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Minute

Classification: OFFICIAL

File reference: xxx

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: media plans

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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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[Redacted text block]

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 UM and the Department of Finance.

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[REDACTED]

[REDACTED]

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[REDACTED]

- [REDACTED]
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[REDACTED]

Risks/Issues

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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

5. For all advertising under the CAS, UM have brand safety mechanisms in place to mitigate the risks of advertising appearing alongside inappropriate content. Political content will also be avoided.

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[REDACTED]

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Commented [A31]: Add a note about Tik Tok

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Elena Dimcevska
A/g Director, Communications
20/03/2023

Tom Rogers
Electoral Commissioner

Signature

Date ____ / ____ / ____

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