

AEC communications campaign mandatory checklist

Compliance with the principles outlined in the *Guidelines on Information and Advertising campaigns by non-corporate Commonwealth entities*.

Campaign: 2016 Federal Election

Duration: 8 May – 2 July 2016

Key components:

The Australian Electoral Commission (AEC) is responsible for conducting federal elections and referendums and maintaining the Commonwealth electoral roll. The AEC's key objective is to: *maintain an impartial and independent electoral system for eligible voters through active electoral roll management, efficient delivery of polling services, and targeted education and public awareness programs.*

The AEC is required to inform and educate Australian voters about electoral events including federal elections and referendums. In addition to the AEC's business requirement to conduct education and communication campaigns, there is a demonstrated need to communicate with Australian voters at election time to ensure that they:

- understand and know how to enrol to vote or change their details on the electoral roll
- know how they can vote if they are unable to get to a polling place on election day, and
- understand how to cast a formal vote.

The 2016 federal election public information campaign is being implemented by the AEC in the lead up to and on announcement of the election.

The campaign will run in three phases:

- 'Close of Rolls' from 8 – 23 May
- 'Voter Services' from 15 June – 1 July, and
- 'Formality' from 15 June – 2 July.

The overall objective of the campaign is to help the AEC to maximise enrolment and participation in the 2016 federal election. The key objectives of the campaign are to:

- increase awareness among Australian voters of the deadlines for enrolling to vote and updating their address details

- increase intention to enrol or update enrolment before the deadline
- increase understanding about what voters need to do to be correctly enrolled
- increase understanding of the range of voting options among those unable to vote on election day
- encourage voter turnout
- increase understanding of how to vote correctly on the House of Representatives and the Senate ballot papers
- inform voters that there has been a change to the Senate voting system since the last federal election.

Principle 1: Campaigns should be relevant to government responsibilities

Check box as appropriate	Principle sub-point	AEC specific information
<input checked="" type="checkbox"/>	<p>The subject matter of campaigns should be directly related to the Government’s responsibilities. As such, only policies and programs underpinned by:</p> <ul style="list-style-type: none"> ▪ legislative authority ▪ appropriation of the Parliament; or ▪ a Cabinet Decision which is intended to be implemented during the current Parliament should be the subject of a campaign. 	<p>The campaign relates directly to the AEC’s responsibility to inform electors as set out in Section 7 of the <i>Commonwealth Electoral Act 1918</i></p>
<input checked="" type="checkbox"/>	<p>Examples of suitable uses for government campaigns include to:</p> <ul style="list-style-type: none"> ▪ inform the public of new, existing or proposed government policies, or policy revisions; ▪ provide information on government programs or services or revisions to programs or services to which the public are entitled; ▪ inform consideration of issues; ▪ disseminate scientific, medical or health and safety information; or ▪ provide information on the performance of government to facilitate accountability to the public. 	<p>Eligible Australian citizens, aged 18 years and older are required to enrol and vote in federal elections and referendums.</p> <p>The campaign informs eligible Australians of the requirement to enrol to vote, how to vote on or before election day, and how to vote correctly.</p>

Principle 2: Campaigns should be presented in an objective, fair and accessible manner and be designed to meet the objectives of the campaign

Check box as appropriate	Principle sub-point	AEC specific information
<input checked="" type="checkbox"/>	Campaigns should enable the recipients of the information to distinguish between facts, comment, opinion and analysis.	The information provided in the campaign is factual and informative. There is no opinion or analysis provided.
<input checked="" type="checkbox"/>	Where information is presented as a fact, it should be accurate and verifiable. When making a factual comparison, the campaign should not attempt to mislead the recipient about the situation with which the comparison is made and it should state explicitly the basis for the comparison.	The information provided in the campaign is factual, accurate and verifiable.
<input checked="" type="checkbox"/>	Pre-existing policies, products, services and activities should not be presented as new.	<p>No policies, products and services are discussed as part of the campaign.</p> <p>The campaign informs Australians of their obligation to enrol and vote in a federal election and provides information on how to enrol or update their enrolment details and vote (i.e. how to complete their ballot papers to make their vote count).</p> <p>The activity of voting is not presented as a new activity.</p>
<input checked="" type="checkbox"/>	Special attention should be paid to communicating with any information (sic) disadvantaged individuals or groups identified as being within the target audience. Particular attention should be paid to meeting the information needs of Indigenous Australians, the rural community and those for whom English is not a convenient language in which to receive information.	Through all phases, the campaign will include information that is developed for special audience groups including Australians with disability, Indigenous Australians and Australians from culturally and linguistically diverse backgrounds.

