

# Minute

**Classification:** OFFICIAL

**File reference:**

**To:** Tom Rogers, Electoral Commissioner

**Through:** Jeff Pope, Deputy Electoral Commissioner  
Kath Gleeson, National Election Manager  
Michael Lynch, First Assistant Commissioner – Electoral Integrity and Operations  
Matt Haigh, Assistant Commissioner – Electoral Integrity and Communications

**Subject:** For action – referendum advertising campaign: approval of media channel mix, s 22

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## Purpose

This minute:

- provides an overview of the multi-channel media placement plans for the AEC's referendum advertising campaign
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### Proposal

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### Differences from 2022 Federal Election media plans

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- **Social media innovation – s 22** and potential introduction of Tik Tok advertisements pending ongoing brand safety discussions with the Defending Democracy Unit (DDU), UM and the Department of Finance.

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### Risks/Issues

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6. Due to the potential level of risk, Communications Section recommends removal of Tik Tok from all campaign phases and consideration as a potential paid media partner. While UM recommended its inclusion as a channel to reach young people, its use was recently banned on government-owned devices and there are ongoing brand safety concerns in Australia and overseas. The Department of Finance is reviewing the whole-of-government policy on Tik Tok advertising, but in the interim, it is worth noting this platform has not been used by any other department or agency for its campaigns.

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## Consultation

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We also consulted with M&DE and Defending Democracy Unit on key matters discussed in this Minute, with reference to social media advertising and consideration of Tik Tok.



## Recommendations

It is recommended that you:

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2. Approve the removal of Tik Tok from all phases and as a potential paid media partner  
☐ Approved ☐ Please discuss
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Elena Dimcevska  
A/g Director, Communications  
12/04/2023

Tom Rogers  
Electoral Commissioner

Signature

Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_