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UNCLASSIFIED

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**From:** McGregor, Catherine LTCOL  
**Sent:** Monday, 10 June 2013 16:45  
**To:** Miles, Nishara MS; Constance, Rebecca MISS  
**Subject:** Draft Remarks [SEC=IN-CONFIDENCE]

IN-CONFIDENCE

Guys

FYI

Cate

**Catherine McGregor AM**  
**Lieutenant Colonel**

**Speech Writer to Chief of Army**  
**R1-4-A143**  
**61 2 62651194**

s22

[catherine.mcgregor@defence.gov.au](mailto:catherine.mcgregor@defence.gov.au)



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## DRAFT YOUTUBE SCRIPT

I am taking the highly unusual step of speaking you every formation and unit of the Australian Army on a very serious matter.

Today I addressed the media about an ongoing investigation into a network within Army, whose conduct has directly harmed some of their colleagues and by bringing The Australian Army into disrepute has also let down every one of you and every one whose past service has won the respect of the nation.

A group of male officers and soldiers have used the Defence Restricted Network to distribute a range of pornographic images. Some of these involve images of their colleagues from the Army. The conduct of this network breaches every value of that the Australian Army stands for. These people have violated the trust of their mates and colleagues and in so doing may also have breached a range of criminal laws as well relevant DFDA provisions.

There are limits to how much I can tell you because of the ongoing investigation into this network by the New South Wales Police Force and ADFIS.

By now I assume that you know my attitude to this type of conduct. I have stated that the Army has to be an inclusive organisation in which women are able to reach their potential. Those who think that it is appropriate to bully, vilify or sexually harass their female colleagues have no place in the Army.

Our Army has been engaged in continuous operations since 1999 and its longest war since 2001. On all of operations female officers and soldiers have proved themselves worthy of the best traditions of the Australian Army. They pull their weight and are vital to Army maintaining its capability.

Women are here to stay and we are actively recruiting more women. If that does not suit you then get out. You may find another employer where your attitude is acceptable. I doubt it. Every one of us is responsible for the culture of the Army and the climate in which we work. If you become aware of cowards bullying a mate then show moral courage and take a stand against it. No one has ever explained to me how harassment or bullying enhance capability or honour the traditions of the Australian Army. I am drawing a line in the sand on this behaviour today. I intend to be ruthless in ridding the Army of people who cannot live up to its values. And I need every one of you to support me in achieving this.

From: Morrison, David LTGEN  
To: Mles, Nishara MS  
Cc:  
Subject: Video speech

Sent: Wed 12/06/2013 7:22 AM

Nish,

Would you send me the transcript for this morning. I have some additions to make.

David

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130621 0751 - Email Morrison to Miles-RE Video speech SECIN-CONFIDENCE.txt  
From: Morrison, David LTGEN  
Sent: Wednesday, 12 June 2013 7:51 AM  
To: Miles, Nishara MS  
Subject: RE: Video speech [SEC=IN-CONFIDENCE]  
Attachments: Video message final.doc

Categories: IN-CONFIDENCE

IN-CONFIDENCE

Nish,

All done. No alterations please.

D

D. L. Morrison  
LTGEN  
Chief of Army

-----Original Message-----

From: Miles, Nishara MS  
Sent: Wednesday, 12 June 2013 07:24  
To: Morrison, David LTGEN  
Subject: RE: Video speech [SEC=IN-CONFIDENCE]

IN-CONFIDENCE

Good morning,

Script attached. I am at my desk if you would like me to make the changes.

Nish

-----Original Message-----

From: Morrison, David LTGEN  
Sent: Wednesday, 12 June 2013 07:22  
To: Miles, Nishara MS  
Subject: Video speech

Nish,

Would you send me the transcript for this morning. I have some additions to make.

David

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## CA Video Message Script

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Earlier today I addressed the media, and through them the Australian public, about ongoing investigations into a group of Officers and NCOs whose conduct, if proven, has not only brought the Australian Army into disrepute, but has let down every one of you, and all those whose past service has won the respect of our Nation.

There are limits to how much I can tell you because the investigations into this network by both the New South Wales Police and ADFIS are ongoing.

But evidence collected to date has identified a group of men within our ranks who have allegedly produced highly inappropriate material demeaning women and distributed it across the internet and Defence's email networks. If this is true, then the actions of these members are in direct

contravention to every value the Australian Army stands for.

By now I assume you know my attitude to this type of conduct. I have stated categorically, many times, that the Army has to be an inclusive organisation in which every soldier, man and woman, is able to reach their full potential and is encouraged to do so.

Those who think that it is okay to behave in a way that demeans or exploits their colleagues have no place in this Army.

Our Service has been engaged in continuous operations since 1999, and in its longest war ever in Afghanistan. On all operations, female soldiers and officers have proven themselves worthy of the best traditions of the Australian Army. They are

vital to us maintaining our capability, now and into the future.

If that does not suit you then get out. You may find another employer where your attitude and behaviour is acceptable, but I doubt it. The same goes for those who think that toughness is built on humiliating others. Every one of us is responsible for the culture and reputation of our Army and the environment in which we work.

If you become aware of any individual degrading another, then show moral courage and take a stand against it. No one has ever explained to me how the exploitation or degradation of others enhances capability or honours the traditions of the Australian Army.



I will be ruthless in ridding the Army of people who cannot live up to its values and I need every one of you to support me in achieving this.

The standard you walk past is the standard that you accept. That goes for all us, but especially those who by their rank have a leadership role.

If we are a great national institution, if we care about the legacy left to us by those who have served before us, if we care about the legacy we leave to those who, in their turn, will protect and secure Australia, then it is up to us to make a difference.

If you are not up to it, find something else to do with your life – there is no place for you among this band of brothers and sisters.

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**From:** Kovacevic, Kate MRS  
**Sent:** Thursday, 13 June 2013 19:23  
**To:** Miles, Nishara MS  
**Cc:** AHQ-Media  
**Subject:** Social media commentary 13 June 13.docx [SEC=UNCLASSIFIED]

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Hi Nish,

Here are the key themes/messages from Twitter from 1400-1900 and in the second part of the day, in response to our Facebook posts.

Thanks,  
Kate.

**Kate Kovacevic**

A/ Strategic Brand Coordinator | Directorate of Communication | Army Headquarters  
Department of Defence  
R1-4-B066 | Canberra ACT 2600  
Ph: 02 626 52656 Mob: [REDACTED] 522

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**Twitter 1400-1630****Search David Morrison, Army women and Army officers****Key themes**

Investigation over the distribution of material denigrating women  
 Suspension numbers  
 Standing down personnel over explicit emails and imagery  
 PM views on sexism  
 Bernard Gaynor commentary on Army supporting sexual perversion at mardi gras, not protecting dignity of women at mardi gras, CA must ensure Christian ADF members are not discriminated against, not discrimination to point out the Army should not be paying for sex change operations, it's not sexist to questions women in frontline combat roles.  
 A problem relating to armed forces around the world  
 CA's "response is at least (somewhat) heartening"  
 Link to recruitment of women  
 Worse than Skype scandal  
 Sexist culture of armed forces  
 Sharing news articles from online websites  
 CA wears White Ribbon  
 No longer accepts bad apple  
 Sexism in society  
 Questioning of PM's response  
 'Funny' email chain  
 Good to see a man take on responsibility and deliver it honestly

**Standout tweets**

"Sit on a scandal and do nothing until it's urgently required" and "The email scandal has occurred since 2010. YET it suddenly comes out today only when it suits Gillard."  
 "Hats off to General David Morrison for exposing this shame."  
 "Good to hear some backbone and moral authority following up the UN speech."  
 "When will there be a break from this #misogyny #menugate"  
 "Chief of Army your a legend...May you influence Men, Fathers and Sons right around our nation"  
 "The Chief of Army's frustration is palpable over this latest scandal involving the treatment of women in defence"  
 "Just focused to this job and the army.. These women gone always be here"  
 "Imfao, but year things are expected to be at the highest level in army, I can't event curse around women because it offends them"  
 "army people stood down for repugnant emails what about brough?"  
 "Drum roll, please...today we have 'explicit, derogatory, demeaning and repugnant' material circulated by Army"  
 "I wonder if @Financial Review opinion will say Lieutenant General David Morrison is wrong to defence female gender from scum?"  
 "Well done David Morrison – your diligence (& of ADF too) & refusal to sweep this undercover is commendable"  
 "More #sexism in the Australian army, this time further up the hierarchy (who reviews the top?)"

**Sentiment**

Predominately neutral to slightly negative from personal account.

**1630-1900****Twitter Search David Morrison, Army women and Army officers  
Responses to Australian Army Facebook posts****Key themes**

Facebook –

More inappropriate behaviour  
Another negative scandal/sex scandal  
Blown out of proportion?  
Transparency (good or bad)

Twitter –

Sexism in government/politics  
CA quotes from interviews  
Not new (Skype scandal)  
Systemic culture of demeaning women  
Thank you to CA and MINDEF  
Questioning recruitment of women  
Lesson on leadership

**Standout comments**

Facebook –

“This type of occurrence happened all the time 20 years ago and the Army was able to continue to operate like a very well oiled machine. Gender equity, political correctness and anti discrimination has slowly but surely eroded the very fibre of the Army today.”

“This matter should have been dealt with in-house with discipline and quiet dignity by the army rather than make such a shameful occurrence a national, very public, scandal. By holding a press conference, General Morrison has, in my view, brought unwarranted disgrace upon the ADF as a whole and the army in particular.”

“But by not holding a press conference it would be seen as a cove up when it made it out into the public and it would, you can't keep things like this quiet for long. If the press were the ones to tell us it would be a PR nightmare for the army. Also by making it public he's making the army's point of view on actions like this very clear. I think it's a smart move in the face of a lose/lose situation.”

“Morrison is cow towing”

“It's only a cover up if it's ignored. Appropriate action can be taken without telling the world. If it's a bad news day in the UK etc than it might even make headlines over there too. A relatively small bunch of dickheads are ruining the public image of everyone.”

