



Referendum Guidelines 2013



AEC

Australian Electoral Commission

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

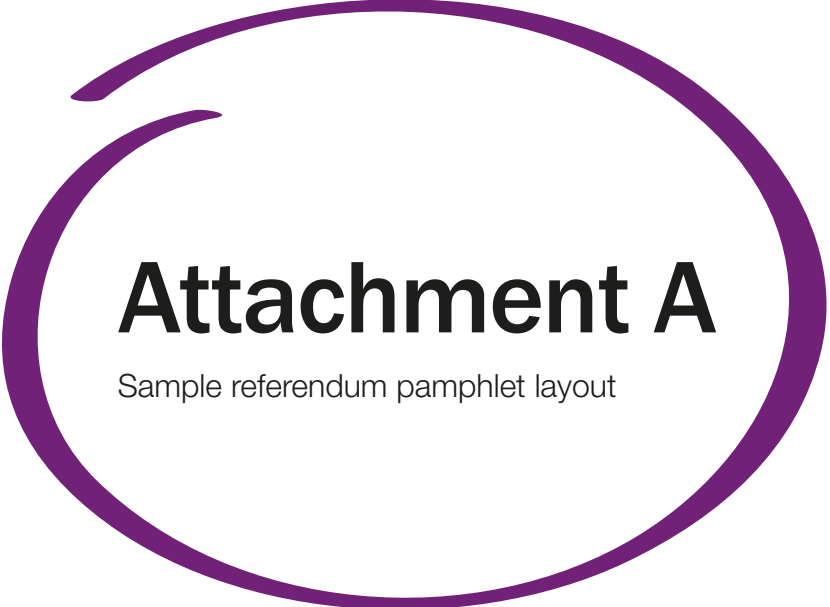
Fax the hard copy version to:

02 6215 9999

For more information

Contact the Director, Referendum Communications Project on email:

