
From: 47F
Sent: Wednesday, 8 May 2019 8:40 AM
To: Authorisation Section
Subject: File note: Contact 47F re incorrectly authorised FB advertising [DLM=For-Official-Use-Only]

File Note – Contact with 47F re authorisation of video advertising on the Perth Progressive Facebook page – 7.17pm 7 May 2019

Sent South Perth Progressive Facebook page owner, 47F, following message by FB messenger:

The Australian Electoral Commission (AEC) is responsible for the administration of laws that deal with the authorisation of electoral communications for federal elections. It has been brought to the AEC's attention that your Facebook page, South Perth Progressive, has a video that is being distributed by advertising about the current member for Swan that does not have an authorisation as required by the Commonwealth Electoral Act 1918 (Electoral Act).

The authorisation requirements are set out in sections 321C and 321D of the Electoral Act together with the definition of 'electoral matter' in section 4AA. If you are distributing this advertisement on behalf of a political party the video must include the name of the party, the party's town and the name of the person giving effect to the authorisation (see item 4 of section 321D(5)). If you are distributing the ad on your own, the video requires in the authorisation your name and the town or city in which you live.

More information on the authorisation requirements is in the Electoral Backgrounder on the AEC website. If you require clarification, I recommend you seek independent legal advice.

Can you please address the omission on your Facebook page by adding the required authorisation to the video by COB tomorrow, Wednesday 8 May 2018 and advise 47F at the AEC,

47F

Response from 47F:

I cannot edit videos once they are posted. Can it be in the text above the ad?

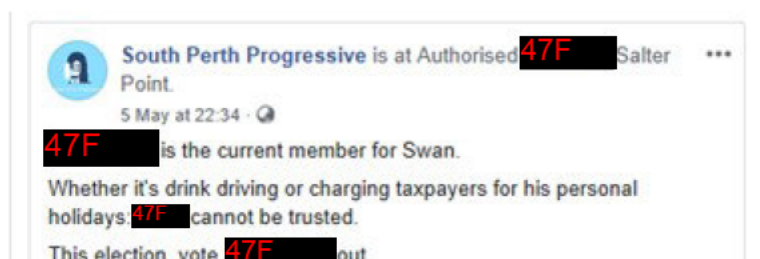
Confirmed:

Yes, that is one way to authorise the video, although if others take and share the video without your attached authorisation, then the problem continues with an unauthorised video with electoral being shared.

I also asked whether 47F was posting content on behalf of a political party. He advised:

Content is on behalf of me. I'll post it in the text and as a closed caption which will appear regardless of where its shared.

The ads being circulated by South Perth Progressive Facebook page now have authorisations in the sponsor caption:



Advised 47F this met the requirements in the Electoral Act

47F

[REDACTED]

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Make sure you're **enrolled to vote**.
Visit www.aec.gov.au

From: 47F
Sent: Tuesday, 7 May 2019 9:36 AM
To: 47F <47F@aec.gov.au>
Subject: Incorrectly authorised advertising

Hi 47F

I'm hoping you can provide some advice on the following Facebook Page: <https://www.facebook.com/South-Perth-Progressive-389307874990668/>

The Facebook Page is purporting to be a community group and is running paid political advertising into Swan.

Here's a link to the unauthorised video: <https://www.facebook.com/389307874990668/videos/435215877282051/>

(Note: Some other ads on the Facebook Page are correctly authorised by the Labor Party.)

In the about section, it claims to be authorised by a 47F Salter Point'.

47F is a Member of the WA Labor Party and heavily involved in their campaign in Swan.

I'm unsure how this information changes the authorisation requirements, but in addition to being very misleading by purporting to be a community group that now actively involved in political advocacy and not providing an address in the authorisation, the fact 47F is heavily involved in Labor's campaign might also need to be identified in the authorisation?

We don't want to draw public attention to the Page, but would like some assistance to rectify the issue.

Are you able to let me know if the Page fails to meet the Electoral Commission's authorisation requirements? This will also be helpful when I contact Facebook.

47F





South Perth Progressive



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South Perth Progressive



Yesterday at 8:34 pm · 🌐

47F is the current member for Swan.

Whether it's drink driving or charging taxpayers for his personal holidays: 47F cannot be trusted.

This election, vote 47F



Message



47F

47F