

Channel Analysis by Stakeholder Group

Group A (Political Participants)

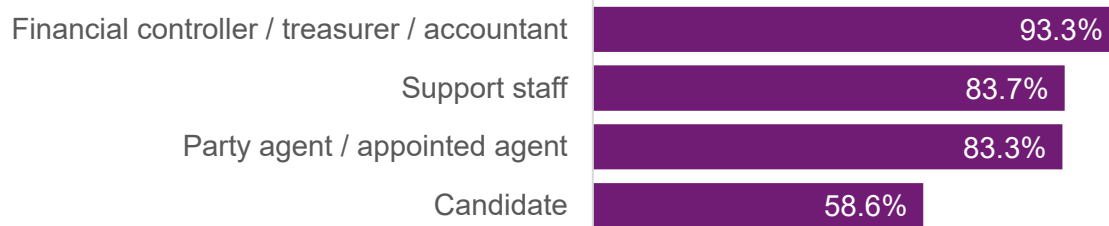
Awareness is high amongst political participants, driven by word-of-mouth

75.0%

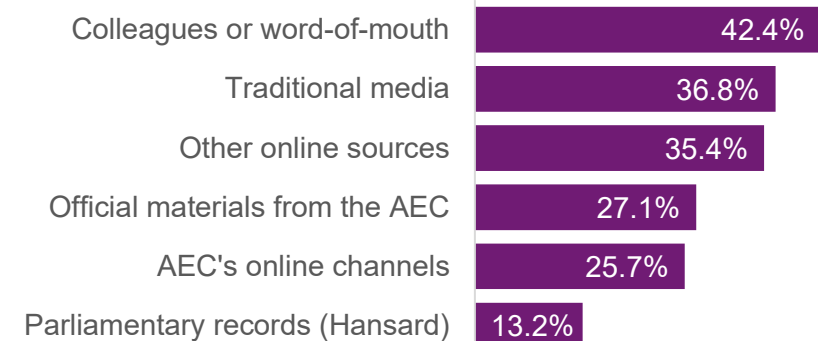
Aware of FAD reforms

Three quarters of political participants (75.0%) are aware of the funding and disclosure reforms. Awareness was most frequently driven by colleagues or word-of-mouth (42.4%), while AEC materials and online channels combined account for awareness amongst a third of political participants (33.0%). When looking at awareness amongst responsible for using eReturns, financial controllers are the most likely to know about the incoming reforms (93.3% aware), and candidates the least likely to know about incoming reforms (58.6% aware).

Awareness amongst eReturns users

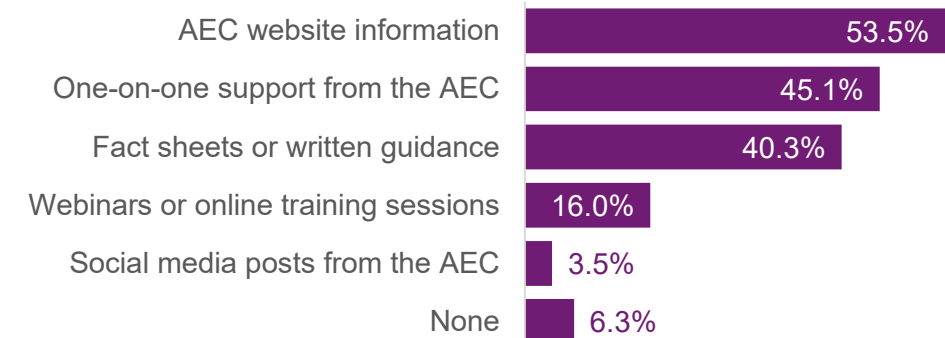


Source of awareness



The AEC website is the most commonly used support resource by political participants (53.5%), who also regularly make use of one-on-one support from the AEC (45.1%). Website usage was much more common for financial controllers (62.2%) than it was for candidates (37.9%), whose most common form of support resource used in the last 12 months was one-on-one support from the AEC. Candidates are also notably less likely to have made use of existing fact sheets or written guidance from the AEC (31.0%).

