

Referendum Guidelines

2013



Guidelines for members of Parliament
preparing the YES and NO cases for the
2013 referendum

Introduction

These guidelines are designed to assist members of Parliament preparing the cases for and against the proposed law to alter the Constitution.

The *Referendum (Machinery Provisions) Act 1984* (the Act) authorises the Australian Electoral Commission (AEC) to conduct the referendum. It includes the requirements for the preparation and distribution of the pamphlet containing the YES and NO cases.

The Act provides that within four weeks after the passage of the proposed law (Constitution Alteration (Local Government) 2013) there is forwarded to the Electoral Commissioner:

1. an argument in favour of the proposed law, consisting of not more than 2 000 words, authorised by a majority of those members of Parliament who voted for the proposed law and desire to forward such an argument – the YES case.
2. an argument against the proposed law, consisting of not more than 2 000 words, authorised by a majority of those members of Parliament who voted against the proposed law and desire to forward such an argument – the NO case.

As the Act authorises the Electoral Commissioner to cause the printing of the pamphlet, this responsibility carries with it the power to determine the style and layout of the pamphlet.

In the pamphlet design, the Electoral Commissioner has sought to ensure both cases are presented equally and to eliminate any perceived advantage through different typeface, typestyle or other design elements.

These guidelines provide specific information about the style and format of the pamphlet. Those preparing the YES and NO cases should read these guidelines carefully to ensure their content is consistent with the style and format and will fit within the design parameters.

The AEC has no role in preparing the cases. Questions regarding style and format can be emailed to yesandnocase@aec.gov.au.

The process

1. Members preparing a case should download the Microsoft Word template from www.aec.gov.au/referendum.
2. The AEC has provided a pro forma letter with these guidelines, to assist members wishing to authorise the case.
3. Content, alterations or corrections must be received before the deadline. The version with the AEC at the deadline will be treated as final. Refer to *How to submit* below.
4. On receipt of the final content, the AEC will import the Word document into Adobe InDesign for typesetting.
5. The AEC will cross check the YES and NO cases, to ensure that they are as lodged, and finalise the pamphlet.
6. The pamphlet will be printed and delivered to addresses on the electoral roll over a number of days, as nearly as practicable, prior to 14 days before referendum day.

What can be submitted

1. The words provided will be printed as supplied. There will be no corrections, or editorial changes made by the AEC for accuracy, sense or any other reason.
2. The word limit for each case is 2 000 words. The AEC will not publish any words beyond the 2 000 word limit.
3. Cases must be submitted in the template both electronically and in hard copy. The hard copy will be treated as the formal copy received by the Electoral Commissioner.
4. A majority of those members of Parliament who voted for or against the proposed law and desire to forward such an argument must authorise in writing the relevant case. Refer to *How to submit* below for forms of authorisations the Electoral Commissioner will accept.
5. Each case may contain a summary of the case. The summary will be counted as part of the 2 000 word limit. Refer to *Suggested inclusions* below.
6. Each case must contain only text. The AEC will not publish graphics, photographs, pictures, cartoons, tables, graphs or diagrams.
7. Numerals will be considered and counted as words. Refer to *Counting of Words* below.
8. While the Electoral Commissioner's decision will be final, the AEC will reference the *Macquarie Dictionary Fifth Edition* to determine the acceptability of hyphenated words. Refer to *Counting of Words* below.

9. The pamphlet design allows three levels of headings, followed by text. Members should indicate which parts of the case are headings, sub-headings and text. A sample pamphlet is at *Attachment A*.
10. Content of each case is at the discretion of members preparing each case, however, members may like to consider the points outlined in the *Suggested inclusions* below.
11. Content (including alterations and corrections) cannot be accepted after the deadline, which is four weeks after the passage of the legislation to alter the Constitution (**Monday 22 July 2013**).

Suggested inclusions

The AEC has conducted market research to test the pamphlet layout, readability, accessibility and impartiality. The market research recommended cases be concise and easy to read, use clear language and include a summary of each case of up to 200 words each, which counts towards the 2 000 word limit.

Design and typesetting

The AEC will manage the design and printing. A sample pamphlet is at *Attachment A*.