yesandnocase@aec.gov.au

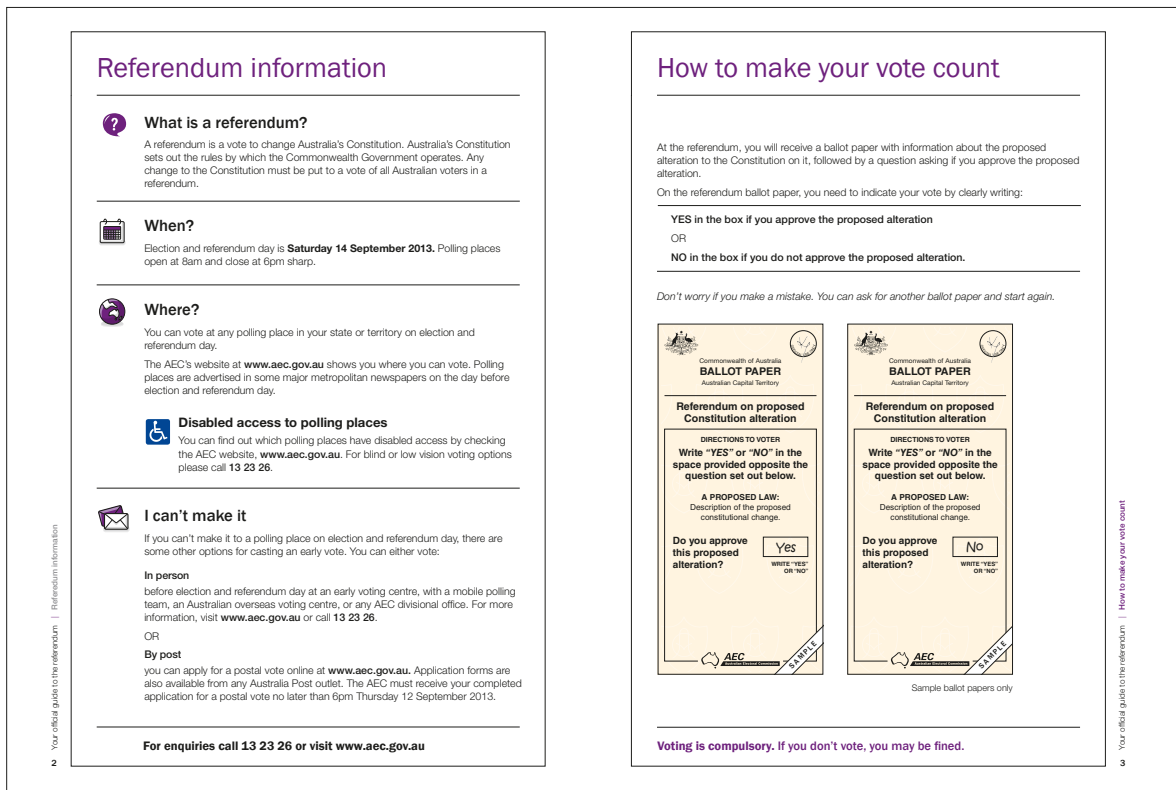


Attachment A

Sample referendum pamphlet layout



cover, page 1



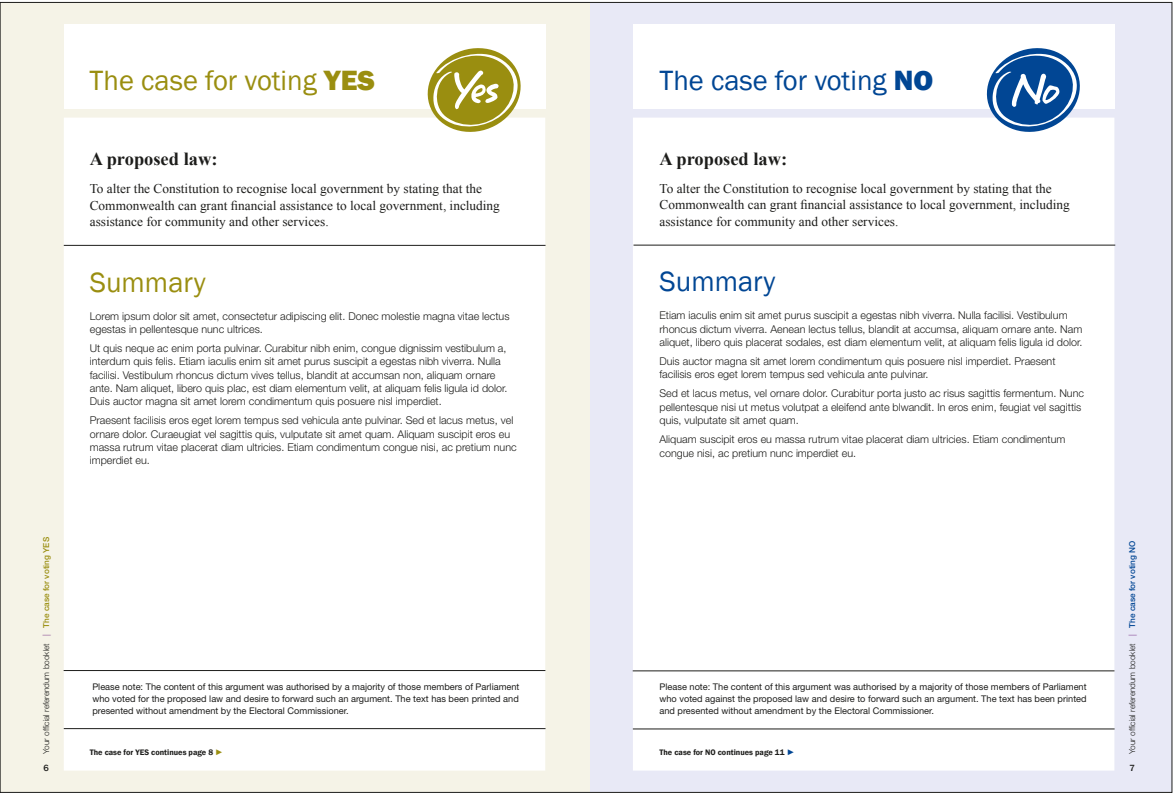
inside front cover, page 2

page 3



page 4