Support resources actually used (L12M)

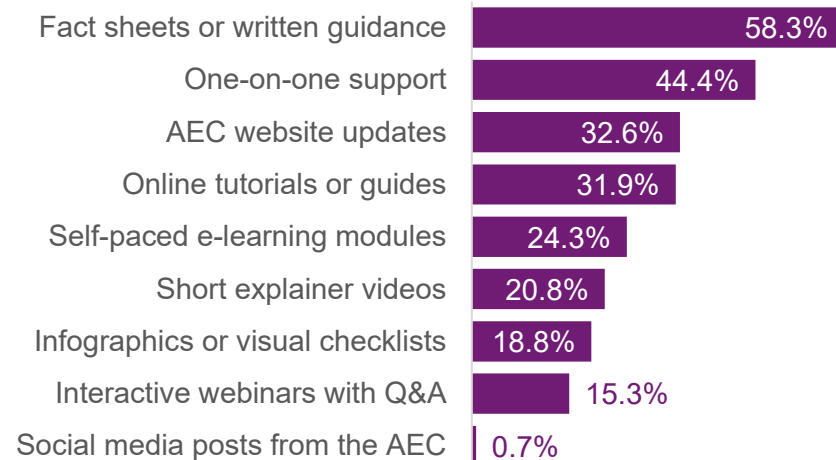


Group A (Political Participants)

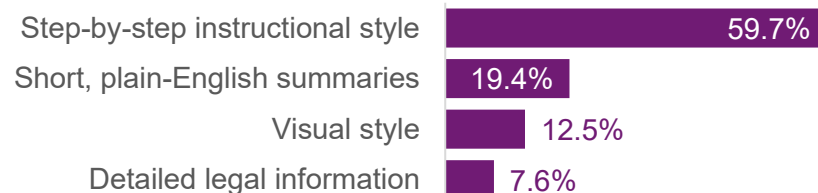
Support resources for political participants should predominantly be in a step-by-step instructional style

Despite use of the AEC website being high amongst political participants, it is far from the most preferred support resource. Fact sheets or written guidance (58.3%), followed by one-on-one support (44.4%) are the most desired form of support. The majority of political participants want support delivered in a step-by-step instructional style (59.7%). AEC website updates are much less popular amongst support staff (27.9%) and candidates (13.8%), who instead showed a greater preference for self-paced e-learning modules (39.5% support staff, 31.0% candidates). They are also more likely to seek one-on-one support from the AEC.