The printed pamphlet will be 205mm wide x 275mm high (undersize A4) and the text for each case will be printed in black ink. Design elements will clearly distinguish the YES case from the NO case.

The pamphlet will contain:

1. Voting information
2. The proposed alteration to the Constitution, and
3. The text of the cases.

Microsoft Word template

The AEC will only accept cases submitted in the Word template provided at www.aec.gov.au/referendum. The AEC will use this file to typeset the pamphlet.

The intention of the Word template is to provide the AEC with final text only – no additional formatting, design or layout should be applied to the template. Text styles have been included in the template to indicate text hierarchy. The following text styles can be applied:

- Heading level 1
- Heading level 2
- Heading level 3
- Normal (text copy)
- Bullet list
- Numbered list

Where appropriate, bold for emphasis and italic for citation may be applied to words within the body copy.

The AEC will remove formatting or design elements applied outside of the template.

The Word document will be typeset to the specifications of the final design. Text flow, line breaks and page breaks may change, due to the following factors:

- The printed size of the document is not A4 size. It is smaller at 205mm wide x 275mm high.
- The font selected for the pamphlet is Helvetica Neue Light (not Times New Roman as in the Word template).
- Adobe InDesign is the design and print industry standard and will be used to prepare the artwork to print specifications.

Counting of words

The Electoral Commissioner will use the following criteria in determining the number of words contained in an argument:

Category	Example	Number of Words
Hyphenated words*	co-author sub-branch Vice-President 1901-1902	one
Slashed words	Victoria/Tasmania 1901/1902 secretary/treasurer	one
Abbreviations	ARM ACM GG eg ie	one
One letter words	A I	one
Numerals	2 63 476 2,398	one (‘one million’ counts as two words, ‘one million dollars’ counts as three words, ‘\$64m’ counts as one word)
Years	1901 1999	one
Headings and subheadings		Words used will contribute to 2 000 word total
Titles	Dr Professor Sir Rev	one (‘Dr Smith’ counts as two words, ‘Mr John Smith OBE’ counts as four words)
Honorifics	OBE AM	one
Symbols	%	nil (‘60%’ counts as one word, but ‘60 per cent’ counts as three words)
Punctuation	? . ! : “”	nil

* Hyphenated words are only permitted when they are used according to standard usage. Hyphens will not be accepted where they are used in an attempt to reduce the number of words. The following examples are generally accepted hyphenations:

- for compound numbers, eg forty-six
- for two part components, where one of the parts cannot stand as an independent word, eg sub-zero, re-election, sub-editor
- for compound expressions, eg flow-on, multi-party, and
- to avoid ambiguity, eg three two-metre lengths.

How to submit

Cases may be submitted sooner, but must be received by the AEC no later than **Monday 22 July 2013**.

A majority of those members of Parliament who voted for or against the proposed law and desire to forward such an argument must authorise in writing the relevant case.

The Electoral Commissioner is required to be satisfied that the relevant case is authorised by a majority of those members of Parliament who voted for or against the proposed law and desire to forward such an argument. As authorisation, the Electoral Commissioner will accept:

1. the argument itself signed by the members authorising it
2. signed authorities sufficient to show that the argument is authorised by such members, or
3. authority given by a certificate signed by a nominated chair, which certifies to the authority given and the names of the members giving the authority.

The signed authorisation to the AEC could be an emailed pdf attachment or a facsimile.

1. Email the electronic version to:

yesandnocase@aec.gov.au

2. Deliver the hard copy version to:

The Electoral Commissioner
West Block
Queen Victoria Terrace
Parkes ACT 2600

OR

Mail the hard copy version to:

The Electoral Commissioner
PO Box 6172
Kingston ACT 2604

OR

Fax the hard copy version to:

02 6215 9999

For more information

Contact the Director, Referendum Communications Project on email:

yesandnocase@aec.gov.au

Attachment A

Sample referendum pamphlet layout



cover, page 1

Referendum information

What is a referendum?
A referendum is a vote to change Australia's Constitution. Australia's Constitution sets out the rules by which the Commonwealth Government operates. Any change to the Constitution must be put to a vote of all Australian voters in a referendum.