“Andrew - you make a good point. Whenever the government is in serious trouble something is dredged up to take the heat off (them) in an effort to deflect the media hounds. In this case, as at other times, it is the ADF's fine reputation that suffers. Over the past few years they have done they darndest to bring the reputation of the ADF down. As General Morrison said, the investigation is ongoing, so why expose it now at this particular point in time? I think we all know why!”

“He tells or doesnt tell us. it tells us the army takes this serious.”

“Laidy, I understand what you are saying but in cases like this the army should close ranks, deal with it themselves, and if media wants to know just report that the matter is being dealt with - or the classic - it is under investigation and we cannot comment. My feeling is that

General Morrison has let the army down by bringing this into the spotlight when there was no prior hint of it and thus no need for it to be so publicly announced."

"Its a sensitive issue. Im sure the women involved dont wish any further humiliation , but I am sure they would appreciate that strong action is being taken."

"The army are being transparent and accountable to the taxpayer, it sound like its being managed adequately. The truth hurts sometimes, but that's what it takes to have integrity."

"WHOAH!!! Blown outta proportion much."

"Definitely not blown out of proportion and I agree 100% with CA. We don't need people bringing down morale in such disgusting degrading ways so I sincerely hope they are discharged."

"Not blown out at all it's the plain simple disgusting truth, I put up with it 10 years even while on overseas duty! Time to grow up I say! Leave the smut for the bedroom has no place in a professional environment !!!"

"it is not how would you feel if it was your mother sister aunt that it happened to then you wouldn't be saying that it was blowin out of proportion."

"If only they sold thick skins at Bunnings!!!"

"David Morrison at it again with the help of Stephen smith. A stupid email chain draws national attention. Thanks David."

"I'm sure these types of emails do the rounds of every major company. Must be a slow news day!"

"its not about gender equity, its about producing soldiers! awesome wonderful soldiers, who can be proud of the nation and force they are trained and deployed in, this shit needs to stop, and if our nations army navy and airforce produce corrupt hearts and discouridge integrity, we will have a garrison of selfish fools and cowards... bout time accountability was exposed to our nations defenders. If we cant trust the forces here in australia, then we are trully fucked! because the government are not accountable and the police force are also not without it!"

"Hope they Dig Deep to instill some respect for their comrades."

"Thankyou Sir, from a Vietnam vet"

"given such a gernerall acsepance as there is in the defence force means your going to get this, wat do you think you will loose investors if your not liked, get real who cares as long as they didnt shoot no body or hurt them wile in uniform its 1 of those things that is bound to hapen and if they did it is 1 of those things that the police will deal with, makeing anouncments on fb only makes you seem desparate and like the people involved are going to be in more trouble then they should be to be made an example of!!"

"And still people wonder why there are lectures every year about equity and diversity. I hope they are named and shamed. Well done on making it public by the ADF. Gone are the days of keeping it in house and these arseholes getting away with it. Seems officer selection needs looking at!"

"imagine when all the new female cadets all since up, I see more females more dramas for the army, boys will be boys no matter what there position in the forces"

"Way to bring us down, what the hell were you thinking? You don't deserve to wear the uniform or be called a soldier!! Name and shame them!! I hope these actions of a few don't tar the many"

"Well bloody done Lt General David Morrison. Agree 100 %. He seems pissed off."

"bloody well said i have the utmost respect for all our services and i hope that that message will help kick a few people in the arse really well said lietenant."

"General Morrison said that Defence leadership no longer accepted the 'bad apple' argument about behaviour within its ranks" (The Age)...this is a really important point. In terms of bullying and the incidence of corruption within the public service, the "bad apple" excuse still governs the public service executive's rhetoric regarding the underlying causes of such incidents. For the chief executive of an institution like the army to acknowledge that these incidents cannot simply be reduced to an individual perpetrator as if that explains the conduct, is a very good start in addressing the real causes of misconduct. It's just too bad the executive of the APS and the APS Commissioner didn't beat him to it in relation to their own organization."

"As a former member of the regular army, I was at on the receiving end of abuse, physical and emotional at times during my career. I loved my time in the military and am proud of my service and achievements. This message bought tears to my eyes to see that the army culture is finally becoming more about justice, fairness and equality! This is about social justice and perpetrators being held accountable for their unacceptable behaviour. I hope the victims have support throughout the investigation and after, both physiologically and emotionally. I appreciate the message and hope that it is followed though."

Twitter –

"Chief of Army & Minister of defence standup for Women against misogyny. Pity Abbott & mates don't have zero tolerance."

"Anyone else think the only time we seem to see/hear Gen Morrison he is on about Women or Sex changes in Army?"

"Schizophrenia on #pmagenda sexism is evil if raised by LG David Morrison; but sexism is nothing if raised by PM Julia Gillard #auspol"

"Whoa Army acting appropriately #welcomechange Three army personnel suspended over 'emails demeaning women'"

"Women denigrated by blokes in army? That's like 'pissed footballers in gangbang'. It's Australian jocks we're talking about here @theDrum."

### **Sentiment**

More balanced than earlier commentary.

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**From:** Jones, Karen MS 10  
**Sent:** Friday, 14 June 2013 08:52  
**To:** AHQ-Media; Miles, Nishara MS  
**Cc:** MediaOps  
**Subject:** A sample of electronic reporting this morning [SEC=UNCLASSIFIED]

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Obviously this issue is getting quite a run — below is a small sample of electronic reporting. Also, DPG has requested a transcript of LTGEN Morrison on the Today Show as they have concerns about some of the things he said. Will provide you with a copy as soon as we receive it.

Cheers  
K

Karen Jones  
Director, Media Operations  
Department of Defence  
P (02) 6127 1959 M   
E [karen.jones10@defence.gov.au](mailto:karen.jones10@defence.gov.au)

702 ABC Sydney, Sydney  
07:45 News: 14 Jun 2013 07:47AM

Defence could take months to investigate more than 100 personnel over the distribution of hundreds of explicit e-mails. Three soldiers have so far been suspended and the Director of Public Prosecutions is considering a brief of evidence against them from the NSW Police. The Chief of Army, David Morrison, says more than 90 personnel may have been indirectly involved and there are systemic issues that need to be addressed, but Neil James from the Australia Defence Association says it's a small number of people given the size of the Defence Force.

774 ABC Melbourne, Melbourne  
Breakfast: 14 Jun 2013 07:25AM  
Compere: Red Symons

Interview with Jon Faine, 774 ABC who previews his show for this morning. He says Laurie Oakes, Political Editor, Channel 9 made some great points about the Howard Sattler interview with PM Julia Gillard yesterday, where she was asked whether partner, Tim Mathieson, was gay. Faine agrees that there is a lack of respect for office and says cricketer Dave Warner is an example of this. He says the sexism claims within the Army is also asking questions of the internal culture of the military. He says the reason no one has asked this of Gillard is because it's rubbish and embarrassing. He says Paul Howes, AWU tweeted that this is typical talkback radio, but Faine says this is just the example of commercial talkback radio and asks that the public move above the 'crud'. Faine says Rupert Murdoch is getting a divorce. He says Denis Napthine, Victorian Premier is in the studio this morning.

ABC News 24, Sydney  
 ABC News Breakfast: 14 Jun 2013 07:24AM  
 Compere: Michael Rowland and Beverley O'Connor

Interview with Elizabeth Broderick, Sex Discrimination Commissioner. conducted an inquiry into the ADF and has said she is appalled by senior Army personnel implicated in the most recent Army email sex scandal. Broderick says many stories of Army and ADF culture during her inquiry were positive, but there were enough distressing stories to raise concern. Broderick says this problem spreads to senior officers all the way through to General enlistment. Broderick says it is the job of the Chief of Army David Morrison and ADF command must ensure such culture is wiped out. Broderick says her inquiry found the prevalence of sexual harassment against women was the same in the ADF as across the general population, but the main difference is that within the ADF there is no clear path for women to make complaints without facing repercussions. Broderick discusses the recent questioning by WA broadcaster Howard Sattler in his interview with Prime Minister Julia Gillard, saying this is not good for encouraging women to aspire to leadership roles. Broderick says while every opportunity is now open to women we need to ensure they are treated equally to men.

ABC News 24, Sydney  
 ABC News Breakfast: 14 Jun 2013 07:17AM  
 Compere: Michael Rowland and Beverley O'Connor

Interview with James Brown, Military Fellow, Lowy Institute for International Policy. Brown discusses the latest Army email sex scandal, saying that while he is not shocked such things occur in the ADF which has over 50,000 personnel but is shocked by the prevalence of such things especially in the higher levels of the Army. Brown discusses Chief of Army Lieutenant General David Morrison's comments about this, with Morrison saying anyone found to be involved or aware of this email ring will be punished. Brown discusses the implications of this for the Army's recruitment of women, saying the Army runs on industrial aged policy with a bias against women due to its one size fits all approach.

3AW, Melbourne  
 Breakfast: 14 Jun 2013 07:15AM  
 Compere: Ross Stevenson and John Burns

Interview with David Rowe, Defence Correspondent, Fairfax. Hosts and Rowe discuss a sex scandal within the Defence Force, which reportedly involves videos being distributed of members having sex with demeaning commentary of women. Rowe says that David Morrison has said that this is worse than the Skype affair. Hosts wonder if it is worrying the Navy or the Air Force. Rowe says it is almost exclusively the Army in this instance.

702 ABC Sydney, Sydney  
 Breakfast: 14 Jun 2013 07:14AM

Compere: Adam Spencer

Interview with Elizabeth Broderick, Sex Discrimination Commissioner commends David Morrison, Australia's Chief of Army General for attempting to eliminate sexual harassment, discrimination and abuse and lifting the representation of women in the army. She has heard stories of exclusion, sexual abuse and



demeaning attitudes, despite all the good work done over the last 18 months. Broderick believes those involved in discrimination are out of touch with current community values, with the ADF holding itself up as a national building enterprise. The middle ranks need to evolve, and if you aren't prepared to change then there shouldn't be a place for you. Broderick calls comments made by Howard Sattler, 6PR Presenter as disrespectful and demeaning, and it seems like women have become 'fair game' in Australia.