Preferred support resources

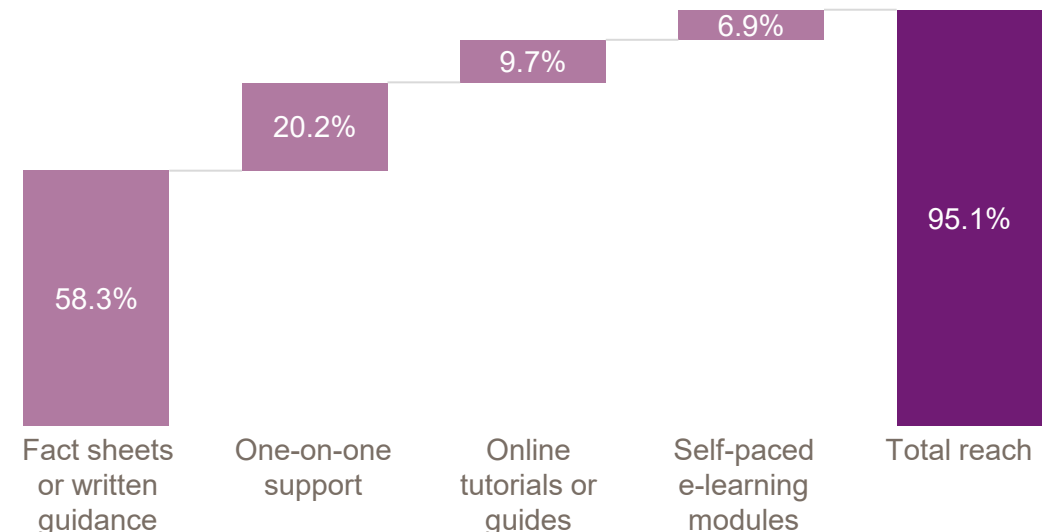


Preferred presentation style



Considering overlapping preferences, the combination of fact sheets, one-on-one support, online tutorials and self-paced e-learning would deliver effective support resources for almost all political participants (95.1%). Although AEC website updates were the third most frequently preferred resource, users with that preference are almost entirely covered by the other resources mentioned.

Additional reach gained by combining support options



Group A (Political Participants)

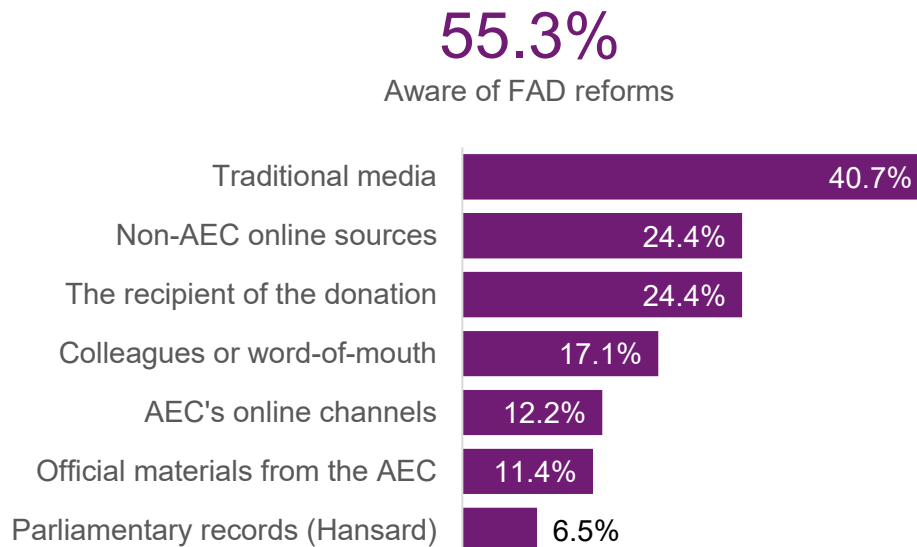
Implications for communication and support targeted to political participants

- **Independent candidates are more challenging to reach than resourced organisations.**
Awareness of upcoming FAD changes is much higher amongst political participants whose role involves administration and compliance tasks than amongst the candidates themselves. Candidates are less likely to have used the resources the AEC has already provided, and more likely to reach out to the AEC for one-on-one support.
- **Word-of-mouth is a powerful tool for reaching political participants.**
Almost half of political participants had learned of the upcoming FAD reforms through word-of-mouth. Designing resources which can be easily shared between political participants will positively influence distribution.
- **A variety of resources should be developed, but most should use a step-by-step instructional style.**
Political participants demonstrated a variety of preferences for different support resources, but the gap in preference for step-by-step instructional and the next most popular style was large. One-on-one support will be in-demand, particularly by candidates, and this will provide a critical opportunity to share information with otherwise hard to reach individuals.
- **Fact sheets are of critical importance, and can be effectively reinforced by other support resources**
A mix of four different support resources provides efficient coverage of the support preferences for 95.1% of political participants, but for the bulk of those stakeholders, fact sheets will be their preference (58.3%). Developing well received fact sheets, e-learning, and online tutorials offers the potential to reduce demand for one-on-one support from the AEC.

