch
Australian Bureau of Statistics

(P) [REDACTED] (E) [REDACTED] [@abs.gov.au](mailto:[REDACTED]@abs.gov.au) (W) www.abs.gov.au

Follow the ABS on social media



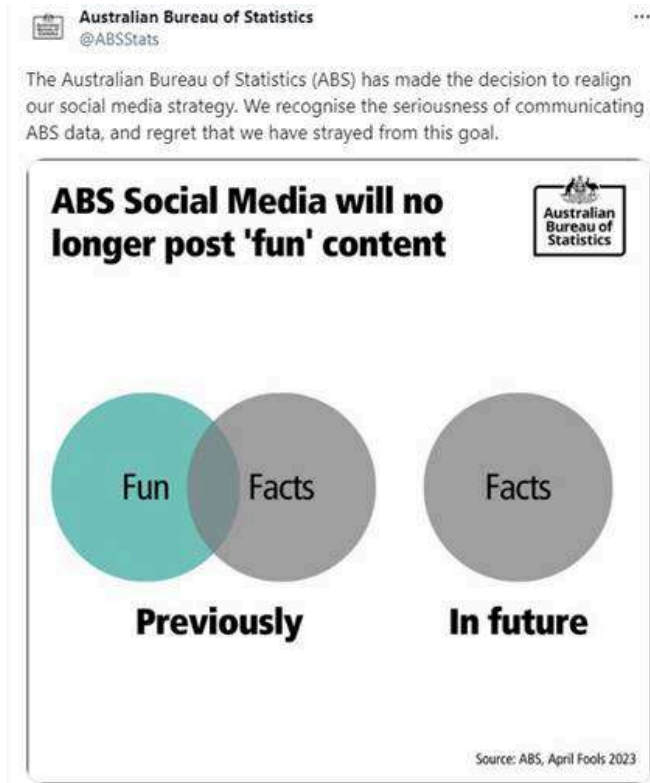
Released under FOI Act

Document 4

From: [redacted]@abs.gov.au>
Sent: Thursday, 28 March 2024 2:27 PM
To: [redacted]
Cc: Social Media; David Waymouth
Subject: RE: For Approval: Week ahead April 1 - 7 [SEC=OFFICIAL]

Fabulous team! Approved pending edits and comments below.

DW – FYI on the April Fool's gag below 😊 Last year's one went down extremely well, and Jenet even sent a concerned email to Jenny T about it!



Best,

[redacted]
[redacted]
Director, Media and Social Media
Workforce, Clients and Communication Branch
Australian Bureau of Statistics

P: 1300 175 070 **E:** [redacted]@abs.gov.au



We acknowledge and pay respect to the past, present and emerging Elders and Traditional Custodians of Country, and the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.



From: [redacted]@abs.gov.au>
Sent: Thursday, March 28, 2024 12:49 PM
To: [redacted]@abs.gov.au>
Cc: Social Media <SocialMedia@abs.gov.au>
Subject: For Approval: Week ahead April 1 - 7

Hey [redacted]
Please see below the week ahead content for your approval 😊

Date	Theme/Activity	Image	Post copy
s22			

1	<p>April Fools Day</p> <ul style="list-style-type: none"> - ABS merch mockups - dark mode content - tortured poets department rename 	 <p>facebook sizing april fools merch.png</p> <p>Facebook, LinkedIn, Twitter</p>  <p>insta carousel april fool merch .png</p>  <p>insta carousel april fool merch (1).png</p>  <p>insta carousel april fool merch (2).png</p>	<p>All channels</p> <p>We are excited to announce the official ABS capsule collection! Flaunt your love of statistics with our limited edition hats, bags and hoodies, or show off around the office with the ABS-branded mug. Use code Census10 for 10% off your first order. Hurry while stocks last!! https://www.abs.gov.au/</p> <p>So great! A couple of punctuation edits in the caption. Do we have a caption prepared for a comment about this being for April Fool's?</p> <p>One v small point with the merch: I wondered whether the division and square root signs would look better in a contrasting colour? No big deal if we leave as is though.</p>
---	---	---	---

s22

s22

s22

Thanks,

s22

| Australian Bureau of Statistics

(E) [s22@abs.gov.au](#) (W) www.abs.gov.au

The [ABS Privacy Policy](#) outlines how the ABS handles any personal information that you provide to us.



