

Herald Sun

Prime Minister Julia Gillard plays the charity card

- Phillip Hudson
- From: Herald Sun
- December 13, 2010 12:00AM
- 8 comments

21 retweet



Prime Minister Julia Gillard will use this image on her Christmas cards this year.

Source: Herald Sun

JULIA Gillard has shunned the trend set by her predecessors and is not sending a picture of herself and partner Tim Mathieson as her official Christmas card.

Nor has the PM gone for religious images, Santas or drawings by children from her electorate.

Instead, the lucky people on the Prime Minister's Christmas card list will receive a charity card from Oxfam with a photo of baubles on the beach.

Inside the card is the coat of arms and a simple message: "Wishing you a very happy Christmas and all the best for the New Year, Prime Minister Julia Gillard and Tim Mathieson."

What do you think of the PM's card? Have your say below

Ms Gillard's first Christmas card as PM is a departure from the happy family snaps sent by former PMs and still used by other senior MPs.

Kevin Rudd favoured a photo at The Lodge with wife Therese and pet dog Abby.

John Howard often used a full family photo with his three children, although in later years it was just him and wife Janette.

While it's a change in prime ministerial protocol, it's nothing new for Ms Gillard.

For the past five years she has bought charity Christmas cards with the money going towards organisations including Amnesty International and Children's Cancer Institute Australia.

It also means it is likely to be cheaper for taxpayers because the cards do not have to be specially made with a photo.

The same card with the photo by Celeste Brignac - minus the PM's greeting - is on sale at Oxfam shops.

15/12/2010

Prime Minister Julia Gillard plays the ...

Oxfam director of trading Nadine Silverberg welcomed Ms Gillard's support and said money raised from the cards would assist people in developing countries.

"Money raised through the sale of Oxfam's Christmas cards supports the broad work of Oxfam Australia in combating poverty and injustice worldwide, including responding to emergencies and international program work," she said.

© Herald and Weekly Times. All times AEDT (GMT +11)