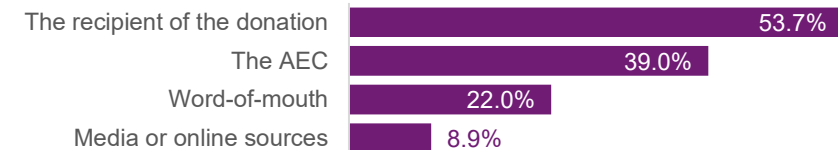
Group B (Donors)

Awareness is moderate and driven primarily by media rather than direct AEC channels

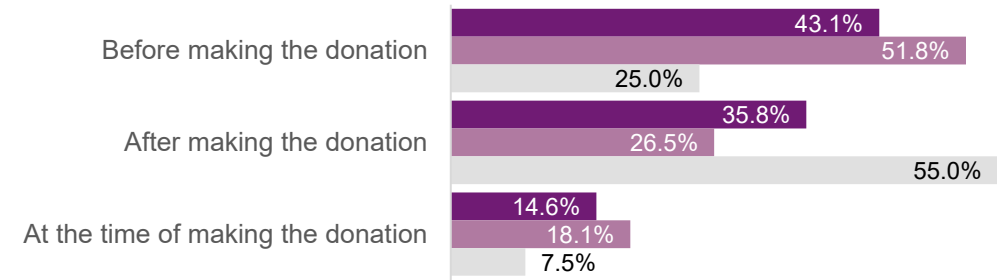
Just over half of donors (**55.3%**) are aware of the funding and disclosure reforms. Awareness is most commonly driven by traditional media (40.7%), while AEC materials and online channels combined account for under one in five donors (19.5%). Information provided by the recipient of the donation plays a secondary role in reform awareness, despite being a primary source of obligation information.



Donors are most likely to learn about their personal disclosure obligations from the recipient of the donation (53.7%), followed by the AEC (39.0%). Word-of-mouth and media sources play a smaller role in explaining obligations, despite media being the dominant driver of reform awareness.



Donors who are aware of the reforms are more likely to learn about their disclosure obligations before making a donation (51.8%), while those unaware of the reforms are more likely to become aware after donating (55.0%). Overall, donors are spread across learning about their obligations before, at the time of, and after donating, indicating that there is no single dominant moment of engagement.



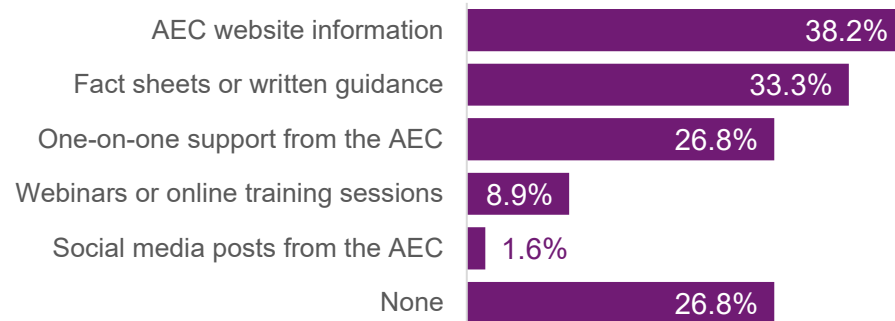
■ All donors ■ Donors aware of reforms ■ Donors unaware of reforms

Group B (Donors)

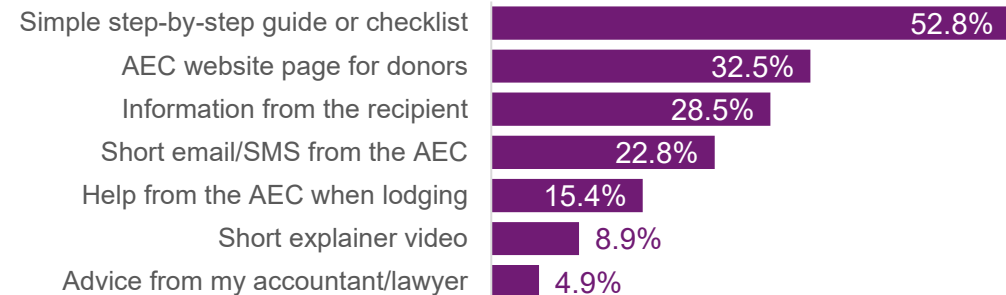
A targeted mix of support channels delivers the greatest donor reach