Released

From: [REDACTED]@abs.gov.au>
Sent: Tuesday, 26 March 2024 4:00 PM
To: [REDACTED]
Cc: socialmedia@abs.gov.au; David Waymouth
Subject: RE: For Approval: March Month Ahead Content [SEC=OFFICIAL]

Looks good thanks [REDACTED] approved 😊

[REDACTED]

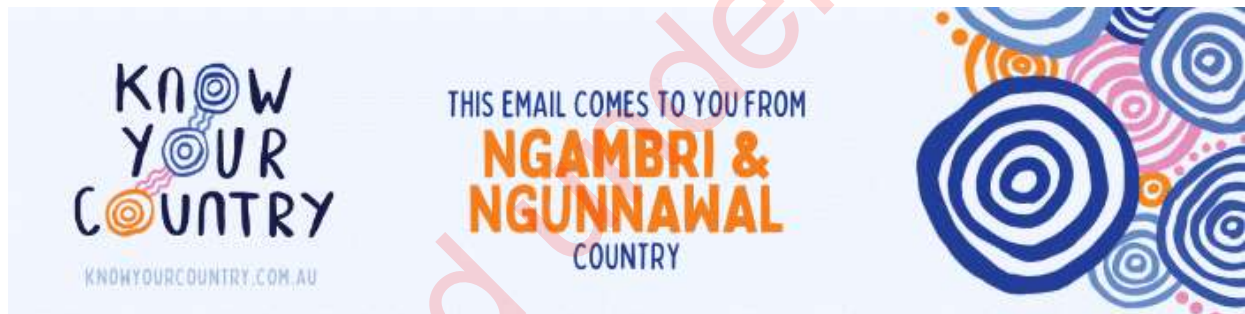
Director, Media and Social Media
Workforce, Clients and Communication Branch

Australian Bureau of Statistics

P: 1300 175 070 **E:** [REDACTED]@abs.gov.au



We acknowledge and pay respect to the past, present and emerging Elders and Traditional Custodians of Country, and the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.



From: [REDACTED]@abs.gov.au>
Sent: Tuesday, March 26, 2024 3:36 PM
To: [REDACTED]@abs.gov.au>
Cc: Media.and.Social.Media@abs.gov.au; Strategic.communications@abs.gov.au
Subject: For Approval: March Month Ahead Content

Hi [REDACTED]

Please see below for the month ahead plan for socials and media.

Thanks 😊

Date	Theme/Activity	Social Media	Media	Website
1	April Fools Day	All channels Joke post		

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Under FOI Act

Thanks.

s22

Social Media Officer

Media and Social Media | Workforce, Clients and Communication Branch

Australian Bureau of Statistics

(P) s22 (E) s22 [@abs.gov.au](mailto:s22@abs.gov.au) (W) www.abs.gov.au

Follow the ABS on social media



From: s22
Sent: Friday, 8 March 2024 5:30 PM
To: s22; s22
Subject: RE: Monitoring - 07/03

s22

Live, graph, love,

s22
Social Media Manager
Workforce, Clients and Communication Branch

T: s22 **M:** s22
E: s22 [@abs.gov.au](mailto:s22@abs.gov.au) **W:** www.abs.gov.au



From: s22 [@abs.gov.au](mailto:s22@abs.gov.au)>
Sent: Friday, March 8, 2024 3:27 PM
To: s22 [@abs.gov.au](mailto:s22@abs.gov.au)>; s22 [@abs.gov.au](mailto:s22@abs.gov.au)>
Subject: RE: Monitoring - 07/03

s22

Thanks,

s22

s22
Communications Officer
Workforce, Clients and Communication Branch
ABS Media | Australian Bureau of Statistics
(P) s22
(E) s22 [@abs.gov.au](mailto:s22@abs.gov.au) **(W)** www.abs.gov.au

From: s22 [@abs.gov.au](mailto:s22@abs.gov.au)>
Sent: Thursday, March 7, 2024 5:36 PM
To: s22 [@abs.gov.au](mailto:s22@abs.gov.au)>
Subject: RE: Monitoring - 07/03

Thanks s22

Responses below in red 😊

Live, grab, love,

s22

Social Media Manager
Workforce, Clients and Communication Branch

T: s22

M: s22

E: s22 @abs.gov.au W: www.abs.gov.au



From: s22 @abs.gov.au

Sent: Thursday, March 7, 2024 4:34 PM

To: s22 @abs.gov.au

Cc: Social Media <socialmedia@abs.gov.au>

Subject: Monitoring - 07/03

Hi s22

See below for social media monitoring for today.