When?
Election and referendum day is **Saturday 14 September 2013**. Polling places open at 8am and close at 6pm sharp.

Where?
You can vote at any polling place in your state or territory on election and referendum day.

The AEC's website at www.aec.gov.au shows you where you can vote. Polling places are advertised in some major metropolitan newspapers on the day before election and referendum day.

Disabled access to polling places
You can find out which polling places have disabled access by checking the AEC website, www.aec.gov.au. For blind or low vision voting options please call 13 23 26.

I can't make it
If you can't make it to a polling place on election and referendum day, there are some other options for casting an early vote. You can either vote:

- In person**
before election and referendum day at an early voting centre, with a mobile polling team, an Australian overseas voting centre, or any AEC divisional office. For more information, visit www.aec.gov.au or call 13 23 26.
- By post**
you can apply for a postal vote online at www.aec.gov.au. Application forms are also available from any Australia Post outlet. The AEC must receive your completed application for a postal vote no later than 6pm Thursday 12 September 2013.

For enquiries call 13 23 26 or visit www.aec.gov.au

How to make your vote count

At the referendum, you will receive a ballot paper with information about the proposed alteration to the Constitution on it, followed by a question asking if you approve the proposed alteration.

On the referendum ballot paper, you need to indicate your vote by clearly writing:

YES in the box if you approve the proposed alteration
OR
NO in the box if you do not approve the proposed alteration.

Don't worry if you make a mistake. You can ask for another ballot paper and start again.

Commonwealth of Australia
BALLOT PAPER
Australian Capital Territory

Referendum on proposed
Constitution alteration

DIRECTIONS TO VOTER
Write "YES" or "NO" in the
space provided opposite the
question set out below.

A PROPOSED LAW:
Description of the proposed
constitutional change.

Do you approve
the proposed
alteration?

YES	WRITE "YES" ON "NO"
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AEC
SAMPLE

Commonwealth of Australia
BALLOT PAPER
Australian Capital Territory

Referendum on proposed
Constitution alteration

DIRECTIONS TO VOTER
Write "YES" or "NO" in the
space provided opposite the
question set out below.

A PROPOSED LAW:
Description of the proposed
constitutional change.

Do you approve
the proposed
alteration?

NO	WRITE "YES" ON "NO"
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AEC
SAMPLE

Voting is compulsory. If you don't vote, you may be fined.

inside front cover, page 2

page 3

Statement in relation to Constitution Alteration (Local Government) 2013

Statement of the proposed change to our Constitution

A proposed law for the alteration of the Constitution has been passed by absolute majorities of each House of the Parliament and is to be submitted to the electors in accordance with section 128 of the Constitution. The short title of the proposed law is:

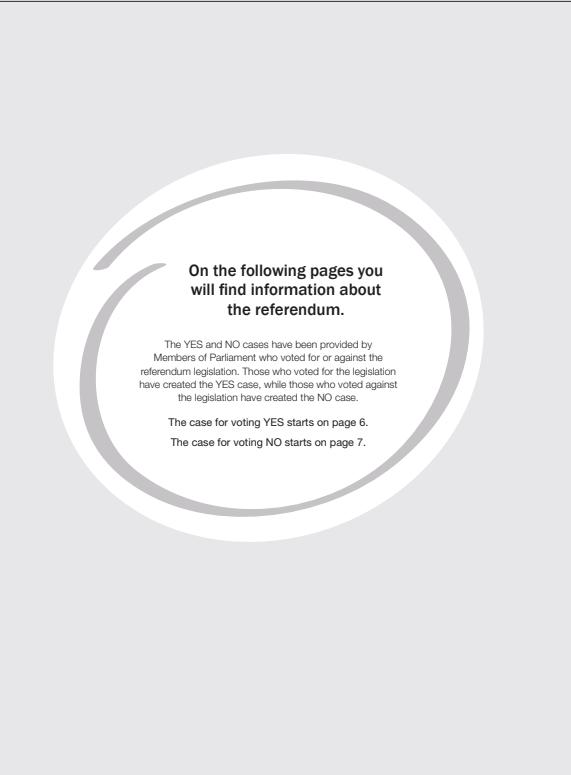
Constitution Alteration (Local Government) 2013

The provisions of the Constitution, as they would be affected by this proposed law, are set out below. Words proposed to be inserted in the Constitution are underlined.

