

Scott Whitby

From: Andrew Blow
Sent: Tuesday, 21 January 2014 4:09 PM
To: Campbell Newman; Ben Myers; Lee Anderson; Scott Whitby; Mitch Grayson
Cc: Media Unit
Subject: News.com.au article from mid-December

<http://www.news.com.au/national/ned-kelly-on-a-hog-how-savvy-bikies-are-winning-the-pr-war/story-fncynjr2-1226782534722>

In one of the first new-era yarns, published in The Weekend Australian in 2010, Ferret, from the Finks, said: "We're group-sex friendly. If girls come along we will gangbang them and look after them. Not like some of these footballers who f**k girls and treat them like dirt."

Comments like that might send the average media manager scarpering, but Cole Lawson managing director Margaret Lawson sought not to focus on individuals, but to raise awareness about laws that have sought to criminalise the gangs.

"I was definitely surprised when I received a phone call on a Friday afternoon from someone who was talking about lobbying against these laws, in 2009," says Lawson, who this week again joined the fray, taking up the PR cause for 14 gangs challenging the Queensland Government in the High Court.

Initially, Lawson said she was cautious when she got the call. "He said he was a member of the Hells Angels," she says. "I was taken aback, but I'm a pretty open-minded person so I agreed to meet with them and hear what their point of view was.

"The thing that convinced me to engage with the UMC was they had absolutely no interest in the reputation of motorcycle clubs being promoted or otherwise. So it was not a campaign to make them look like good citizens who ride around with teddy bears."

Lawson disputes she is being naive in running campaigns for bikies. "I'm not a naive person," she says. "To be clear, my job was not to say these clubs are 100 per cent full of upstanding citizens."

The bikies have had big court wins, particularly in NSW, when the High Court overturned laws making gangs criminal associations and sought to ban members from associating with each other, and in South Australia.

The battle is now centred in Queensland, where Lawson argues all Australians should be wary that the ability to declare an association as criminal "could apply to Greenpeace or a union".

Asked if she was concerned she was part of an insidious Ned Kelly strategy, Lawson said: "I think there's enough scepticism about motorcycle clubs to make that strategy unworkable."



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Carly Blaik

From: Andrew Blow
Sent: Monday, 13 January 2014 8:33 AM
To: Campbell Newman
Subject: Website as mentioned

<http://www.colelawson.com.au/WhyChooseUs/CaseStudyTheAntiBikieLaws/tabid/153/Default.aspx>



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Released under RTI-OPC

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