

From: [Julie Igglesden](#)
To: [REDACTED] s 47F
Cc: [Evan Ekin-Smyth](#); [REDACTED] s 47F [Defending Democracy Unit](#)
Subject: RE: For review Thurs: social info in ELT media Minute [SEC=OFFICIAL]
Date: Thursday, 23 March 2023 5:34:21 PM
Attachments: [image003.gif](#)
[image004.gif](#)

Thanks [REDACTED] s 47F, [REDACTED] s 22
[REDACTED]

[REDACTED] s 22
[REDACTED]

Cheers

Julie Igglesden | Director
Defending Democracy Unit | Electoral Integrity and Communications Branch
Australian Electoral Commission

[REDACTED] s 47F

From: [REDACTED] s 47F
Sent: Thursday, 23 March 2023 5:28 PM
To: Julie Igglesden [REDACTED] s 47F
Cc: Evan Ekin-Smyth [REDACTED] s 47F
[REDACTED] Defending Democracy Unit
[REDACTED] S 22
Subject: RE: For review Thurs: social info in ELT media Minute [SEC=OFFICIAL]

Great, thanks for coming back on this Julie.

Absolutely noted re: TT. I'd like to keep it in the overall budget and plan for now, otherwise this causes some headaches for budgeting/Rule 18/updates to media plans. However, will strengthen the language in the Minute – including that it's possible TT could come out of the plan depending on ongoing discussions and potential brand safety concerns – but that we've budgeted for it just in case. Very easy to pull out of plans later, harder to add back!

FYI also – TT was in the mix as a potential paid media partner – as UM will be asking a number of different social and audio platforms to give us a proposal on their ideas – so we're doing a fair approach to market, rather than direct selection. All outlets will go through a comprehensive selection process and then we shortlist down. With your advice in mind, I'll give UM a heads-up now that any response from TT will need consideration with the brand safety lens in mind, which I suspect will automatically push TT down the list. Also very happy for a rep from your team to be involved in the shortlisting process

Cheers,
[REDACTED] s 47F

From: Julie Igglesden [REDACTED] s 47F
Sent: Thursday, 23 March 2023 5:17 PM
To: [REDACTED] s 47F

Cc: Evan Ekin-Smyth [REDACTED] s 47F

[REDACTED] Defending Democracy Unit

S 22

Subject: RE: For review Thurs: social info in ELT media Minute [SEC=OFFICIAL]

Hi s 47F,

Thank you for the opportunity to review. One suggestion below and some commentary re. TikTok.

I note that the whole of gov approach to TikTok is moving along pretty quickly at the moment, you may have seen in the media. I would be more comfortable if this was an 'add in later if appropriate', rather than a 'remove if required' based on probabilities here, however acknowledge that this is a perception risk so for the potential gain ELT may be willing to accept. We are expecting release of a publicly mentioned review by Dept. of HA in the short term. I anticipate your contacts at Finance should be across this however we will let you know when we hear more.

Cheers

Julie

Julie Igglesden | Director

Defending Democracy Unit | Electoral Integrity and Communications Branch

Australian Electoral Commission

s 47F

From: [REDACTED] s 47F

Sent: Wednesday, 22 March 2023 1:48 PM

To: [REDACTED] s 47F Julie Igglesden [REDACTED] s 47F

Cc: Evan Ekin-Smyth [REDACTED] s 47F

[REDACTED] Defending Democracy Unit

S 22

Subject: For review Thurs: social info in ELT media Minute [SEC=OFFICIAL]

Hi s 47F and Julie

Hope all is well in your patch.

I'm contacting you to make sure you're comfortable with some wording I'd like to include in a Minute to ELT seeking approval of the referendum campaign paid media channel mix.

[REDACTED] s 22
[REDACTED]

You might be interested in the note about Tik Tok too.

Are you ok with what's below? Have run past Evan also. Love to hear back on any changes by EOD tomorrow (or earlier if at all possible!).

- [REDACTED] s 22
[REDACTED]

s 22

s 22

s 22

- 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 is 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.

Cheers,

s 47F

s 47F