96 Financial assistance to States and local government bodies

During a period of ten years after the establishment of the Commonwealth and thereafter until the Parliament otherwise provides, the Parliament may grant financial assistance to any State, or to any local government body formed by a law of a State, on such terms and conditions as the Parliament thinks fit.

4 Your official guide to the referendum | Constitution Alteration



On the following pages you will find information about the referendum.

The YES and NO cases have been provided by Members of Parliament who voted for or against the referendum legislation. Those who voted for the legislation have created the YES case, while those who voted against the legislation have created the NO case.

The case for voting YES starts on page 6.
The case for voting NO starts on page 7.

page 4

title page, page 5

The case for voting YES



A proposed law:

To alter the Constitution to recognise local government by stating that the Commonwealth can grant financial assistance to local government, including assistance for community and other services.

Summary

Etiam iaculis enim sit amet purus suscipit a egestas nibh viverra. Nulla facilisi. Vestibulum rhoncus dictum viverra. Aenean lectus tellus, blandit at accumsa, aliquam ornare ante. Nam aliquet, libero quis placerat sodales, est diam elementum velit, at aliquam felis ligula id dolor. Duis auctor magna sit amet lorem condimentum quis posuere nisi imperdiet. Praesent facilisis eros eget lorem tempus sed vehicula ante pulvinar. Sed et iacus metus, vel ornare dolor. Curaeugiat vel sagittis quis, vulputate sit amet quam. Aliquam suscipit eros eu massa etiam vitae placerat diam ultricies. Etiam condimentum congue nisi, ac pretium nunc imperdiet eu.

Please note: The content of this argument was authorised by a majority of those members of Parliament who voted for the proposed law and desire to forward such an argument. The text has been printed and presented without amendment by the Electoral Commissioner.

6 Your official referendum booklet | The case for voting YES



The case for voting NO



A proposed law:

To alter the Constitution to recognise local government by stating that the Commonwealth can grant financial assistance to local government, including assistance for community and other services.

Summary

Etiam iaculis enim sit amet purus suscipit a egestas nibh viverra. Nulla facilisi. Vestibulum rhoncus dictum viverra. Aenean lectus tellus, blandit at accumsa, aliquam ornare ante. Nam aliquet, libero quis placerat sodales, est diam elementum velit, at aliquam felis ligula id dolor. Duis auctor magna sit amet lorem condimentum quis posuere nisi imperdiet. Praesent facilisis eros eget lorem tempus sed vehicula ante pulvinar. Sed et iacus metus, vel ornare dolor. Curabitur porta justo ac risus sagittis fermentum. Nunc pellentesque nisi ut metus volutpat a eleifend ante blandit. In eros enim, feugiat vel sagittis quis, vulputate sit amet quam. Aliquam suscipit eros eu massa rutrum vitae placerat diam ultricies. Etiam condimentum congue nisi, ac pretium nunc imperdiet eu.

Please note: The content of this argument was authorised by a majority of those members of Parliament who voted against the proposed law and desire to forward such an argument. The text has been printed and presented without amendment by the Electoral Commissioner.

7 Your official referendum booklet | The case for voting NO

summary pages, side-by-side

The case for voting YES



Heading level 1

Vestibulum rhoncus dictum viverra. Aenean lectus tellus, blandit at accumsan non, aliquam ornare ante. Nam aliquet, libero quis placerat sodales, est diam elementum velit, at aliquam felis ligula id dolor.

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Heading level 2

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The case for voting YES



Heading level 1

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- Nunc pellentesque nisi ut metus volutpat a eleifend ante blandit. In eros enim, feugiat vel sagittis quis, vulputate sit amet quam.
- Aliquam suscipit eros eu massa rutrum vitae placerat diam ultricies.
- Etiam condimentum congue nisi, ac pretium nunc imperdiet eu.