The AEC website is the most commonly used support resource by donors (38.2%), but it is not their preferred method of support. Donors show a clear preference for simple, step-by-step guides or checklists. Preferences differ depending on how donors first learn about their obligations, with those informed via media or word-of-mouth more likely to rely on one-on-one AEC support, while those informed by recipients tend to prefer support delivered through those channels.

Support resources actually used

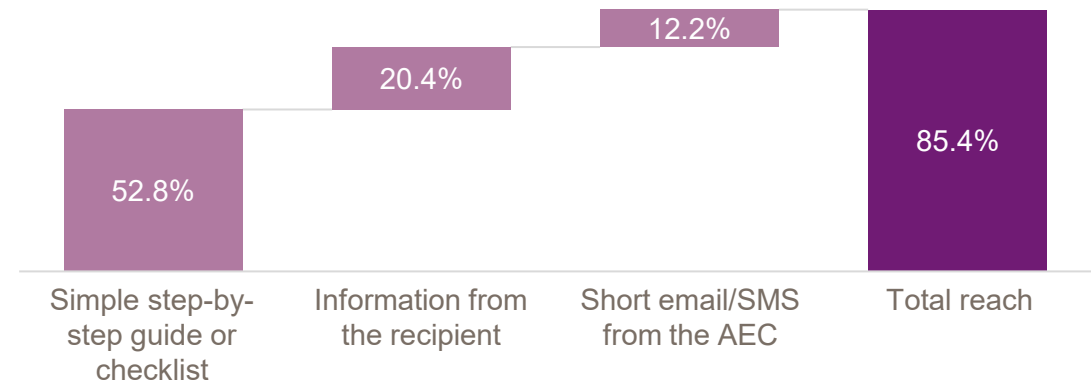


Preferred support resources



Considering overlapping preferences, an efficient combination of three support measures can be identified. A mix of simple guides or checklists, information delivered via donation recipients, and short AEC email or SMS reminders would meet the communication preferences of an estimated 85.4% of donors.

Additional reach gained by combining support options



Group B (Donors)

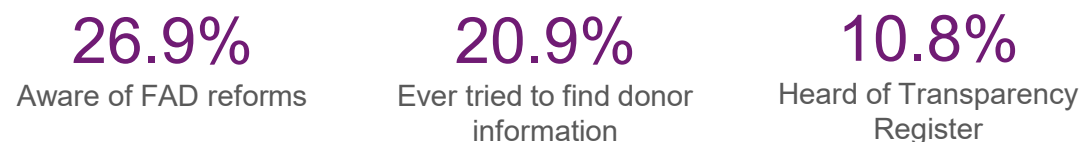
Implications for donor communication and support

- **Relying on AEC-owned channels alone will limit donor reach.**
Awareness and support use are more commonly driven by media, donation recipients, and non-AEC sources than by direct AEC channels, indicating that AEC-only communication pathways do not, on their own, align with how most donors currently receive or prefer information.
- **Donation recipients represent a critical touchpoint for reaching donors with obligation-related information.**
Donors most frequently report learning about their disclosure obligations from recipients of donations, implying that recipient-mediated communication aligns more closely with donor information pathways than stand-alone awareness messaging.
- **No single support channel is sufficient to reach existing donors.**
Both actual usage and stated preferences are distributed across multiple channels, implying that concentrating support in any one format would leave a substantial proportion of donors unreached.
- **Combining a small number of support channels substantially increases potential reach.**
A mix of step-by-step guides or checklists, information provided by donation recipients, and short AEC email or SMS communications aligns with the reported preferences of an estimated 85.4% of donors.

