

Authorisations and moving visual images

Moving visual images without sound

A format becoming more widely used to communicate electoral matter are moving visual images without sound – such as digital displays or advertising banners.

Communications of electoral matter in this format must be authorised in accordance with s 12(2)(d) of the *Commonwealth Electoral (Authorisation of Voter Communication) Determination 2021* (the Determination). Note, moving visual images without sound are distinct from video communications (which contain speech, music or other sounds).

The nature of moving visual images may pose challenges to legibility of the authorisation message, due to the limitations in the number of pixels utilised by the electronic device.

Notifying entities are required to ensure that they meet their obligations to display an authorisation message that is legible at a distance at which the communication is intended to be read. Notifying entities must ensure that the authorisation is not illegible due to an image's low resolution.

The authorisation obligations are not lessened due to limitations of the format of the communication.



Notifying entities are required to ensure the authorisation is:

- reasonably prominent
- legible at a distance at which the communication is intended to be read
- not placed over complex pictorial or multicoloured backgrounds, and
- in a text that contrasts with the background on which the text appears.

If the communication is a moving visual image and in no other form, the authorisation particulars **must** be either:

- at the end of the communication, and/or,
- on a webpage that can be accessed by a URL that is included, in whole, at the end of the communication.



Ensure that the authorisation message is always legible and prominent by using the following resources:

- the quick reference table and formula in the AEC's [Authorisation Better Practice Guide](#) to manually calculate the minimum recommended font size and text height, or
- the [calculator tool](#) to generate a recommended minimum font size and text height.

Ensure the font colour of the authorisation message contrasts with the background colour by using the **recommended** minimum contrast ratios:

- For small-scale text (text smaller than 18-point font size): 4.5:1

The AEC's general guidance remains – 'when in doubt, authorise it'.

For more information regarding the authorisation requirements, please see [Authorising Electoral Communications](#).