



John Shepherd @



19 Oct 2022



'Always the BOM to me': Sammy J sings an ode to the Bureau of Meteorology - ABC...

'Acts like a Bureau but always the BOM to me'

www.abc.net.au · 19 Oct 2022

https://www.abc.net.au/melbourne/programs/breakfast/sammy-bom-song/101550288?fbclid=IwAR2y_VSWdgFOMIk6BJ3xoFQ7XHgkMqk-SqsMZROwYs2cCh-JzGfZJXH5mSk

11:22 am

Truly excellent!!

11:26 am



I am envisaging a meme or cartoon of you and Andrew Johnson, both saying "no, we are The Bureau!" 😂

11:28 am

Indeed. Check out the cartoon in the CT this morning!!

11:29 am



Message





John Shepherd @



XHgkMqk-SqsMZROwYs2cCh-JzGfZJXH5mSk

19 Oct 2022

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Indeed. Check out the cartoon in the CT this morning!!

11:29 am

Have they already done it? Will have to drop by and have a look

11:31 am

Not quite but same theme 11:31 am

Reckon our social media team missed an opportunity today for a stat on the number of "bureaus" in Australia 😊

6:30 pm

Could have been a bit close to the bone

6:31 pm

But funny! 6:31 pm

True 6:31 pm

Tue, 7 Feb



Message





Text message: Received 19 Oct 2022

Sender: Gemma Van Halderen

Released under P Act



NDAD Exec

19 Oct 2022



12:09 pm

Leanne Harmon

Lol

12:20 pm

<https://www.theshovel.com.au/2022/10/19/australian-bureau-of-statistics-to-rebrand-as-bom/>

3:12 pm

Leanne Harmon

The Bureau formally known as lol...

3:14 pm

Reckon our social media team missed an opportunity today for a stat on the number of "bureaus" in Australia

6:30 pm

3:29

69%



ISD Exec alumni

Amanda Clark, Branko Vitas, Tom Joseph



John Shepherd



11:07 am

Oh no!! 1:04 pm

John Shepherd

<https://www.theshovel.com.au/2022/10/19/australian-bureau-of-statistics-to-rebrand-as-bom/>

2:13 pm

Amanda Clark

AC

These are brilliant! 😊 3:45 pm

John Shepherd

Reckon our social media team missed an opportunity today for a stat on the number of "bureaus" in Australia 😊

5:30 pm



Signal message



Released under FOI Act

3:27

69%



ISD Exec alumni

Amanda Clark, Branko Vitas, Tom Joseph, [redacted]



John Shepherd

<https://www.theshovel.com.au/2022/10/19/australian-bureau-of-statistics-to-rebrand-as-bom/>

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Amanda Clark

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3:45 pm

John Shepherd

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5:30 pm



Amanda Clark

AC

For sure!

5:30 pm

Tom Joseph

And why would that not be adding fuel to the social m fire?

6:16 pm

TJ

20 Oct 2022

Ok, now I get it - just read an article on the BOM rebranding incident see you all next week!

5:30 am



Signal message

