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

s 22

Purpose

This minute:

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

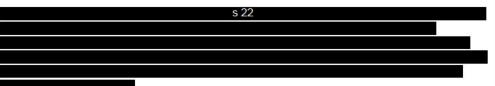
s 22

s 22

OFFICIAL s 22

OFFICIAL s 22 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

OFFICIAL





s 22

OFFICIAL s 22 Minute referendum advertising campaign: media plans

Page 5

OFFICIAL s 22 s 22

	OFFICIAL
	s 22
Ē	
Ri	sks/Issues
	s 22
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.
	s 22

