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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

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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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Category	Value
Category 1	22
Category 2	25
Category 3	28
Category 4	24
Category 5	20

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§ 87(2)(b)

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§ 87(2)(b) [REDACTED]

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

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6. It should be noted that, as a key channel to reach young people and for media budgeting purposes, Tik Tok advertisements are currently included in media plans. Communications Section is aware of recent media coverage around brand safety concerns with government use of this platform in Australia and overseas. Communications Section will continue to seek advice on Tik Tok's inclusion from the DDU, UM and the Department of Finance to ensure this channel remains appropriate before formalising media bookings. This approach will also be taken to considering Tik Tok for any paid media partnerships, with reputation management a key selection criteria.

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Elena Dimcevska
A/g Director, Communications
27/03/2023

Tom Rogers
Electoral Commissioner

Signature

Date ____ / ____ / ____