A few notes:

s22

Query/comment (please include screenshot of question and what ABS post it was made on)	Suggested response
s22	

r FOI Act

s22

s22



s47F

7d

Hey do you guys have merch? I'm a big fan lol

+ TAGS

Worth responding? (if we haven't already done so).

Haha cab you think of a cute response? (we are actually

gonna mock
up fake merch
for April fools
🤪)

Tweet/news story (please include screenshot and link to the tweet/news story)	Account details	Notes
---	-----------------	-------

S22

s22

Released un

s22

s22

s22

s22

*Communications Officer
Workforce, Clients and Communication Branch*

ABS Media | Australian Bureau of Statistics

(P) s22 [REDACTED]

(E) s22 [REDACTED] [@abs.gov.au](mailto:[REDACTED]@abs.gov.au) (W) www.abs.gov.au

Released under FOI Act

From: s22
Sent: Wednesday, 6 March 2024 5:28 PM
To: s22
Subject: RE: Monitoring - Tuesday 05/03

Hi s22

Please see below responses 😊

Live, craah, love,
s22
Social Media Manager
Workforce, Clients and Communication Branch

T: s22 **M:** s22
E: s22 [@abs.gov.au](mailto:s22@abs.gov.au) **W:** www.abs.gov.au



From: s22 [@abs.gov.au](mailto:s22@abs.gov.au)
Sent: Tuesday, March 5, 2024 4:02 PM
To: Social Media <socialmedia@abs.gov.au>
Cc: s22 [@abs.gov.au](mailto:s22@abs.gov.au); s22 [@abs.gov.au](mailto:s22@abs.gov.au)
Subject: Monitoring - Tuesday 05/03

Hi s22

Relatively busy day today with a few tweets to point out. Most of the traffic has come in response to a tweet s47F put out about an hour ago.

DMs or Comments	Suggested response
<h1>s22</h1>	

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er FOI Act

Tweet/news story (please include screenshot and link to the tweet/news story)

Account details

s22

s22

ABS Love

DM

847F 10h

ABS merch when??????

April fools!! hehe

s22

Thanks,

s22

Australian Bureau of Statistics

(E) s22@abs.gov.au (W) www.abs.gov.au

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April Fools Post

- T-shirts
- Hoodies
- Hats
- Bags
- Mugs

@ABSstats
ABSstats

We are excited to announce that the ABS is releasing limited edition merch!
Show your love for statistics through our new hoodies, shirts, hats and bags.
Tag a friend

Released under FOI Act

From: s22
Sent: Thursday, 28 March 2024 5:04 PM
To: s22
Subject: April Fools post
Attachments: facebook sizing april fools merch.png; insta carousel april fool merch .png; insta carousel april fool merch (1).png; insta carousel april fool merch (2).png

We are excited to announce the official ABS capsule collection! Flaunt your love of statistics with our limited edition hats, bags and hoodies, or show off around the office with the ABS-branded mug. Use code Census10 for 10% off your first order. Hurry while stocks last!!