Radio National, Canberra  
AM: 14 Jun 2013 07:13AM  
Compere: Tony Eastley

Interview with Elizabeth Broderick, Sex Discrimination Commissioner, who led a review into the treatment of women in Defence Forces. Broderick says there are men who can't change their behaviour, who believe women have no place in the military. Broderick says she was appalled by the latest scandal surrounding the exchange of demeaning emails.

Radio National, Canberra  
AM: 14 Jun 2013 07:10AM  
Compere: Tony Eastley

Chief of Army David Morrison has promised those involved in the latest scandal, surrounding the exchange of explicit of inappropriate emails and pictures demeaning women will be held to account. So far, three army personnel have been suspended from duty and their cases referred to the Commonwealth Director or Public Prosecutions. Former Army Chief Peter Leahy, Head National Security Institute at University of Canberra is appalled by the emails and questions how 'sick' the high ranking personnel are to not know he standards expected of them in the Army. He says Morrison must take every step to get rid of these personnel, who do not deserve to be in the army. Retired Major General John Cantwell, who lead Australia's mission in Afghanistan agrees the army needs to send a strong message that people different to them need to be treated with respect have no place in the modern army and he is confident Morrison is the man to lead the change.

Channel 9, Sydney  
Today: 14 Jun 2013 07:01AM  
Compere: Lisa Wilkinson, Karl Stefanovic, Georgie Gardner and Ben Fordham

Interview with Lt Gen David Morrison, Chief of the Army. The Defence Force has promised to act following claims of a sex scandal involving as many as 100 personnel. Morrison says the ethos of the Australian Army is all about respect for colleagues. He notes if soldiers are found guilty of serious offences they will go. Morrison says three men have already been suspended and they're facing charges from the NSW Police. He admits the Army has a systemic problem with its culture and he's responsible for dealing with it. Morrison questions why senior members didn't do anything about an email that was demeaning of women. He discusses the support that is being offered to the women involved.

ABC News 24, Sydney  
ABC News Breakfast: 14 Jun 2013 06:45AM  
Compere: Michael Rowland and Beverley O'Connor

Hosts are joined by Liberty Sanger, Maurice Blackburn Lawyers. Sanger discusses the ADF email sex scandal involving Army personnel, saying that Chief of Army Lieutenant General David Morrison has taken a very strong stand against these actions. Sanger says Sex Discrimination Commissioner Elizabeth Broderick has expressed disappointment such an issue has come to light again, but has commended Morrison's position. Sanger says Morrison's reaction marks some progress in terms of ADF command culture on these issues. Sanger says the Army has a big job ahead of them when it comes to recruiting women, saying its 12% female participation is the lowest in the ADF.

2GB, Sydney

Breakfast (early): 14 Jun 2013 05:50AM

Compere: Alan Jones

Jones says Stephen Smith, Defence Minister who will lose his seat in WA in the elections says the Army needs to take a zero tolerance approach to misconduct following the emergence of another sex scandal. Jones says three members have been stood down after officer allegedly filmed themselves having sex with women and then sent boastful emails to colleagues containing images. Jones says over 100 military personnel have been identified over the email exchanges. Jones says David Morrison, Army Chief has said the emails contained explicit, demeaning content that was repugnant. Jones says the whole defence structure needs to be rejigged.

ABC1, Sydney

Lateline: 13 Jun 2013 10:20PM

Compere: Tony Jones and Emma Alberici

The ADF has been rocked by a scandal in which several officers have spread around emails that denigrate women. It comes despite attempts to stamp out sexism in the ranks. David Morrison, Chief of Army, apologised on behalf of the ADF and said it's worse than the ADFA Skype scandal. The ADF and NSW Police are investigating. Three men have been suspended and 90 members are being investigated. Paul Morgan, ADF abuse victim, says that nothing has changed. Elizabeth Broderick, Sex Discrimination Commissioner, says the victims will be feeling betrayed and angry. Some of the women targeted were in the Public Service.

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**From:** McCormack, Karla MS  
**Sent:** Friday, 14 June 2013 09:48  
**To:** COO-MECC-CAM Directors; Miles, Nishara MS; Constance, Rebecca MISS  
**Subject:** FW: Social media/online monitoring re LTGEN Morrison's announcement [SEC=UNCLASSIFIED]

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Morning all

As mentioned in the Director's meeting, below and attached is an analysis of the social media activity following yesterday's announcement.

Nish, Bek - not sure this has made its way to you yet.

Cheers

K

**Ms Karla McCormack**  
Director Digital Media  
Communication and Media  
Department of Defence

---

Russell Offices  
PO Box 7902  
ACT 2600  
Phone: (02) 6127 1955  
Mobile: s22  
Fax: (02) 6265 3640  
Email: karla.mccormack@defence.gov.au

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**From:** Wilson, Adam MR 17  
**Sent:** Friday, 14 June 2013 06:34  
**To:** Madge, Bronwyn MS  
**Cc:** McCormack, Karla MS  
**Subject:** Social media/online monitoring re LTGEN Morrison's announcement [SEC=UNCLASSIFIED]

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Mornign Bronwyn,

I didn't have much to add last night, but there are a couple of things that I've seen this morning of value:

- "This is how you talk about military sex abuse" on Salon.com  
[http://www.salon.com/2013/06/13/this\\_is\\_how\\_you\\_talk\\_about\\_military\\_sex\\_abuse/singleton/](http://www.salon.com/2013/06/13/this_is_how_you_talk_about_military_sex_abuse/singleton/)
- Marc Fennell on Twitter: "Wow... Just... Wow. Chief of Army Lieutenant General David Morrison delivers the speech of 2013." with a link to CA's message to Army members
- Destroy the Joint linked to the same video (oddly, only on Twitter, not Facebook)

Everything that I've seen has been overwhelmingly positive, especially applauding CA for standing against such behaviour.

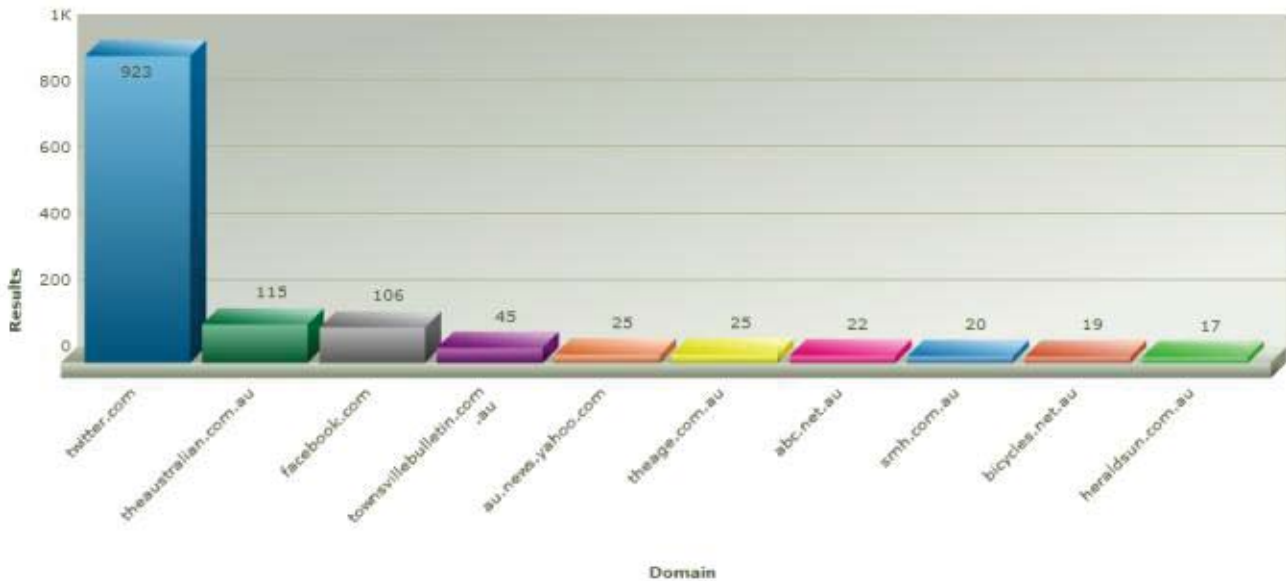
Adam

**Adam P. Wilson | Assistant Director Online Environment**  
Communication and Media | Ministerial and Executive Coordination and Communication | Department of Defence  
p R8-LG-068 | Russell Offices | PO Box 7909 | Canberra ACT 26  
e [adam.wilson17@defence.gov.au](mailto:adam.wilson17@defence.gov.au) | t +61 2 6265 4265 | m +61 2 6266 7701

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**Social Media Analysis**  
**Chief of Army announcement**  
**13 JUNE 13**



The majority of posts have occurred on **Twitter**, with minimal on other domains.

In the afternoon, most posted grabs of what was said by LTGEN Morrison at the media conference, with **themes** emerging such as:

- Worse than the ADFA Skype scandal
- Use of the phrase—sex scandal/email scandal/defence scandal/new scandal/unacceptable behaviour allegations

**Links** were made to:

- Catholic Church (how Pell should have reacted)
- The Government (PM was right to speak out this week about treatment of women vs PM timed all the events this week to meet her agenda)
- The Opposition (Abbott should take a leaf out of Chief of Army's book in dealing with inappropriate behaviour)

**Questions** were asked:

- What happened to culture change?
- If the Chief of Army is such a star—what's wrong with the organisation he runs?

By the evening, the majority of posts related to the Chief of Army **video** posted on the Australian Army website, stating that there were great positive words from the Chief of Army, with most **quoting**:

- "If that does not suit you, then get out"

**Sentiment** of the video included:

- Must watch
- Stunning
- Bravo
- Wow
- Refreshing openness

At 1800 there were 400 mentions, by 2230 this number had increased to over **1000 mentions**.

