# 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,

### **Purpose**

This minute:

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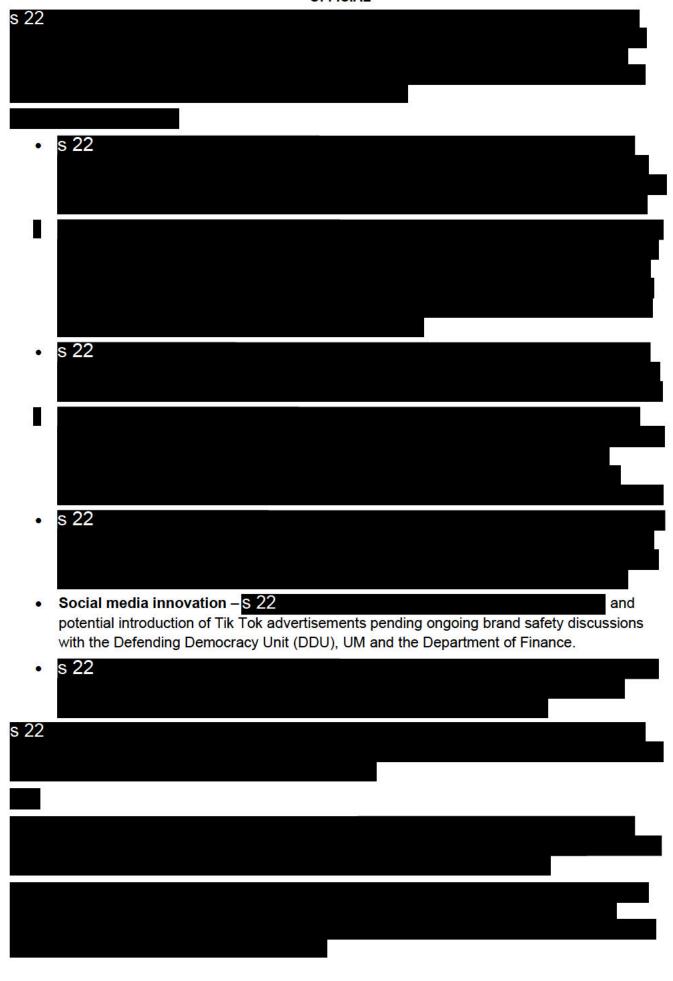
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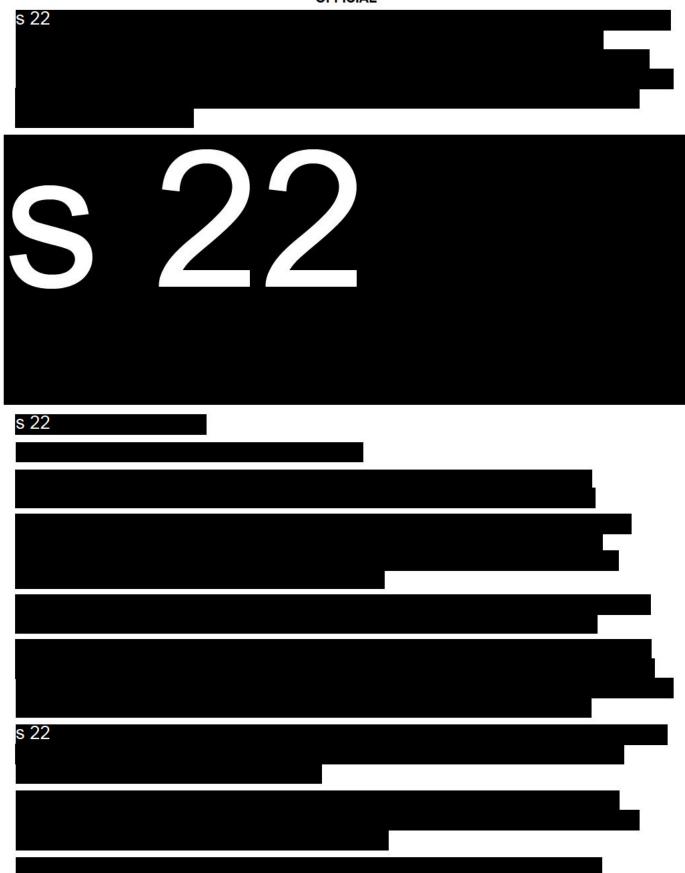
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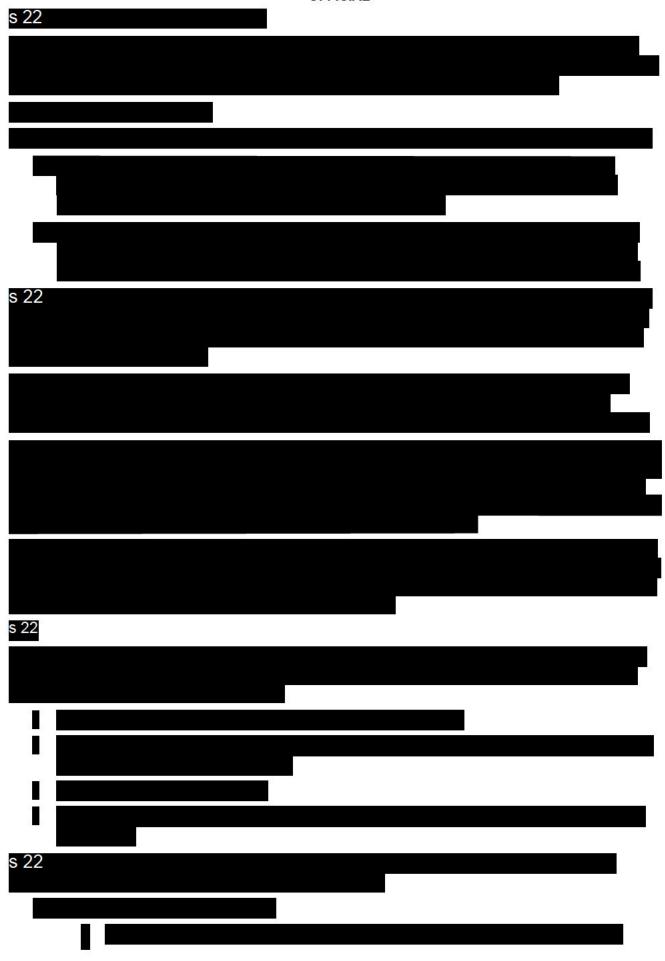
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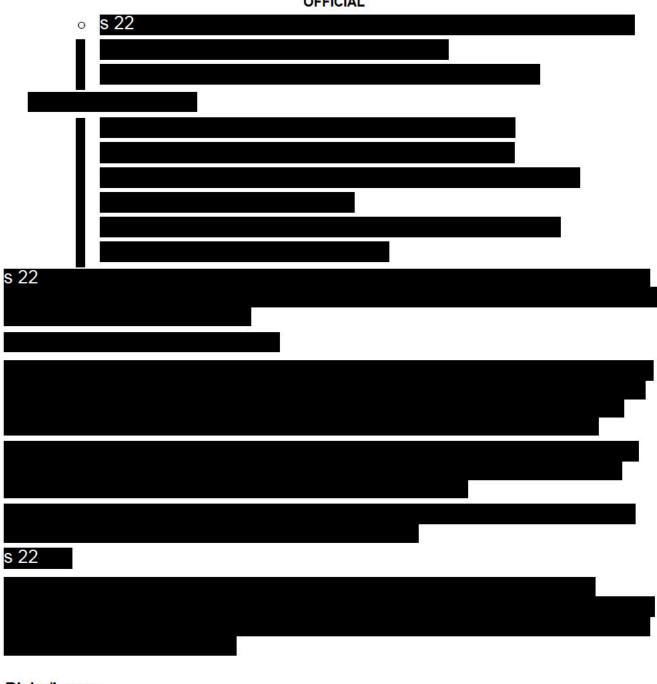






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## Risks/Issues



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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.



#### 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:

1. s 22	
2. Approve the removal of Tik Tok from all phases and as a potential paid media partner $\Box$ Approved $\Box$ Please discuss	
3. s 22	
Elena Dimcevska A/g Director, Communications 12/04/2023	Tom Rogers Electoral Commissioner
	Signature
	Date /