

Carnevale, Patricia

From: Karp, Daryl
Sent: Friday, 13 February 2015 2:33 PM
To: Harper, Andrew; Bott, Jenny
Cc: Evans, Michael; Copley, Helen; Keyes, Nicolle
Subject: Presentation of PM's bike to MoAD collection in early March [SEC=UNCLASSIFIED]

UNCLASSIFIED

Dear All

As you all know, we've been chasing the PM for one of his bikes as a donation to the Museum, for our PM's collection. Dr Kemp wrote to the PM last year asking for this, and he has agreed to the request.

Earlier this week I received a call from ^{S22 (1)} [REDACTED] adviser to the Prime Minister. The proposal is that he make the donation to us, at the Museum, in early March. I would like to use the opportunity to position our new and improved focus on Prime Ministers. The PM would like to use the opportunity to launch the 2015 Pollie Pedal.

The PM's office is yet to agree to a date, and we will need to put some planning around this event to maximise the marketing potential – ie positioning ourselves as the place to visit for stories on our PM's.

I am still following up on his donation offer of his first blue tie, which might occur at the same time (perhaps he could be wearing it, take it off and give it to us?)

Things to consider:

- i. Date (probably the sitting week in early march)
- ii. Press release and messaging for MoAD
- iii. Where to hold the 'event' – Kings Hall? PM's Gallery? Front steps (if he rides up on it?)

I am presuming that both the PM and I will say a few words.

Andrew, can I leave this with your events/marketing team please.

Thanks

Daryl

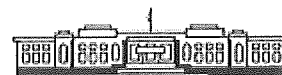
Daryl Karp

Director

18 King George Terrace Parkes ACT 2600 Australia
PO Box 7088, Canberra BC ACT 2610

Phone: (02) 6270 8264

Email: Daryl.Karp@moadop.gov.au



MUSEUM
OF AUSTRALIAN
DEMOCRACY

OLD PARLIAMENT HOUSE