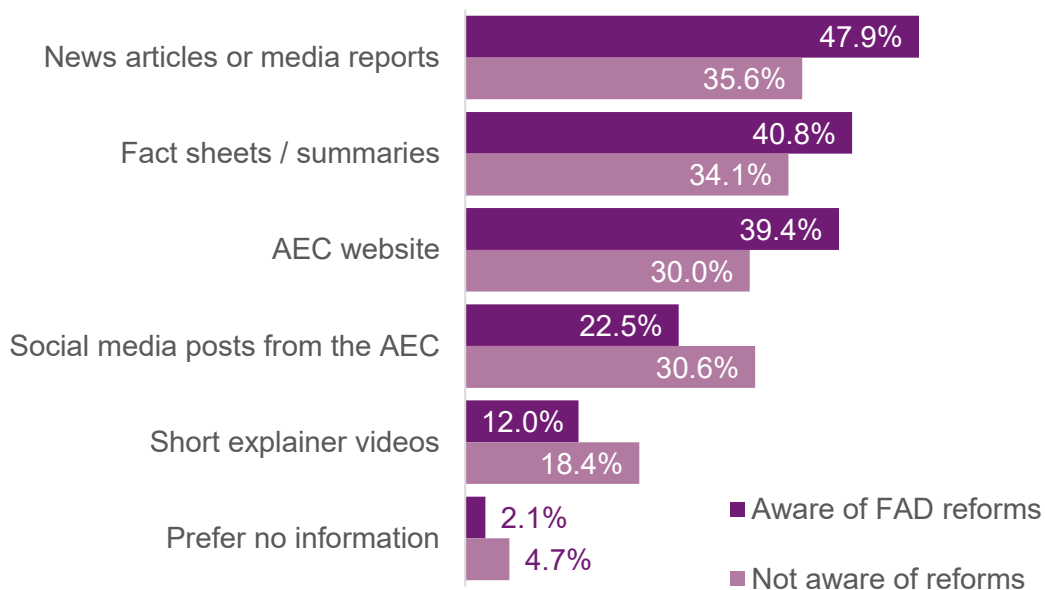
Group C (General Public)

General public awareness of FAD reforms is limited, but reach can be maximised through mainstream channels

Just over a quarter of the general public (**26.9%**) are aware of the upcoming funding and disclosure reforms. Awareness is lower for donation information (**20.9%**) and for the Transparency Register (**10.8%**).



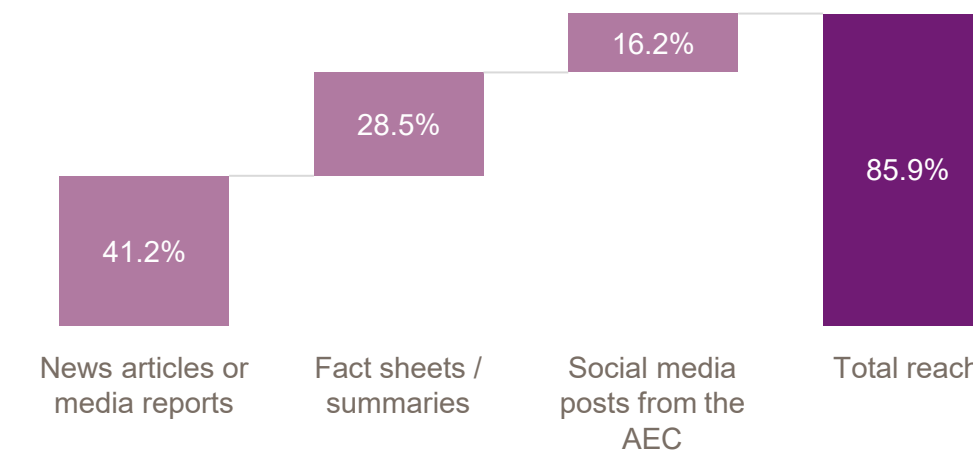
Preferences for learning about donation information



For the general public, news articles or media reports are the most commonly preferred source of donation information (38.7%). Fact sheets (35.3%) and the AEC website (33.4%) are also widely preferred. While social media is selected less often overall, it is relatively more popular among those currently unaware of the reforms (30.6%).