<https://www.abs.gov.au/>

s22

Social Media Officer

Media and Social Media | Workforce, Clients and Communication Branch

Australian Bureau of Statistics

(P) s22 (E) s22 [@abs.gov.au](mailto:s22@abs.gov.au) (W) www.abs.gov.au

Follow the ABS on social media



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ABS capsule collection



ABS capsule collection



Released under FOI Act

ABS capsule collection



Released under FOI Act

ABS capsule collection





Capsule Collection



Released under FOIA Act

ABS

Official Merchandise



Released under FOIA Act

ABS

Official Merchandise



Released under FOIA Act

ABS

Official Merchandise



Released under FOIA Act



Released under FOIA Act

**ABS
STATS**

**ABS
STATS**

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Released under FOIA Act



Released under FOIA Act



Released under FOIA Act

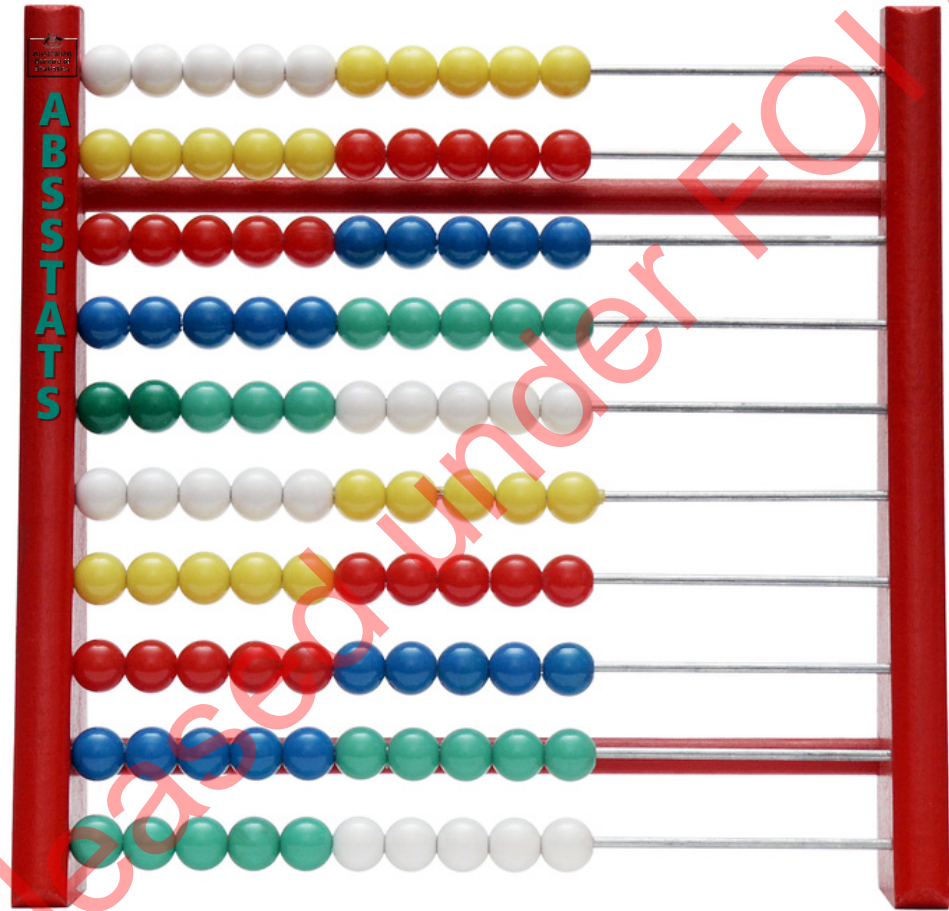
Released Under FOIA Act





Released under FOI Act





Revised Under FOIA Act



Released under FOI Act



Released under FOIA Act



Released under FOIA Act



Released under FOI Act

slash the tote bags look so good haha

22/3 12:39 pm

hahah we need to make ourselves some

s47F

s22 22/3 12:39 pm

and the mug!!! I love it ahhahaa

looks so legit

I would take it to work haha

22/3 12:40 pm

i'll ask everyone if there is any die hard merch they would likehaha

s47F

s22 22/3 12:41 pm

hahaha I'm going to see if I can find a better abacus for our kids range hahaha

22/3 12:41 pm

hahahah omg yes a kids and babies range
the little census and abs logo on a baby onesie
i feel like i've seen a real one at work lol



s47F

s22 22/3 12:42 pm

[Redacted]

22/3 12:42 pm

S22 [Redacted]

s47F

s22 22/3 12:43 pm

s22 22/03/2024, 12:42 pm
S22 [Redacted]

S22 [Redacted]

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HAHA

i feel like i've seen a census baby onsie in the office. unworn

s47F

s22 22/3 12:43 pm

ooooh hahaha ok

22/3 12:48 pm

omg yes how could we forget the bucket hat lol

i just changed the size of the page again so yours might have freaked out

👉 1

s47F

s22 22/3 12:50 pm

s22 22/03/2024, 12:48 pm

omg yes how could we forget the bucket hat lol

haha I asked some people in the brisbane office what merch theyd like and they reminded me of the bucket hat

😄 1

22/3 12:50 pm

i was gonna make socks but so many of the real looking images just looked disgusting haha

😄 1

s47F

s22 22/3 12:51 pm

omg yes socks would be so cool!!

22/3 12:51 pm

i'm trying to think of an alternate version of what a vinyl and CD would be

like a book of all our posts? lol

😄 1

s47F

s22 22/3 12:51 pm

Ooooooh yes!!