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UNCLASSIFIED

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**From:** Jones, Karen MS 10  
**Sent:** Friday, 14 June 2013 10:44  
**To:** Constance, Rebecca MISS  
**Subject:** 7.30 transcript [SEC=UNCLASSIFIED]

UNCLASSIFIED

Bec,  
Have ordered all the video/audio files and transcripts except Today Show (already ordered) and 7.30 which I have pasted below from the web.  
Cheers  
K

Karen Jones  
Director, Media Operations  
Department of Defence  
P (02) 6127 1959 M s22  
E [karen.jones10@defence.gov.au](mailto:karen.jones10@defence.gov.au)

Australian Broadcasting Corporation

Broadcast: 13/06/2013

Reporter: Hayden Cooper

With three personnel stood down and another 90 implicated, the Chief of Army says a series of inappropriate emails are worse than the Skype scandal and NSW police are investigating it.

## Transcript

LEIGH SALES, PRESENTER: Australia's Defence Force is tonight reeling from yet another embarrassing series of offences.

This time a group of more than a hundred soldiers has been implicated in an email chain in which images described by the head of the Army as "demeaning" and "repugnant" were sent to female recipients.

There are also claims of illicit drug use.

A handful of soldiers, including some senior officers, have been suspended and could face police action.

So is this even surprising to anyone who's followed the string of abuse inquiries in the

military?

One Defence insider claims this latest furore proves that Defence leadership has failed to halt the cycle.

Hayden Cooper reports.

HAYDEN COOPER, REPORTER: Not for the first time and maybe not for the last, the chief of Australia's Army steps forward to confront a scandal in the ranks.

DAVID MORRISON, CHIEF OF ARMY: The matters under investigation are serious and appear to centre on the production and distribution of highly inappropriate material demeaning women across both the Defence computer systems and the public internet.

HAYDEN COOPER: This case involves not just junior soldiers but officers right up to the rank of lieutenant colonel.

DAVID MORRISON: I'm appalled at this situation.

HAYDEN COOPER: 17 Defence members are under investigation for offensive emails. Three have already been suspended from duty. 14 more could follow. The Chief of the Army says another 90 ADF members could have been on the periphery of the email exchange.

As for the content, General Morrison says it was inappropriate emails containing inappropriate images. Five women were targeted, some in Defence, some in the public service and in the broader community.

DAVID MORRISON: I have spoken to four women so far today and I'll speak to another one who was not available this morning.

JAMES BROWN, LOWY INSTITUTE FOR INTERNATIONAL POLICY: From what General Morrison said today, it looks like it was pornographic images specifically referring to people in workplaces where these military personnel were working.

HAYDEN COOPER: What then has changed in Defence if this abuse continues after a string of high-profile recent cases?

JAMES BROWN: It is surprising that majors, captains and lieutenant colonels would still be conducting this type of activity after every leader in Defence has been so clear that Defence's culture is under review. It shows that they're probably not good military personnel if they're not following that kind of clear direction from their leaders.

HAYDEN COOPER: The Skype incident of 2011 set off the avalanche of inquiries after a Defence cadet was filmed having sex. Now, inevitably, all cases are measured against it, including today's.

DAVID MORRISON: I'd say it's worse than the Skype matter.

HAYDEN COOPER: Last year, a private Facebook page of current and former soldiers displayed extreme racism and sexism directed at female soldiers.

FACEBOOK COMMENT (male voiceover): "Well if you had a nice, soft warm pit f\*\*k buddy in the shape of a woman, you could have gotten rid of all that stress. LOL"

HAYDEN COOPER: And then there's the gay hate campaign waged against Lieutenant Colonel Paul Morgan, a serving Army psychologist who despite death threats and abusive emails, spoke out this year to condemn Defence's handling of abuse.

PAUL MORGAN, ABUSE VICTIM (earlier this year): All forms of abuse are neglected within Defence, including sexual abuse victims.

(Present) ... I don't think anybody could be surprised about abuse scandals in Defence these days.

HAYDEN COOPER: Colonel Morgan is still in the Army and again has chosen to break Defence rules to speak to 7.30 about the latest scandal.

PAUL MORGAN: I blame myself in a way because I feel that if I had pushed harder or done something to try and get the Army to do the right thing in my case, that perhaps these repeated scandals wouldn't be occurring now.

HAYDEN COOPER: He doubts the efforts of Defence leadership to end abuse.

PAUL MORGAN: Why is it that years after reviews and tribunals we are still experiencing scandals? Just goes to show that what they've tried so far is completely insufficient.

HAYDEN COOPER: But it seems that this incident more than any other has hit home, both for the Defence top brass and for the minister.

STEPHEN SMITH, DEFENCE MINISTER: We're not here dealing with a few bad apples. We're dealing here with a systemic and cultural issue which Army, the Australian Defence Force and the Australian Defence Organisation needs to continue to very strongly address and to address that head on.

HAYDEN COOPER: For some observers, today's very public response is encouraging.

JAMES BROWN: This shows us that they're actually coming good on their word. It means we can trust the senior leadership when they say they want to get rid of this corrosive, cancerous element of people who think it's OK to be dishonourable.

HAYDEN COOPER: But for those who know what Defence abuse feels like, today's news is only disheartening.

PAUL MORGAN: We must wait for action. Suspension is one thing, but only when proper discipline occurs will things truly change. ... We hear fine-sounding words, but then later, after the 24-hour news media cycle has gone away, there is no action and no follow-up.

Australian Broadcasting Corporation

Broadcast: 13/06/2013

Reporter: Leigh Sales

Having revealed dozens of defence force personnel, including senior officers, are implicated in a series of inappropriate emails, Chief of Army David Morrison joins us to explain the extent of an issue he describes as going to the heart of problems with Army



culture.

## Transcript

LEIGH SALES, PRESENTER: With me from our Canberra studio is the Chief of Army, Lieutenant General David Morrison.

Lieutenant-General, you heard the words there of Lieutenant Colonel Paul Morgan who said that what the Army's tried so far has been completely insufficient, that after an incident like this there are fine words but insufficient follow-up. What do you say to that?

DAVID MORRISON, CHIEF OF ARMY: Well I agree in part with what Paul said, Leigh. There are systemic cultural issues in Defence that have be addressed. And I agree that in his case there has been an ongoing matter that has been, unfortunately, most unfortunately, slow to be dealt with. But I don't agree with him that we, the Defence hierarchy, haven't learnt from mistakes of the past or slowness to react, and I think in the case at hand at the moment, what you're seeing is a - not just a willingness, a very keen desire to engage with the nation. We have a contract as the Army with the nation to try and explain the circumstances, not to be coy about any of these issues and to try and outline how we are gonna deal with them.

LEIGH SALES: Let me just ask for a little bit more detail. I know you don't want to go into too much detail about the specifics of this material, but if you can clarify a few points. Were female soldiers or personnel filmed without their knowledge?

DAVID MORRISON: There is evidence that shows that there may have been a non-consensual distribution of imagery, but as far as that goes, I am really limited, with the ongoing investigations, to say much more.

LEIGH SALES: And were all of the female recipients of the material featured in it?

DAVID MORRISON: No. There are victims of this group's alleged behaviour who have been denigrated in different ways. Some through texts, some through distortion of imagery, some through the distribution of material without consent.

LEIGH SALES: Were any of these images doctored?

DAVID MORRISON: I've only seen a very small amount of the imagery. I'm reliant of course on what the investigative service are now trying to establish. I think that I would be on solid ground saying that in some cases though this has been doctored, yes.

LEIGH SALES: And do these images include the violent degradation of women?

DAVID MORRISON: Not that I've seen and not that I'm aware of.

LEIGH SALES: What was your reaction when you saw these images?

DAVID MORRISON: I was sickened by it.

LEIGH SALES: And then what did you do?

DAVID MORRISON: Well it confirmed the evidence that had been provided to us by the investigative service from when the chief of the Defence Force and I became aware of this

on 10th and 12th April respectively, and it absolutely focused us on giving direction to the investigative service to concentrate on the 17 that I've spoken about today. I must make the point that this is a very complex matter for ADFAS to look at. It involves hundreds of emails, and as a result, hundreds of email chains. And we won't know the full extent of this and the complicity of that 90 that I have spoken about earlier today for some time yet.

LEIGH SALES: How is it possible that when this sort of behaviour has had the attention that it's had, particularly in light of the Skype matter, that you have a situation where 90 people are implicated in this sort of thing?

DAVID MORRISON: Ah, I don't know, Leigh. I mean, since Skype and indeed since the case that has confront Lieutenant Colonel Paul Morgan, there has been a renewed effort to talk to our workforce, talk to our men and women about respect and how we should treat each other. And I've gotta say, Leigh, that the overwhelming majority of the Army, the 50,000 men and women who make up the service, perform in exemplary fashion here and overseas, a great credit to the country. And I've had a lot of response from the press conference I had today, unsolicited, from men and women of all rank levels saying, "Well, thank you for dealing with this in the way that it's being dealt with," and I take heart about that. But I don't have the answer. I don't have anything that I can do that will simply create a better way that human beings deal with each other, either in uniform or without.

LEIGH SALES: But can you understand how the public ...

DAVID MORRISON: Yes.

LEIGH SALES: ... - these incidents happen ...

DAVID MORRISON: Yes.

LEIGH SALES: ... and then people in positions like yours come on and they say, "We've got zero tolerance and we're doing what we can," and then they just keep happening?

DAVID MORRISON: Yes, I can understand how people could be concerned. And as I said today, I can understand how the parents of Australia would wonder about entrusting the welfare of their daughters to the Army. I can do my best on this program and elsewhere to assure you that we are addressing the matters, but we are addressing them imperfectly because whether I'm a Lieutenant-General or not, I'm still a human being and I'm dealing with other human beings.

LEIGH SALES: You say that you don't know why people are doing it, particularly given the focus that's been on it. Do you feel that you do know how to address it?

