

**From:** s 47F  
**To:** s 47F [Elena Dimcevska](#); [Evan Ekin-Smyth](#)  
**Cc:** s 47F  
**Subject:** RE: For urgent approval - draft response: s 47F query [SEC=OFFICIAL]  
**Date:** Tuesday, 18 April 2023 3:32:00 PM  
**Attachments:** s 22

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Thanks s 47F

s 47C

A Minute is with Kath and winging its way up to Tom over the next couple of days.

If we get that agreement in email to drop TT as part of clearance to this response, that's fine, but would like it for the record – and so I can give UM a heads-up before they see it s 47F

Cheers,

s 47F

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**From:** s 47F  
**Sent:** Tuesday, 18 April 2023 3:29 PM  
**To:** s 47F; [Elena Dimcevska](#)  
s 47F [Evan Ekin-Smyth](#) s 47F  
**Cc:** s 47F  
**Subject:** RE: For urgent approval - draft response: s 47F query [SEC=OFFICIAL]

Thanks s 47F

This looks good but I'm cautious about being as definitive as saying there's no plan to use TikTok s 47F A variation below:

The AEC's referendum advertising campaign will not include TikTok.

While the use of the platform was suggested in an early strategy document prepared by an external agency, it was not pursued and is not a part of the AEC's ongoing planning. As with all national electoral events, the AEC will run a multi-channel advertising campaign to help people fulfil their right and responsibility to vote at the referendum.

Planning for the referendum advertising campaign, including determining the final mix of social media channels to be targeted, is ongoing.

Thanks and kind regards,

s 47F

Australian Electoral Commission

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s 22

From: s 47F

Sent: Tuesday, 18 April 2023 3:22 PM

To: Elena Dimcevska s 47F Evan Ekin-Smyth s 47F

Cc: s 47F

Subject: For urgent approval - draft response: s 47F query [SEC=OFFICIAL]

s 22

Hi all – draft response for consideration below.

**SUGGESTED MEDIA RESPONSE**

The AEC hasn't run a trial referendum campaign using Tik Tok, nor is there any plan to do so.

As with all national electoral events, the AEC will run a multi-channel advertising campaign to help people fulfil their right and responsibility to vote at the referendum.

We're still in planning stage and working with Universal McCann on the channel mix.

s 47C

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

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From: s 22

Sent: Tuesday, 18 April 2023 2:05 PM

To: s 47F s 22 Evan Ekin-Smyth

s 47F Elena Dimcevska s 47F

**Subject:** FW: s 47F query [SEC=OFFICIAL]

H s 47F

A question below that I'm hoping you'll be able to help with.

Happy to discuss in person/Teams if that's more convenient.

s 22

s 47F

Australian Electoral Commission

s 47F

s 22

**From:** s 47F

**Sent:** Tuesday, 18 April 2023 2:00 PM

**To:** s 22

**Cc:** s 47F

**Subject:** s 47F query

s 22

Hi there,

I am emailing with regards to a proposed advertising campaign by the AEC for the Referendum. As part of an FOI request, it was revealed the Department of Finance approved a trial campaign proposed by Universal McCann to run an advertising campaign. It had not received approval from the AEC and CAB yet as of early February.

The Department of Finance today told us that "non-corporate entities have not used TikTok for government advertising."

Did the AEC proceed with this trial campaign? If it did, why? As the platform has been banned on government issued devices. If it did not, why?

I appreciate you may need time to find an answer. My deadline is 1pm tomorrow (Wednesday).

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Any questions please sing out.

Many thanks,

s 47F

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s 47F

s 22