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Signed by all of us hahahaha



s22 22/3 1:14 pm

s47F

I made socks haha

22/3 1:18 pm

omg they look so good

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22/3 12:30 pm
oh no i changed the dimensions of the merch tile instead of copying it so like your venn diagram thing is gone for some reason

did you make from scratch or copy from somewhere

s22 22/3 12:32 pm

s47F

I just got a venn diagram from the graphic section and changed the colours/added text haha

22/3 12:35 pm

haha ok damn i'll try remake

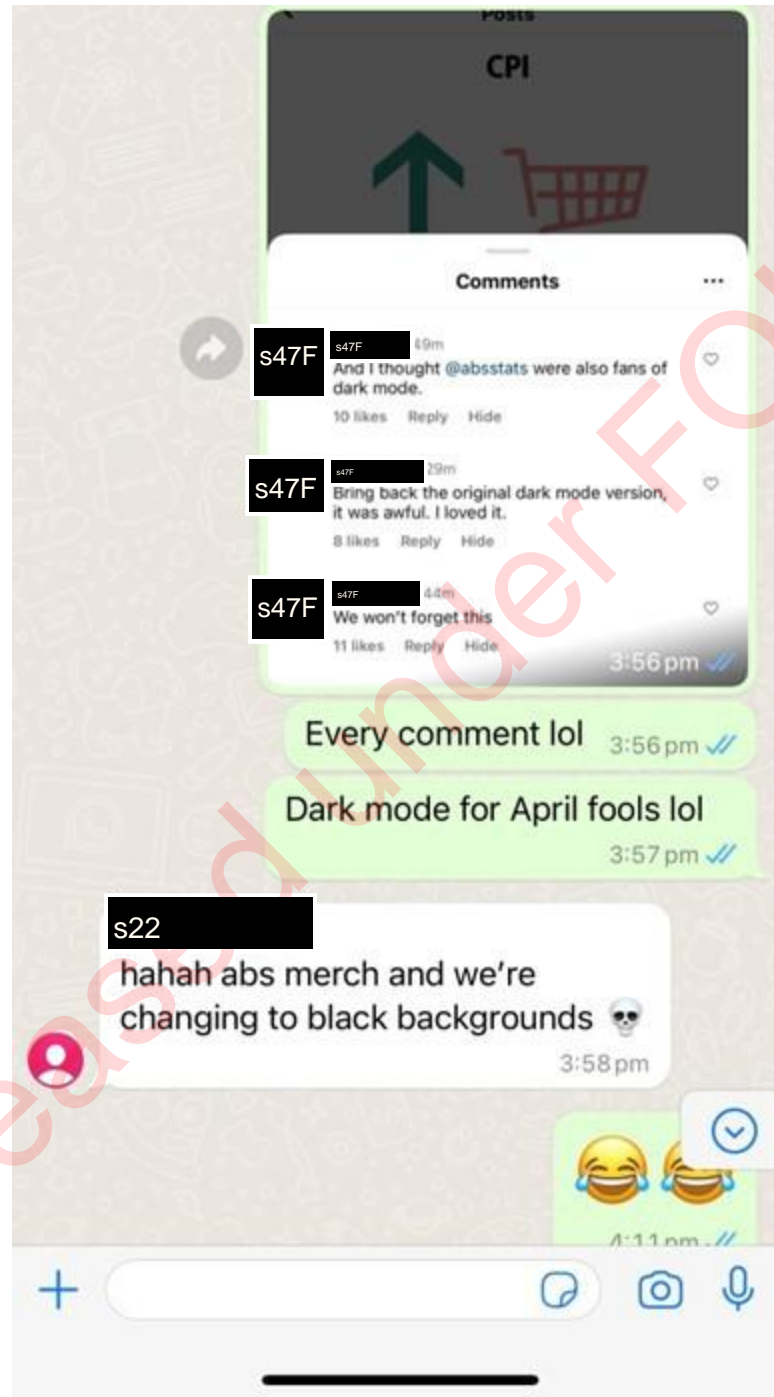
ok lol i pressed the graphic you used and it reappeared yay

s22 22/3 12:37 pm

s47F

hooray!!

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28/3 11:30 am

Hey, is someone sending me the social media week ahead calendar today?

s22 28/3 11:45 am

s47F

hello, yes aiming to send you around 12, april fools may be a bit late we're still tweaking it



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