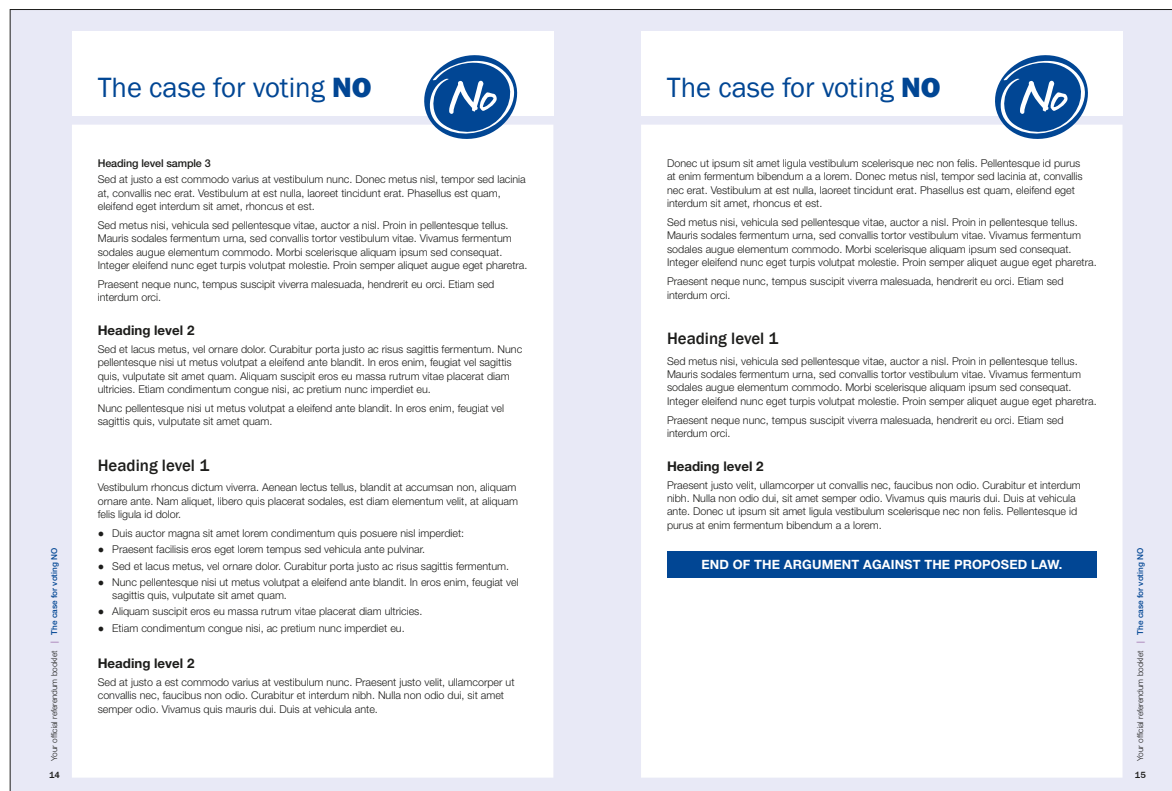
title page, page 5



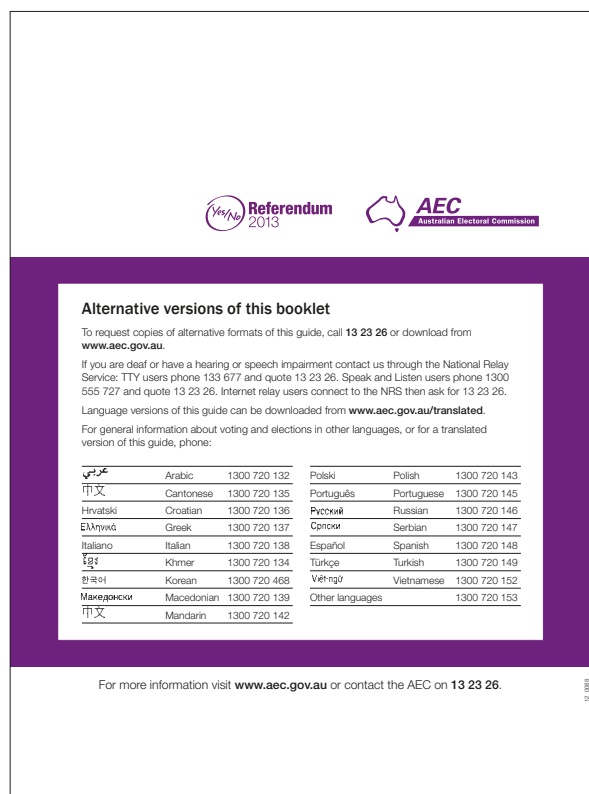
summary pages, side-by-side

sample two-page spread

sample two-page spread



sample two-page spread



back cover

