

From: s 47F
To: [Evan Ekin-Smyth](#)
Cc: [EIAI](#); s 47F; [Elena Dimcevska](#); s 47F
Subject: RE: For review by 4pm Wed 1/3 - Draft referendum campaign ads [SEC=OFFICIAL]
Date: Monday, 27 February 2023 12:55:00 PM
Attachments: s 22

Hey Evan – s 22

s 22

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

EXTENDING OUR REACH

s 22

s 22

- [Redacted]
- [Redacted]

Instead, we'll extend through paid partnerships under the media buy – which means having a dedicated focus on both Education and Disinformation messaging. This could be a combined approach with a social platform (e.g., s 22 or Tik Tok) s 22

[Redacted]

s 22

[REDACTED] s 22 [REDACTED]

Cheers,

s 47F

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

Sent: Monday, 27 February 2023 11:27 AM

To: [REDACTED] s 47F

Cc: EIAT [REDACTED] s 22 [REDACTED] s 47F Elena Dimcevska [REDACTED] s 47F

Subject: RE: For review by 4pm Wed 1/3 - Draft referendum campaign ads [SEC=OFFICIAL]

[REDACTED] s 22 [REDACTED]

[REDACTED]
Evan

Evan Ekin-Smyth | Director
Media & Digital Engagement
Australian Electoral Commission

s 47F [REDACTED]

From: [REDACTED] s 47F

Sent: Monday, 27 February 2023 8:37 AM

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

Cc: EIAT [REDACTED] s 22 [REDACTED] s 47F Elena Dimcevska [REDACTED] s 47F

Subject: RE: For review by 4pm Wed 1/3 - Draft referendum campaign ads [SEC=OFFICIAL]

Hi Evan

[REDACTED] s 22 [REDACTED]

Cheers,

s 47F

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

Sent: Sunday, 26 February 2023 5:10 PM

To: [REDACTED] s 47F

Cc: EIAT S 22 ; s 47F Elena
Dimcevska s 47F

Subject: Re: For review by 4pm Wed 1/3 - Draft referendum campaign ads [SEC=OFFICIAL]

Hi s 47F

s 22

Cheers
Evan

From: s 47F
Sent: Friday, February 24, 2023 6:42:58 PM
To: s 47F
Cc: EIAT S 22 Evan Ekin-Smyth s 47F
Elena Dimcevska s 47F
Subject: For review by 4pm Wed 1/3 - Draft referendum campaign ads [SEC=OFFICIAL]

Hi s 47F

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Thanks,
s 47F

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- A horizontal bar chart titled 'U.S. should take action to address climate change' showing the percentage of respondents who believe the U.S. should take action to address climate change. The chart is broken down by age group (18-29, 30-49, 50-69, 70+) and gender (Male, Female). The y-axis lists the demographic groups, and the x-axis shows the percentage from 0 to 100. The bars are colored blue for Male and pink for Female. The data is as follows:
- | Age Group | Gender | Percentage |
|-----------|--------|------------|
| 18-29 | Male | 100% |
| | Female | 100% |
| 30-49 | Male | 95% |
| | Female | 100% |
| 50-69 | Male | 15% |
| | Female | 100% |
| 70+ | Male | 70% |
| | Female | 95% |
| Total | Male | 75% |
| | Female | 95% |

s 22

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