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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 s 22

5 2

## **Purpose**

This minute:

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

s 22

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322

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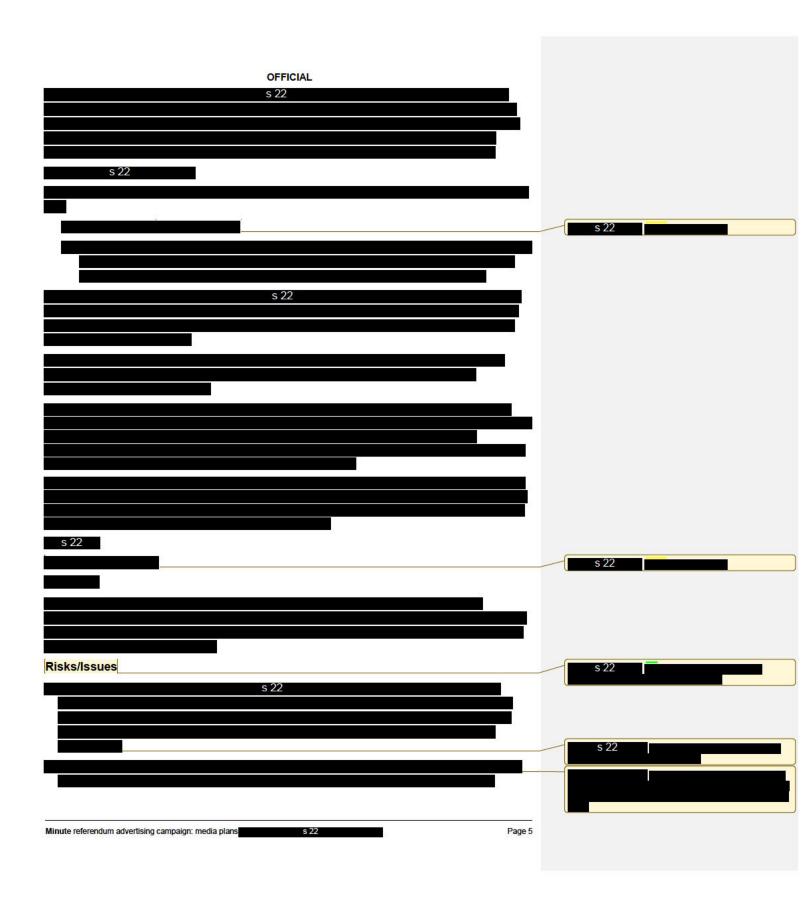
s 22

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## OFFICIAL s 22 Proposal <u>Differences from 2022 Federal Election media plans</u> s 22

**OFFICIAL**  Social media innovation – and potential introduction of Tik Tok advertisements pending ongoing brand safety discussions with UM and the Department of Finance. s 22 s 22 Minute referendum advertising campaign: media plans Page 3 **OFFICIAL** 

s 22 s 22



OFFICIAL	
s 22	
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<ol> <li>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.</li> </ol>	Commented [A13]: Add a note about Tik Tok
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Minute referendum advertising campaign: media plans	

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Elena Dimcevska A/g Director, Communications 20/03/2023	Tom Rogers Electoral Commissioner
	Signature
	Date / /

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s 22

s 22

s 22



Minute referendum advertising campaign: media plans

Page 8