<input checked="" type="checkbox"/>	Imagery used in campaigns should reflect the diverse range of Australians. There should be recognition of the full participation of women, Indigenous and culturally and linguistically diverse communities by realistically portraying their interests, lifestyles and contributions to Australian society.	The campaign includes an appropriate mix of the diverse range of Australians.
<input checked="" type="checkbox"/>	Campaigns should be tested with target audiences to indicate they are engaging and perform well against the objectives of the campaign.	The campaign materials have been market tested at developmental and final stages and are working well towards the campaign objectives.

Principle 3: Campaigns should be objective and not directed at promoting party political interests

Check box as appropriate	Principle sub-point	AEC specific information
<input checked="" type="checkbox"/>	Campaigns must be presented in objective language and be free of political argument.	The campaign materials are objective and informative with no political argument.
<input checked="" type="checkbox"/>	Campaigns must not try to foster a positive impression of a particular political party or promote party political interests.	The campaign materials are apolitical and do not promote party political interests.
<input checked="" type="checkbox"/>	<p>Campaigns must not:</p> <ul style="list-style-type: none"> a. mention the party in Government by name; b. directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups; c. include party political slogans or images; d. be designed to influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; or e. refer or link to the web sites of politicians or political parties. 	<p>The campaign materials do not mention or promote political parties, views or slogans.</p> <p>All website links referred to in campaign materials direct viewers to the AEC website.</p>

Principle 4: Campaigns should be justified and undertaken in an efficient, effective and relevant manner

Check box as appropriate	Principle sub-point	AEC specific information
<input checked="" type="checkbox"/>	<p>Campaigns should only be instigated where a need is demonstrated, target recipients are clearly identified and the campaign is informed by appropriate research or evidence.</p>	<p>Australian citizens aged 18 years or older are required by law to enrol and vote.</p> <p>The campaign informs Australians of their obligation, when they are required to enrol/update their enrolment details, exercise their right to vote, and how to vote correctly.</p> <p>This campaign was informed by appropriate developmental research.</p>
<input checked="" type="checkbox"/>	<p>Campaign information should clearly and directly affect the interests of recipients.</p>	<p>Enrolling and voting in federal elections and referendums is compulsory in Australia.</p> <p>The campaign provides information to eligible Australians on how to enrol, how to vote on or before election day, and how to vote correctly.</p>
<input checked="" type="checkbox"/>	<p>The medium and volume of the advertising activities should be cost effective and justifiable within the budget allocated to the campaign.</p>	<p>The AEC sought advice from the Australian government’s master media buying agency, Dentsu Mitchell, on the most cost effective mix of channels to reach the campaign’s target audiences identified for each phase of the campaign.</p> <p>The AEC also reviewed market research from the 2013 campaign and the evaluation of media placement strategies for the 2013 election.</p> <p>Advice was sought from</p>

		special audience consultants on how to engage with specific target audience groups and the appropriate channels and level of investment in each channel.
<input checked="" type="checkbox"/>	Distribution of unsolicited material should be carefully controlled.	<p>The AEC has a responsibility to inform eligible Australians of their obligation to enrol and vote in federal elections and referendums. Enrolment and voting for eligible Australians is compulsory.</p> <p>The AEC distributes the <i>Official Guide to the Federal Election</i> to all households as part of the campaign. This carefully crafted publication informs eligible Australians of their legal obligation to vote in the election and provides information on where and how to vote.</p>
<input checked="" type="checkbox"/>	Campaigns should be evaluated to determine effectiveness.	The campaign will be the subject of comprehensive quantitative research which will measure the effectiveness of the campaign against its stated objectives.

Principle 5: Campaigns must comply with legal requirements and procurement policies and procedures

Check box as appropriate	Principle sub-point	AEC specific information
<input checked="" type="checkbox"/>	<p>The manner of presentation and the delivery of campaigns must comply with all relevant laws including:</p> <ul style="list-style-type: none"> a. laws with respect to broadcasting and media; b. privacy laws; c. intellectual property laws; d. electoral laws; 	<p>No non-compliance has been identified.</p> <p>The AEC’s Legal Services Section reviews the election campaign materials prior to campaign implementation.</p>

- e. trade practices and consumer protection laws; and
- f. workplace relations laws.



Procurement policies and procedures for the tendering and commissioning of services and the employment of suppliers are to be followed, and there must be a clear audit trail regarding decision making.

AEC procurement policies and procedures have been adhered to and there is a clear audit trail regarding decisions on the campaign.