DAVID MORRISON: I think - I do think that being as open and honest with our workforce and with the nation is definitely a very important step to take and I feel uncomfortable about doing this interview, of course I do, because it's the service that I've been a part of for three and a half decades and I love deeply that is being called into question. But I know that I'm accountable here. I'm accountable for what happened to Paul Morgan. I'm accountable to what's happened to these women victims of this alleged group and I've gotta take steps to try and deal with it and I am doing the best I possibly can.

LEIGH SALES: Is it fair to say when we look at this sort of behaviour that there is a degree of collusion that indicates a pack mentality?

DAVID MORRISON: Yes, I think that that would be an accurate description.

LEIGH SALES: Is it legitimate to conclude that when you have that sort of attitude, that behaviour towards women can easily escalate into a climate of actual physical violence and bullying?

DAVID MORRISON: I think that that's a legitimate concern and I think that there have been unfortunate incidents of that that have taken place with women in the Army and in the other services as well.

LEIGH SALES: You have a goal of increasing the number of women in the Army from 3,000 to 3,600 by the middle of next year. In light of this, how difficult do you think it's going to be for you to reach that goal?

DAVID MORRISON: Well, it doesn't make it any easier. But I've gotta say, Leigh, that the women who are currently serving in the Army - and we have seen an increase in their numbers in the time that focus has been given to trying to increase the number of women in our workforce - they are doing an absolutely sensational job and their value is inestimable in my view. They improve our culture and they improve our capability. I've gotta keep on this path and I'm going to because I believe it's so important for the Army's future.

LEIGH SALES: So what would you say to an 18-year-old girl who's watching who's been thinking about a career in the Army but things, "Wow, do I really wanna sign up to that sort of treatment?"

DAVID MORRISON: Well, I'd say it's a great career, and I'd say in all honesty that it will provide challenges in your workplace, but every other profession that you are likely to look at will also have challenges for you. I'm not saying that they'll go to the heart of what you and I are talking about; I wouldn't be as presumptuous to make that sort of judgment. But there are challenges in all of our workforces. I would say to the women of Australia that there are great careers and that your participation in them will be valued deeply by me as the Chief of Army and by all of the chain of command in the Army.

LEIGH SALES: Lieutenant-General Morrison, thank you very much for joining us.

DAVID MORRISON: Thank you, Leigh.

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**From:** Jones, Karen MS 10  
**Sent:** Friday, 14 June 2013 10:53  
**To:** AHQ-Media; Miles, Nishara MS  
**Cc:** MediaOps  
**Subject:** Some more electronic reporting summaries: [SEC=UNCLASSIFIED]

UNCLASSIFIED

702 ABC Sydney, Sydney  
Mornings: 14 Jun 2013 09:25AM  
Compere: Linda Mottram

Caller Mike, a serving Airforce officer, tries to reassure parents that cultural issues are being addressed in the ADF, with Elizabeth Broderick, Sex Discrimination Commissioner and Stephen Smith, Federal Minister for Defence also trying to clear up issues and make people aware that some behaviours won't be tolerated. If you don't have mutual respect for your co-workers then the team won't operate as well as it should. Pru Goward, NSW Minister for Women wants to see more women in the ADF. Mike says the diversity debate has focussed on value quotas but cultural diversity should also be encouraged.

3AW, Melbourne  
Mornings: 14 Jun 2013 09:21AM  
Compere: Neil Mitchell

Interview with Lieutenant General David Morrison, Chief of Army Mitchell says it is reported that Army officers are alleged to have filmed themselves having sex then sent emails with images boasting about it. Morrison says the NSW Police have referred charges against three individuals to the DPP. He says the matters do concern the transmission of explicit and repugnant emails. He says he has spoken to four women involved and apologised to them on behalf of the Australian Army. He says he has been told there is between eight and ten other women involved. He discuss the amount of Defence personnel involved. He says he promises to change this aspect of the Defence Force culture.

2GB, Sydney  
Mornings: 14 Jun 2013 09:13AM  
Compere: Ray Hadley

Hadley reads from Fairfax publications about a Defence Force sex scandal, in which at least 17 male Army officers circulated footage of members having sex with demeaning commentary about the women. He says that Chief of Army David Morrison has confirmed on Sky News that three personnel have been charged by NSW Police but that the other 14 should be handled internally.

774 ABC Melbourne, Melbourne  
Mornings: 14 Jun 2013 09:13AM  
Compere: Jon Faine

Interview with Leslie Cannold, Gender commentator on the worrying gender attacks on PM Julia Gillard. Faine outlines the recent incidents of attacks on Gillard including; the Perth radio interview, MenuGate and the Women for Gillard function. He says Tony Abbott, Federal Opposition Leader says there is no gender issues in politics and the ADF has said those distributing sexual material within military should leave. Cannold mentions Holger Oseick, Coach, Soccerroos and his comments on women. Cannold says PM Julia Gillard's comments at the Women for Gillard function has opened up a window for these issues to receive media attention again. She says Elizabeth Broderick, Sex Discrimination Commissioner had already previously highlighted this sexist behaviour within the ADF. She praises the military chiefs' responses to these issues, saying it is promising. She says a number of men, including Faine and Chief of Army David Morrison are playing an enormous role by speaking out against the behaviour against women. [cont]

702 ABC Sydney, Sydney

Mornings: 14 Jun 2013 09:07AM

Compere: Linda Mottram

Caller Mike McDermott, former Army Officer, denies the current ADF scandal highlights a systemic problem and David Morrison, Chief of Army, Australian Defence Force's comments have shown that this is not acceptable behaviour. He believes the issue can be stopped at the source, as mentioned by Pru Goward, NSW Minister for Women. The culture of the army provides a great opportunity to female advancement. Mottram says 'Kate', who came forward during the Skype scandal, has experienced restrictions on her advancement, while those accused continued their education.

702 ABC Sydney, Sydney

Mornings: 14 Jun 2013 08:51AM

Compere: Linda Mottram

Caller Cheryl talks about her daughter, who is in the Australian Defence Force, and her reaction to the latest military sex scandal. Cheryl says her daughter takes the view that it is a 'few bad apples', but it is always in Cheryl's mind and she would prefer her daughter did not pursue this career path, although she will support her. Cheryl says there needs to be training in place to empower women in the military, but she is not aware of any. Mottram notes the Chief of Army [David Morrison] and Defence Minister [Stephen Smith] have admitted that the problem goes beyond a few bad apples.

ABC Ballarat, Ballarat

Mornings: 14 Jun 2013 08:45AM

Compere: Steve Martin

Interview with Dr Sue Dyson, AFL Respect & Responsibility Program. Martin says David Morrison, Chief of Army, has said he is appalled by the behaviour of soldiers involved with the latest defence force sex scandal which is reportedly worse than the 2011 Skype scandal, and admits a systemic problem in the culture of the Army. Martin notes there has been discussion of cultural attitudes towards women within sporting clubs such as the AFL and NRL, and Dyson discusses how difficult it is to change the culture of a large organisation such as the armed forces.

702 ABC Sydney, Sydney

Mornings: 14 Jun 2013 08:40AM

Compere: Linda Mottram

Interview with Pru Goward, NSW Minister for Women and former Federal Sex

Discrimination Commissioner. Mottram says Elizabeth Broderick, Federal Sex Discrimination Commissioner, has been talking about issues involving women and sexism, particularly involving the latest revelations about the Australian Defence Force, and suspended Perth shock jock Howard Sattler asking the Prime Minister if Tim Mathieson was gay. Mottram says both Lt David Morrison, Chief of Army, Australian Defence Force, and Defence Minister Stephen Smith, have admitted that the problem is systemic in the ADF. Goward says the problem is linked to sexually segregated workforces, which is why she is so keen to get women into trades. They discuss the menu that made derogatory comments about the Prime Minister, with Goward saying it is not acceptable and the heated political environment is leading to a personal antagonism to the PM. Goward recalls Malcolm Fraser being asked on camera at the National Press Club if he had stopped wetting the bed, and it is hard to know if what is happening to the PM is any different to what has happened to other unpopular figures in the past, although she accepts that cracks at male sexuality are unprecedented. They talk about the need for the military to encourage women to join the military. Goward says the report she is releasing this morning into the state of women in NSW is a mixed bag, but the number of domestic violence assaults is down, the gender pay gap has narrowed compared to the Australian average, smoking has declined, but risky drinking has increased. Goward says women from poorer families in regional areas remain at a disadvantage compared to richer women and those in metropolitan areas.

ABC News 24, Sydney  
 ABC News Breakfast: 14 Jun 2013 08:38AM  
 Compere: Michael Rowland and Virginia Trioli

Interview with Tom Tilley, Host, Triple J's Hack. Lieutenant General David Morrison, Chief of Army say the Army email sex scandal is abhorrent, with hundreds of emails and photos denigrating a number of women, and anyone found to be involved will be punished severely. Tilley says he took calls on Hack about this issue yesterday, with some ADF personnel saying this scandal was overblown and the culture is changing, while others said this was nothing compared to things currently happening elsewhere in the ADF. Tilley plays an excerpt from a caller who took an Army gap year, saying although she enjoyed most of her time in the Army was forced to leave early due to the actions of a superior. Tilley plays an excerpt from a caller saying we may need to reassess the standards we hold these men to. O'Connor says Sex Discrimination Commissioner Elizabeth Broderick says this culture is endemic across society. Tilley says Broderick told him things are changing. Tilley says Flinders University Sociologist Ben Wadham says these sorts of attitudes are changing.

