

Personal Objection by [REDACTED] to "Reform Australia" name change

To:
Funding and Disclosure
Australian Electoral Commission
fad@aec.gov.au

Objector:
Selwyn [REDACTED]
[REDACTED]

Date: 17 July 2026

Dear Sir/Madam,

I wish to object to the Australian Federation Party's proposed change of name to **Reform Australia**.

I make this objection as a [REDACTED] of **End Mass Immigration – Reform AU**, and as a person who understands **Reform AU/REFORM AU** to be the reform identity associated with that party and with the federal registration application presently before the AEC.

My concern is practical. The name **Reform Australia** is too close to **Reform AU**. In ordinary use, **AU** is commonly understood to mean **Australia** or **Australian**. I believe many ordinary voters, members and supporters would naturally understand **Reform Australia** as the longer or expanded form of **Reform AU**.

That would cause confusion, because the Australian Federation Party is not, to my knowledge, connected with **End Mass Immigration – Reform AU** or **REFORM AU**.

Why this matters to me as a [REDACTED]

As a [REDACTED] I understand **End Mass Immigration – Reform AU** to be an existing Victorian registered political party.

I also understand that the party has used its registered name and **REFORM** logo in an actual Victorian parliamentary by-election, namely the 2026 Nepean District by-election.

That matters because **Reform AU** is not merely an idea, slogan or unused phrase. It is part of a real registered political identity that has already appeared in an electoral setting.

If another unrelated party is allowed to adopt the name **Reform Australia**, I believe voters and supporters could easily assume that the two are connected.

The likely confusion

I believe the risk of confusion is obvious from the names themselves:

Reform AU
Reform Australia

To me, those names look and sound like shortened and expanded versions of the same political name.

The confusion would be even stronger because the Victorian party's registered identity includes the word **REFORM**, and I understand that the registered logo presents **REFORM** in association with the outline or map of Australia.

In that context, **Reform Australia** would not look like a separate and unrelated political name. It would look like the national or federal version of **Reform AU**.

What people may wrongly assume

If the Australian Federation Party becomes **Reform Australia**, I believe ordinary people may wrongly assume that:

- Reform Australia is the same as Reform AU;
- Reform Australia is the national or federal name for Reform AU;
- Reform Australia is connected with End Mass Immigration – Reform AU;
- Reform Australia is connected with the pending federal REFORM AU application;
- the Australian Federation Party has permission to use the Reform AU identity; or
- the Australian Federation Party is a branch, successor, affiliate or rebrand of Reform AU.

To the best of my knowledge, those assumptions would be wrong.

The legal ground

I understand that the AEC must consider party names under the **Commonwealth Electoral Act 1918**, including **s 129**, as applied to a name-change application by **s 134**.

I also understand that **End Mass Immigration – Reform AU** is registered under Victorian electoral law and has endorsed a candidate under its current name in a Victorian parliamentary election within the previous five years.

On that basis, I understand that **End Mass Immigration – Reform AU** is relied upon as a recognised political party for the purposes of **s 129(2)(c)**.

My objection is that the proposed name **Reform Australia** should be refused because it is likely to be confused with or mistaken for **End Mass Immigration – Reform AU**, particularly the **Reform AU** part of that name.

Public and voter confusion

Political party names should be clear.

Voters should not have to search party registers, read constitutions, check pending applications, or investigate party histories to work out whether **Reform AU** and **Reform Australia** are connected.

In ordinary political discussion, on social media, in online searches, in membership communication, and potentially on ballot papers or election material, I believe the names would be easily confused.

That confusion would not be fair to voters, and it would not be fair to people who have joined, supported or identified with **Reform AU/REFORM AU**.

Requested decision

I respectfully ask the AEC to refuse the Australian Federation Party's application to change its name to **Reform Australia**.

In particular, I ask the AEC to take into account that:

1. **End Mass Immigration – Reform AU** is a Victorian registered political party;
2. **Reform AU** is a prominent and distinctive part of that registered name;
3. **REFORM AU** is also the name in a pending federal registration application before the AEC;
4. **AU** is commonly understood as referring to **Australia**;
5. **Reform Australia** is likely to be seen as the expanded or national form of **Reform AU**;
6. the Australian Federation Party is not related to **End Mass Immigration – Reform AU** or **REFORM AU**; and
7. no consent or authorisation has been given for the Australian Federation Party to use that identity.

For those reasons, I respectfully submit that the proposed name **Reform Australia** should be refused under s 129, as applied by s 134 of the Commonwealth Electoral Act 1918.

Yours faithfully,

Selwyn

Signed: _____

Date: 17 July, 2026

Media release



Tuesday 23 December 2025

For immediate release

Change of registered political party name and logo - Companions and Pets Party

The name and logo of the registered political party Companions and Pets Party was officially changed today.

The party applied to change its registered name and logo on 21 October 2025 to:

End Mass Immigration – Reform AU



As required by section 49 of the *Electoral Act 2002* (the Act), the Victorian Electoral Commission advertised the application and invited objections. No objections were received during the objection period.

Certain names and logos are not acceptable under the Act, including names and logos that are confusingly similar to the name and logo of another registered political party.

The name **End Mass Immigration – Reform AU** and the party's proposed logo are acceptable under the Act and will be printed next to the party's endorsed candidates' names on ballot papers at any election contested by the party under the Act.

— ENDS —

Attached media information:

- About the VEC.

REGISTER OF POLITICAL PARTIES

The Australian Electoral Commission (AEC) has received the following application to change the name of a registered political party in the *Register of Political Parties* under the provisions of the *Commonwealth Electoral Act 1918* (Electoral Act).

Current name: Australian Federation Party

Proposed name: Reform Australia

The application was made by three members of Australian Federation Party and included payment of the \$500 application fee. You may lodge an objection to the application from Australian Federation Party under the following grounds in the Electoral Act:

- the application should be refused under section 129; or
- the application is not in accordance with section 134.

Objections must be received by the AEC by **24 July 2026**, must address the relevant criteria above and be in writing and include your name, street address, signature, and the grounds for your objection. Objections can be sent to:

Email

fad@aec.gov.au

Post

Funding and Disclosure
Australian Electoral Commission
Locked Bag 4007
Canberra ACT 2601

For more detailed information on objecting to an application, please consult the AEC website at the link provided below or contact the AEC by email at fad@aec.gov.au or by phone on 02 6271 4552.

www.aec.gov.au/party-reg-objections

Any objections to this application are public documents and will be published on the AEC website.

Stuart Oreo

Acting Assistant Commissioner
Authorised Officer



End Mass Immigration – Reform AU

First registered: 19 September 2022

Re-registered: 21 November 2024



Milton Wilde

Registered officer

40 Ayr Street

Doncaster VIC 3108

Postal address:

PO Box 195

Ringwood East VIC 3135

Ballot Paper

Nepean

Issuing Officer's
Initials

Election of the Legislative Assembly

Number the boxes **1** to **8** in the order of your choice.

Number every box to make your vote count.

☐

HERCUS, Darren

Pauline Hanson's One Nation

☐

SMITH, Reade

Affordable Housing Now – Sustainable Australia Party

☐

HEALY, Sianan

The Greens

☐

MARSH, Anthony

Liberal

☐

WILDE, Milton

End Mass Immigration – Reform AU

☐

ANGELICO, Peter

Libertarian

☐

HUTCHISON, Tracee

☐

THOMPSON, Renee

Legalise Cannabis

**Fold the ballot paper and put it in the ballot box
or declaration envelope as appropriate.**



Victorian Electoral Commission