Minute



Classification: OFFICIAL File reference: xxx

To: Tom Rogers, Electoral Commissioner

Jeff Pope, Deputy Electoral Commissioner Through:

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

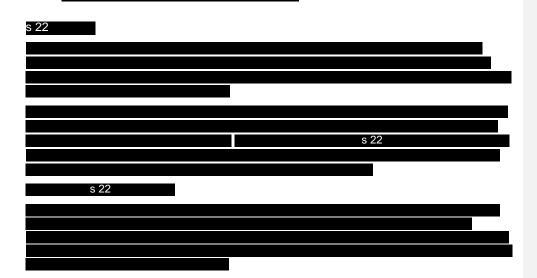
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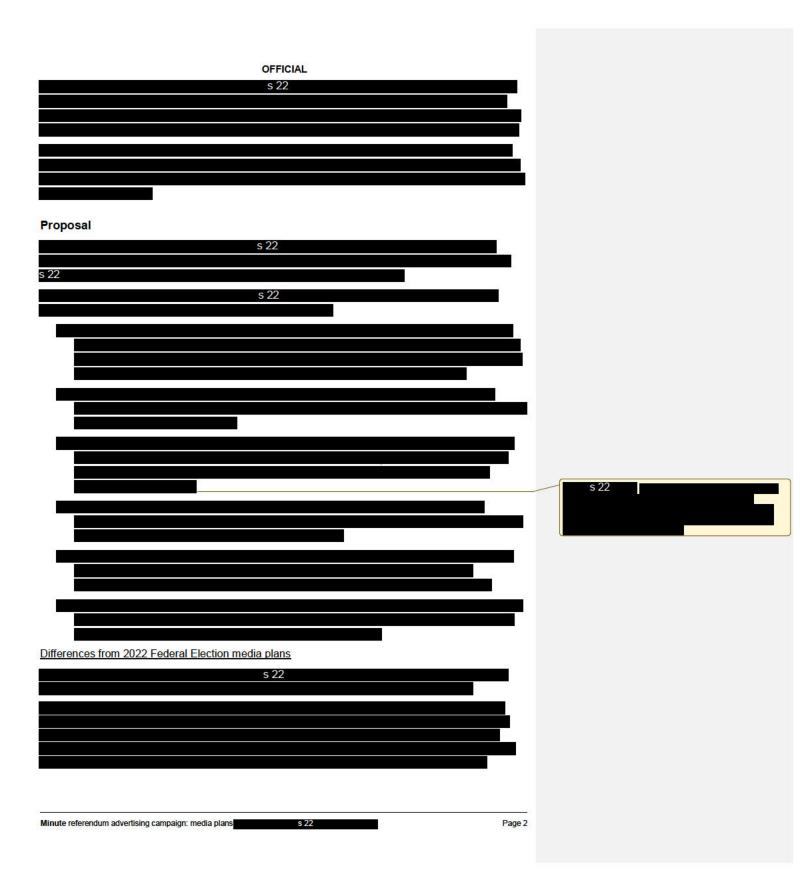
Purpose

This minute:

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

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OFFICIAL s 22 Social media innovation – s 22 and potential introduction of Tik Tok advertisements pending ongoing brand safety discussions with UM and the Department of Finance. s 22 s 22 s 22

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Risks/Issues
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 For all advertising under the CAS, UM has brand safety mechanisms to mitigate the risks of advertising appearing alongside inappropriate or political content. It is also worth highlighting
recent media commentary around the use of Tik Tok by overseas governments. While Tik Tok currently included in referendum media plans to reach younger audiences, Communications
Section will continue to discuss brand safety requirements with the Department of Finance and UM to ensure this channel remains appropriate ahead of formalising media bookings.
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Elena Dimcevska	
A/g Director, Communications 27/03/2023	
21/03/2023	
	Tom Rogers Electoral Commissioner
	Electoral Commissioner
	Signature
	Date / /

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