891 ABC Adelaide, Adelaide  
 Breakfast : 14 Jun 2013 08:36AM  
 Compere: Matthew Abraham and David Bevan

Regular segment: Spin cycle with Michael Owen, The Australian, Tory Shepherd, The Advertiser and Nick Harmsen, ABC. Shepherd is at Mitcham Primary School along with Harmsen as the Premier, Don Farrell and the PM are touring the school today. Compere says it has been an 'appalling' week in politics. Shepherd says the PM delivered a speech on gender 'which went down like a lead balloon'. Shepherd says she is unsure what is wrong with 'playing the gender card'. She says the next revelation was an 'awful repulsive menu' which was initially reported to have been circulated at a Liberal Party fundraiser, but this was found to not be the case. She says Howard Sattler asked the PM if her partner is gay, which the PM handled well. She says Alan Jones made remarks that she declines to discuss and the Socceroos coach was heard saying 'women should shut up in public. Harmsen says another issue in this area is the army scandal and notes Army Chief David



Morrison was one of the few people this week who performed well. Owen says he feels that playing 'the gender card' is a divisive way for a PM to act. Shepherd agrees that the speech delivered by Julia Gillard was 'not good'. Compere says Tim Whetstone has contacted the show to say Gillard is stuck in traffic. Panellist says he has heard that Gillard is going to have a building opened in her name. Compere says Sattler's comments were clearly absurd but says the same could be said about Gillard's speech. Shepherd says it appears that Tony Abbott, Bob Katter and others will lead a male dominated parliament after the election.

ABC Gold and Tweed Coasts, Gold Coast  
Mornings : 14 Jun 2013 08:35AM  
Compere: Matt Webber

Interview with Elizabeth Broderick, Sex Discrimination Commissioner; about sexism after army personnel filmed video of them having sex with female victims that include defence force members. Webber says according to Lieutenant General David Morrison, Chief of Army, the imagery is explicit, derogatory, and demeaning. He says this also in the week where an inappropriate menu with comments of the PM was revealed and the interview with the PM overnight, and sexist comments made by Socceroos coach. Broderick says recent events are a major setback, and says she has looked in a great detail in to the culture of the Australian Defence Force, and says she has heard stories where the ADF has served their members well, but also says she has heard stories which shows that there is demeaning behaviour towards woman. She says she was appalled by yesterdays revelations but was not surprised. She says gender equality is a global issue, and thinks what people need to understand is having woman in the military is about lifting the capability of those organisations, and the sustainability of the workforce. She says what we saw yesterday shows how complex the issue is and that it will take time to change, and says given the involvement of people in the group it shows that it is a systemic cultural issue. She says changing cultures does take time, and says for anyone in the ADF today who heard the chief of Army speak yesterday and don't think woman should be in the army, she question if they have a future in the ADF. She thinks the issues and behaviours seen the around the internet are general community issues and not just the military. She says the sexualisation of woman is growing and that is due to the internet , and says it something that people should be alert to. They talk about media attention on the victim, she says media attention is one of the reason woman don't speak out. She says woman are often both the victim of the incident but also in the way it is handled. She says there needs to be understanding where the humans rights abuse has occurred which is often in relation in womans ability to be safe. She says the community is becoming less tolerant about these kinds of incidents, and people are calling out these issue earlier. She says if that continues that will means incidents will not happen as much, she says in relation to the army she is confident they are on the path to deal with the issue.

ABC Upper Hunter, Muswellbrook  
Breakfast: 14 Jun 2013 07:18AM  
Compere: Mike Pritchard

Mandy Archibald, Murrurundi Resident, speaks about her daughter who is currently on secondment from the airforce to the army, and is in Afghanistan. She says there are currently rations for diesel, meaning army personnel can only use air conditioning in their vehicles when absolutely necessary. Archibald jokes about her daughter asking her to send over a dressing gown because she stays in a corridor with 'army guys'. Pritchard refers to recent controversy in the army. Archibald says her daughter has been treated well because she is in the airforce.

ABC NewsRadio, Sydney  
Drive: 13 Jun 2013 05:21PM  
Compere: Glen Bartholomew

Interview with James Brown from the Lowy Institute. Compere says senior officers are among more than one hundred army personnel being investigated for exchanging explicit and inappropriate emails and pictures that demean women. Brown says change in the defence culture will take a long time. He agrees with General David Morrison that this problem is systemic. He says it is extraordinary that a lieutenant colonel with a package of more than \$137,000 has the time to be sending perilous emails. He says the Defence Force has struggled with the issue of accountability. He says to publicly sack the officers involved will send the strongest message possible that this kind of behaviour won't be tolerated. He says in some cases the NSW Police will be involved and the officers will be dealt with in the Civil Court. He says at least one in four women in the ADF have experienced some sort of sexual harassment during their career.

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**From:** Jones, Karen MS 10  
**Sent:** Friday, 14 June 2013 10:59  
**To:** Constance, Rebecca MISS  
**Subject:** RE: Audio/Video files + transcripts [SEC=UNCLASSIFIED]

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I'm so sorry - I only just found this. I obviously need more coffee!

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**From:** Constance, Rebecca MISS  
**Sent:** Friday, 14 June 2013 09:01  
**To:** Jones, Karen MS 10  
**Cc:** Miles, Nishara MS; AHQ-Media  
**Subject:** Audio/Video files + transcripts [SEC=UNCLASSIFIED]

UNCLASSIFIED

Hi Karen,

Can we ask you please to source transcripts plus the video/audio files for the following interviews conducted by CA and DCA.

Thur 13 Jun

- 774 Drive Melbourne interview with CA (audio file plus transcript). Interview conducted at 1645
- 666 ABC Canberra interview with DCA (audio file plus transcript). Interview conducted at 1710
- The Drum ABC News 24 (video file plus transcript). Interview conducted at 1800
- The 7:30 Report (video file plus transcript). Interview conducted at 1930

Fri 14 Jun

- The Today Show interview conducted with CA (video file plus transcript). Interview conducted at 0700
- ABC Radio National Breakfast interview with CA (audio file plus transcript). Interview conducted at 0735
- AM Agenda Sky News interview with CA (video file plus transcript). Interview conducted at 0830
- 3AW Neil Mitchell interview with CA (audio file plus transcript). Interview to be conducted at 0920.

I'll let you know if any additional interviews come up.

Cheers,

**Rebecca Constance**

Media Engagement Manager | Directorate of Communication | Army Headquarters  
Department of Defence  
R1-4-B041 | Canberra ACT 2600  
ph: 02 626 51066 m: s22

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**From:** Kovacevic, Kate MRS  
**Sent:** Friday, 14 June 2013 12:50  
**To:** Miles, Nishara MS  
**Cc:** AHQ-Media  
**Subject:** Social media commentary 14 June 13 to 1230 [SEC=UNCLASSIFIED]

UNCLASSIFIED

Hi Nish,

Here's an update on the Twitter and FB comments. They are all much the same - positive messages about CA.

Thanks,  
Kate.

**Kate Kovacevic**

A/ Strategic Brand Coordinator | Directorate of Communication | Army Headquarters  
Department of Defence  
R1-4-B066 | Canberra ACT 2600  
Ph: 02 626 52656 Mob: s22

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**Twitter 14 June 13**  
**Search David Morrison, Army women and Army officers**

**Australian Army Facebook 14 June 13**

**Key themes**

Link to Liberal party non-action and 'menugate'  
 Overwhelming backing for CA messaging and stance on the issue  
 Quote "The standard you walk past is the standard you accept"  
 Speculation about the group and content of videos – Army members met women in King's  
 Cross for sex.

**Standout messages**

"LtGeneral David Morrison gives me confidence as I am about to apply for the Australian Army. Of course there will be problems in any workplace- but it is how the workplace hierarchy deals with these problems that matter."

"Times change - those who think it appropriate to send sexually explicit emails are mistaken. I speak as one who, in the past, has thought this issue was being overplayed. I understand now I was mistaken and encourage others to catch up with society and show more respect."

"I put up with this shit 30 years ago, will it ever go away?? Technology was limited back then but bad behaviour pervades and is terrible PR for all the decent men and women who serve our country. Very sad they think they can be sheltered, this is reality and no matter what era or generation, real men don't do this!"

"Go CA! Great message! He was so direct and honest..its about time people realised that defence is really starting to take this seriously. Respect to those who do the right thing."

"This is unacceptable behaviour in any walk of life, but, especially in our Forces. I was in the Army Reserves years ago, and it was always on the under current then. I was lucky that we had very good people in charge, that would nip anything like that in the bud. But, we girls were always on the look out for any sort of trouble, which you shouldn't have to be, you are there to do a job just like the men. I loved my time in the Reserves, and look back on it with fond memories. I hope and pray, that those responsible get what they deserve."

"My time in Army was spent side by side w/ women Soldiers who often outperformed their male peers. It has to stop [#noexcuses](#)"

"A 3 minute video by Lieutenant-General David Morrison. Powerful communication peerless leadership, important matter."

**Sentiment**

The messages on Twitter and Australian Army Facebook pages are mostly positive, and more so towards CA rather than the Army as an institution.

---

UNCLASSIFIED

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**From:** Bird, Kathryn MISS  
**Sent:** Friday, 14 June 2013 14:02  
**To:** COO-MECC-CAM Directors  
**Cc:** AHQ-Media  
**Subject:** FOR CAM Clearance - Talking Points for DFR [SEC=UNCLASSIFIED]  
**Importance:** High

UNCLASSIFIED

Good afternoon,

Seeking urgent CAM clearance of the below TPs which are intended for DFR should people ask questions regarding the CA's announcement at recruitment centres.

These have been cleared by BRIG S Wilkie, COFS AHQ.

(start)

I am aware of the announcement by the Chief of Army yesterday (13 June 2013) relating to allegations of unacceptable behaviour by Army members.

I understand the matter is still under investigation and I can't comment on the allegations.

Army and Defence do not condone unacceptable behaviour and such behaviour does not represent the values and ethos of the majority of Army and ADF members.