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sample two-page spread

The case for voting YES



Heading level 1

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3. Sed et lacus metus, vel ornare dolor. Curabitur porta justo ac risus sagittis fermentum.
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Heading level 2

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Heading level sample 3

Sed at justo a est commodo varius at vestibulum nunc. Donec metus nisl, tempor sed lacina at, convallis nec erat. Vestibulum at est nulla, laoreet tincidunt erat. Phasellus est quam, eleifend eget interdum sit amet, rhoncus et est.

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The case for voting NO



Heading level 1

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Heading level 2

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sample two-page spread

Referendum Guidelines 2013 | Attachment A

10

Your official referendum booklet | The case for voting YES

Your official referendum booklet | The case for voting NO

11

The case for voting **NO**



Heading level sample 3
Sed at justo a est commodo varius at vestibulum nunc. Donec metus nisi, tempor sed lacinia at, convallis nec erat. Vestibulum at est nulla, laoreet tincidunt erat. Phasellus est quam, eleifend eget interdum sit amet, rhoncus et est.
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Heading level 1
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- Duis auctor magna sit amet lorem condimentum quis posuere nisi imperdiet;
- Praesent facilisis eros eget tempus sed vehicula ante pulvinar;
- Sed et lacus metus, vel ornare dolor. Curabitur porta justo ac risus sagittis fermentum.
- Nunc pellentesque nisi ut metus volutpat a eleifend ante blandit. In eros enim, feugiat vel sagittis quis, vulputate sit amet quam;
- Aliquam suscipit eros eu massa rutrum vitae placerat diam ultricies;
- Etiam condimentum congue nisi, ac pretium nunc imperdiet eu.

Heading level 2
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Heading level 1
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Sed metus nisi, vehicula sed pellentesque vitae, auctor a nisl. Proin in pellentesque tellus. Mauris sodales fermentum urna, sed convallis tortor vestibulum vitae. Vivamus fermentum sodales augue elementum commodo. Morbi scelerisque aliquam ipsum sed consequat. Integer eleifend nunc eget turpis volutpat molestie. Proin semper aliquet augue eget pharetra. Praesent neque nunc, tempus suscipit viverra malesuada, hendrerit eu orci. Etiam sed interdum orci.

The case for voting **NO**



Heading level sample 3
Donec ut ipsum sit amet ligula vestibulum scelerisque nec non felis. Pellentesque id purus at enim fermentum bibendum a lorem. Donec metus nisi, tempor sed lacinia at, convallis nec erat. Vestibulum at est nulla, laoreet tincidunt erat. Phasellus est quam, eleifend eget interdum sit amet, rhoncus et est.
Sed metus nisi, vehicula sed pellentesque vitae, auctor a nisl. Proin in pellentesque tellus. Mauris sodales fermentum urna, sed convallis tortor vestibulum vitae. Vivamus fermentum sodales augue elementum commodo. Morbi scelerisque aliquam ipsum sed consequat. Integer eleifend nunc eget turpis volutpat molestie. Proin semper aliquet augue eget pharetra. Praesent neque nunc, tempus suscipit viverra malesuada, hendrerit eu orci. Etiam sed interdum orci.

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Heading level 1
END OF THE ARGUMENT AGAINST THE PROPOSED LAW.

Your official referendum booklet | The case for voting NO

14

Your official referendum booklet | The case for voting NO

15

sample two-page spread




Alternative versions of this booklet

To request copies of alternative formats of this guide, call **13 23 26** or download from www.aec.gov.au.

If you are deaf or have a hearing or speech impairment contact us through the National Relay Service. TTY users phone 133 677 and quote 13 23 26. Speak and Listen users phone 1300 555 727 and quote 13 23 26. Internet relay users connect to the NRS then ask for 13 23 26.

Language versions of this guide can be downloaded from www.aec.gov.au/translated.

For general information about voting and elections in other languages, or for a translated version of this guide, phone:

Arabic	1300 720 132	Polish	1300 720 143
中文	Cantonese	Português	Portuguese
Hrvatski	Croatian	Rусский	Russian
Ελληνικός	Greek	Српски	Serbian
Italiano	Italian	Español	Spanish
ខ្មែរ	Khmer	Türkçe	Turkish
한국어	Korean	Vietnamski	Vietnamese
Македонски	Macedonian	Other languages	Other languages
中文	Mandarin		

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