Further information on the announcement is available on [www.army.gov.au](http://www.army.gov.au) and [www.defence.gov.au](http://www.defence.gov.au)

(end)

### **Katie Bird**

Communication and Research Officer | Media Engagement | Directorate of Communication | Army Headquarters  
Department of Defence  
R1-4-B042 | Canberra ACT 2600  
Ph: 02 626 55297

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**From:** McCormack, Karla MS  
**Sent:** Friday, 14 June 2013 16:26  
**To:** COO-MECC-CAM Directors; Miles, Nishara MS; Constance, Rebecca MISS  
**Subject:** FW: today's analysis of CA video [SEC=UNCLASSIFIED]

UNCLASSIFIED

[More coverage...go CA!](#)

Cheers

K

**Ms Karla McCormack**  
Director Digital Media  
Communication and Media  
Department of Defence

---

Russell Offices  
PO Box 7902  
ACT 2600  
Phone: (02) 6127 1955  
Mobile: §22  
Fax: (02) 6265 3640  
Email: karla.mccormack@defence.gov.au

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**From:** Madge, Bronwyn MS  
**Sent:** Friday, 14 June 2013 16:08  
**To:** Jeffries, Mark MR 1  
**Cc:** Wilson, Adam MR 17  
**Subject:** today's analysis of CA video [SEC=UNCLASSIFIED]

UNCLASSIFIED

Here you go Mark,

Please attach the PDF document to the word doc. Adam was a great help in compiling the

examples.

Cheers,

Bronwyn

---

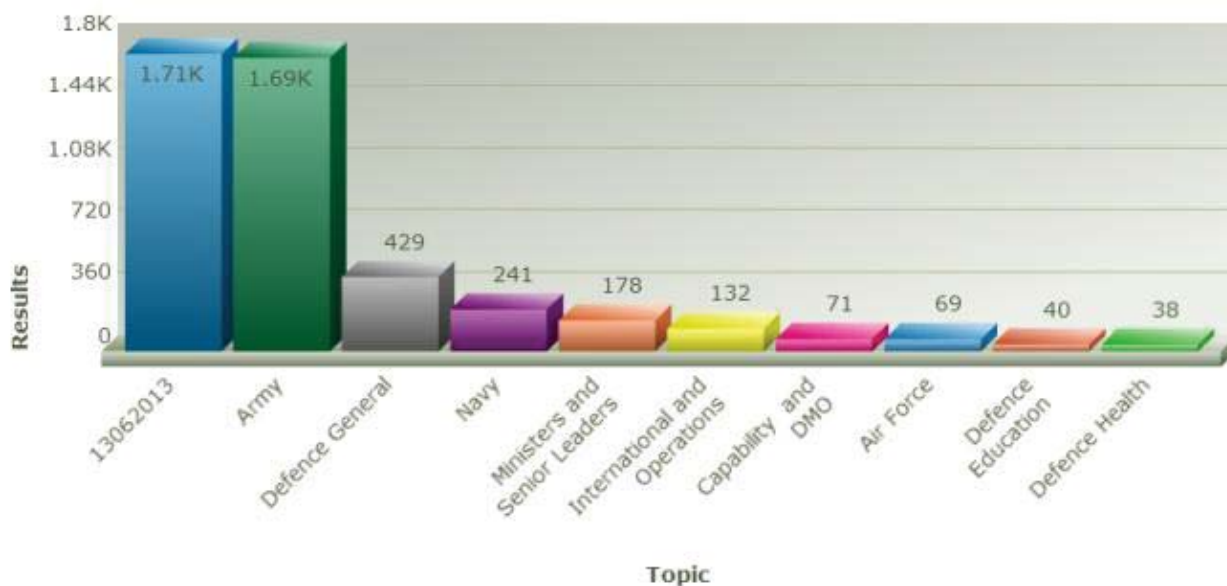
**Bronwyn Madge** | Senior Adviser Strategic Issues Management Branch | Department of Defence  
**OFFICE:** R1-G-C043 Russell Offices, PO Box 7901 Canberra ACT 2610 | **DESK:** (02) 6265 7902 | **EMAIL:**  
[bronwyn.madge@defence.gov.au](mailto:bronwyn.madge@defence.gov.au)  
**HOURS:** m0700-1500 | t0700-1500 | th0700-1800

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**Social Media Analysis**  
**Chief of Army announcement**  
**14 JUNE 13**



Today, the coverage has continued similarly to last night, with the majority of posts continuing to occur on **Twitter**, with minimal on other domains. It is harder to track comments on Facebook, which is why the numbers are lower.

The trends today continued in the vein of last night, with the majority of posts relating to the Chief of Army **video** posted on the Australian Army website, stating that there were great positive words from the Chief of Army. Today's popular **quote** was:

- "The standard you walk past is the standard you accept"

The following page captures the **sentiment** on Twitter today:

- Time for change
- True leader
- Unlikely feminist leader

Mentions have steadily climbed today, reaching around **1700 mentions** by 1500. On YouTube, the video has been viewed almost **19,000** times, and although not viral by international standards these numbers are quite significant. Predominantly positive and uplifting comments are being left on the YouTube site.

The event is also gaining notoriety on well known blog sites, with the latest being [www.Buzzfeed.com](http://www.Buzzfeed.com)



**Destroy The Joint** @JointDestroyer

Follow

This message from the Chief of Army, Lieutenant General David Morrison, is superb. Time for change.

[http://www.youtube.com/watch?feature=player\\_embedded&v=QaqpoeVgr8U](http://www.youtube.com/watch?feature=player_embedded&v=QaqpoeVgr8U)

...

11:49 AM - 14 Jun 2013



**YouTube** @YouTube

17 RETWEETS 3 FAVORITES

- Reply
- Retweet
- Favorite



**Destroy The Joint** @JointDestroyer

Follow

You \*MUST\* watch this message from the Chief of Army, Lieutenant General David Morrison

[http://www.youtube.com/watch?feature=player\\_embedded&v=QaqpoeVgr8U](http://www.youtube.com/watch?feature=player_embedded&v=QaqpoeVgr8U)

... Pls RT

10:10 PM - 13 Jun 2013



**YouTube** @YouTube

53 RETWEETS 15 FAVORITES

- Reply
- Retweet
- Favorite



**George Megalogenis** @GMegalogenis


Follow

The Chief of Army, David Morrison, is a gun. Late to this, but I'd almost forgotten what a true leader sounds like:

<http://www.abc.net.au/news/2013-06-1>

4/chief-of-army-fires-broadside-at-army-over-email-allegations/4753208

10:05 AM - 14 Jun 2013  
44 RETWEETS 18 FAVORITES  
Reply  
Retweet  
Favorite

  
**Financial Review**  
✓  
@FinancialReview

**Follow**  
"We're not dealing here with a few bad apples," says Defence Minister Stephen Smith after latest defence sex scandal  
[http://www.afr.com/p/national/defence\\_has\\_systemic\\_cultural\\_problem\\_RfENqp1MK](http://www.afr.com/p/national/defence_has_systemic_cultural_problem_RfENqp1MK)  
[SseOFExQnaGNJ](http://www.afr.com/p/national/defence_has_systemic_cultural_problem_RfENqp1MK)

1:08 PM - 14 Jun 2013



**Defence has a 'systemic cultural problem': Smith**  
Defence Minister Stephen Smith has praised the Chief of the Australian Army for his "decisive and clear" response to a fresh sex scandal revealed this week but says the army still has a systemic...

  
**Financial Review** @FinancialReview  
3 RETWEETS  
Reply  
Retweet  
Favorite



**Marc Fennell**  
✓  
@marcfennell

**Follow**  
Wow... Just... Wow. Chief of Army Lieutenant General David Morrison delivers the speech of 2013.  
<http://goo.gl/OeR2X>

10:14 PM - 13 Jun 2013  
54 RETWEETS 40 FAVORITES  
Reply  
Retweet  
Favorite



**Latika Bourke**



@latikambourke

Follow

The best thing to take out of this week: 'The standard you walk past is the standard you accept'

<http://latika.me/151FtdR>

10:09 AM - 14 Jun 2013



**YouTube** @YouTube

35 RETWEETS 12 FAVORITES

Reply  
Retweet  
Favorite



**Latika Bourke**



@latikambourke

Follow

"I will be ruthless - if that does not suit you, then get out" The Chief of Army's video message to Army staff:

<http://goo.gl/0eR2X>

"

9:50 PM - 13 Jun 2013  
32 RETWEETS 17 FAVORITES  
Reply  
Retweet  
Favorite



**Kim O'Grady** @kimogrady1

Follow

I have found an exception to the 'don't read the comments' rule! The ones on the CAs sexism speech are uplifting

[http://www.youtube.com/watch?feature=player\\_embedded&v=QaqpoeVgr8U](http://www.youtube.com/watch?feature=player_embedded&v=QaqpoeVgr8U)

...

9:32 AM - 14 Jun 2013



**YouTube** @YouTube

4 RETWEETS 1 FAVORITE

Reply  
Retweet  
Favorite



**Corey Stephenson**



@MrCorey

**Follow**

Wonder how the Australian Defence Force are feeling about Howard Sattler's interview with Gillard...

1:54 PM - 14 Jun 2013

1 FAVORITE

Reply  
Retweet  
Favorite

---

UNCLASSIFIED

---

**From:** Jeffries, Mark MR 1  
**Sent:** Tuesday, 18 June 2013 10:20  
**To:** Hurley, David GEN; Binskin, Mark AIRMSHL; Morrison, David LTGEN; Campbell, Angus MAJGEN  
**Cc:** Hammond, Mark CAPT - RAN; Iervasi, Vincent GPCAPT; Reis, Alison MS; Hamilton, Tom MR; Taloni, Paul DR; Ablong, Marc MR; Geering, John MR; Wilkie, Simone BRIG; AHQ-Media; Porter, Andrew MR 3; Fenton, Sacha MS  
**Subject:** Social Media Monitoring Report: CA's address - Update 3 [SEC=UNCLASSIFIED]

UNCLASSIFIED

All,

A further update from yesterday afternoon. CA's address is now up to 800,000 views, and is now a featured video on YouTube.

cheers,

MJ.

---

**From:** Jeffries, Mark MR 1  
**Sent:** Friday, 14 June 2013 16:13  
**To:** Hurley, David GEN; Binskin, Mark AIRMSHL; Morrison, David LTGEN; Campbell, Angus MAJGEN  
**Cc:** Hammond, Mark CAPT - RAN; Iervasi, Vincent GPCAPT; Reis, Alison MS; Hamilton, Tom MR; Taloni, Paul DR; Ablong, Marc MR; Geering, John MR; Wilkie, Simone BRIG; AHQ-Media; Porter, Andrew MR 3; Fenton, Sacha MS  
**Subject:** Social Media Monitoring Report: CA's address - Update 2 [SEC=UNCLASSIFIED]

UNCLASSIFIED

All,

As per yesterday, please find attached an update on yesterday's social media report. I have also attached various online comments, for illustrative rather than definitive purposes, to provide a general snapshot of the prevailing sentiments. Key figures at a glance include:

- over 1700 individual mentions of the statement
- over 19000 views of CA's statement on Youtube

cheers,

MJ

---

**From:** Jeffries, Mark MR 1  
**Sent:** Thursday, 13 June 2013 23:10

**To:** Hurley, David GEN; Binskin, Mark AIRMSHL; Morrison, David LTGEN; Campbell, Angus MAJGEN  
**Cc:** Hammond, Mark CAPT - RAN; Iervasi, Vincent GPCAPT; Reis, Alison MS; Hamilton, Tom MR;  
Taloni, Paul DR; Ablong, Marc MR; Geering, John MR; Wilkie, Simone BRIG; AHQ-Media  
**Subject:** Social Media Monitoring Report: CA's address [SEC=UNCLASSIFIED]

UNCLASSIFIED

All,

Please find attached a short summary of the social media response to CA's address this afternoon. Key sentiments expressed include:

- very positive comments on Army's response
- strong support for CA's comments that cultural change in here to stay
- strong support for the frankness and openness in how this matter has been treated.

General criticisms have been framed around 'what has happened to cultural change', and general 'chatter' around the timing of the address and recent political commentary on sexism/misogyny.

Of worthwhile note is the nearly trebling of mentions on twitter in the period from 1800-2230.

We will monitor this throughout tomorrow with a view to updating and redistributing Friday afternoon

cheers,

Mark Jeffries  
A/g Assistant Secretary  
Strategic Issues Management Branch  
626 57897

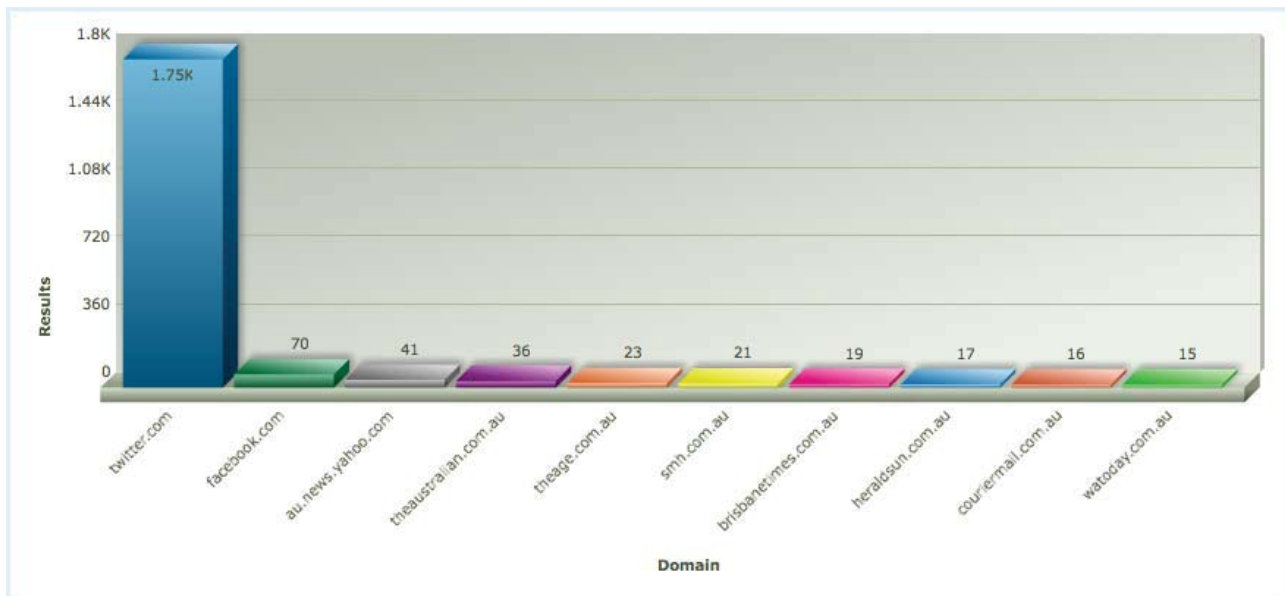
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**Social Media Analysis**  
**Chief of Army announcement**  
**17 JUNE 13**



Discussion of the Chief of Army's announcement of alleged unacceptable behaviour continues occur primarily on **Twitter**, with minimal activity on other domains. It is harder to track comments on Facebook, which is why the numbers are lower. The chart on the following page shows how the topic continues to be of greatest interest since the announcement on Thursday.

The trends today continued in the vein of last week, with the majority of posts relating to the Chief of Army **video** posted on the Australian Army YouTube channel, stating that there were great positive words from the Chief of Army. The same **quote** continues to resonate:

- "The standard you walk past is the standard you accept"

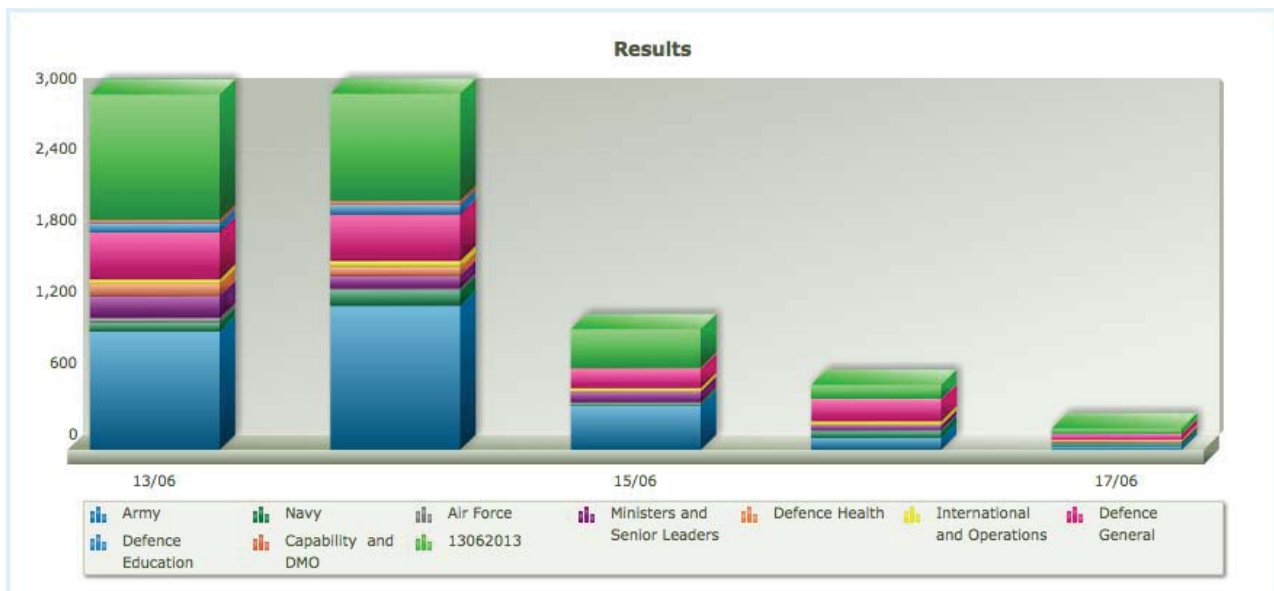
The following page captures the **sentiment** on Twitter today:

- Real change is happening
- True leader
- Concern for legal implications

Mentions have continued to climb over the weekend, reaching around **2440 mentions** by 1500. On YouTube, the video has been viewed more than **800,000** times, and is now being featured on YouTube. Comments on YouTube are overwhelmingly positive.

The message has been carried around the globe, including featuring on [National Public Radio in the US](#).





## Examples

[@newmatilda](#): Real reform is taking place inside the [Australian De...](#)



Real reform is taking place inside the [Australian Defence](#) Force - ignoring sexual abuse puts it at risk <http://t.co/NOWikWqDov>  
*twitter.com* Date: 17/06/2013 BuzzInfluence: 8/10

[@me\\_and\\_e](#): Fnally sat down to watch the video from the [Chief of A...](#)



Fnally sat down to watch the video from the [Chief of Army](#). Really glad to see attitudes changing in defence leadership a LOT of work to do.  
*twitter.com* Date: 17/06/2013 BuzzInfluence: 2/10

[@Baloo8](#): [Chief of Army](#) David Morrison I applaud your stance & wil...



[Chief of Army](#) David Morrison I applaud your stance & will watch your career continue upwards. <http://t.co/uRNNXxN6Lt>  
*twitter.com* Date: 17/06/2013 BuzzInfluence: 2/10

[Praise and scrutiny for general's YouTube clip - The Australian](#)



Praise and scrutiny for general's YouTube clip | The Australian THE [chief of army](#)'s high-profile response to the exposure of an alleged military email sex ring has been widely praised in public but is being scrutinised within the ranks for any legal and political implications for those involved.  
[theaustralian.com.au](http://theaustralian.com.au) Date: 17/06/2013 BuzzInfluence: 5/10

[@sammostyn](#): Gen David Morrison video message to [Australian Army f...](#)



Gen David Morrison video message to [Australian Army](#) front page CNN Int website >800k views #leadership <http://t.co/Od2azRTHjX>  
*twitter.com* Date: 17/06/2013 BuzzInfluence: 5/10