Taking overlapping preferences into account, a combined approach using news articles (press releases), fact sheets, and AEC social media would deliver broad overall reach. Including social media alongside mainstream and written channels increases the likelihood of reaching individuals who are not currently aware of the reforms.

Additional reach gained by combining communication options

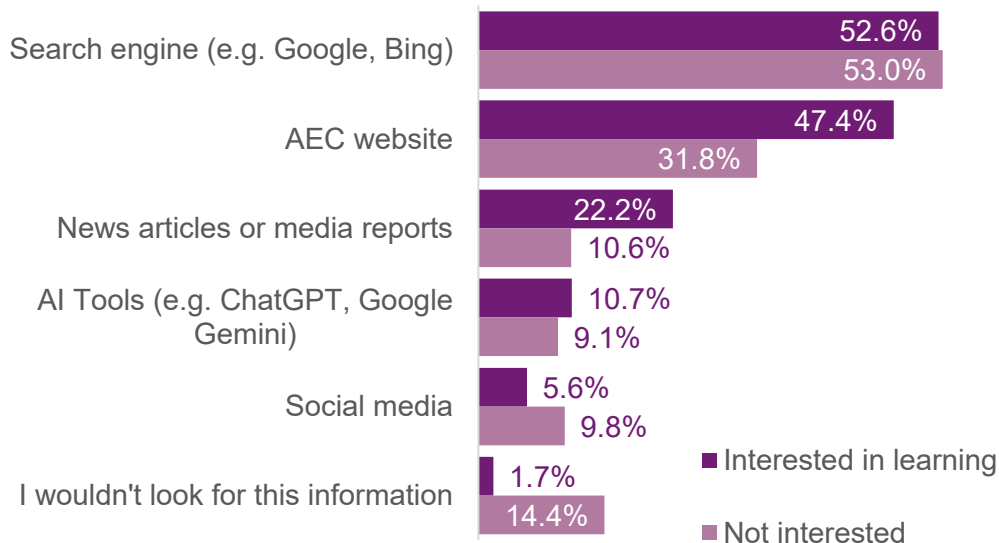


Group C (General Public)

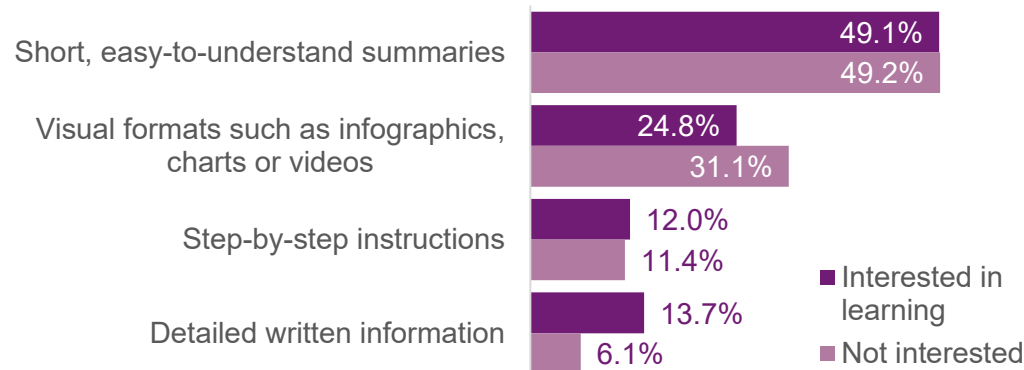
Effective SEO to the AEC website the most effective path for presenting donation information

If members of the general public seek information about political donations, they are most likely to begin with a search engine (54.5%), followed by the AEC website (43.1%). Those who express interest in learning more about political donations and reporting are substantially more likely to indicate they would look to the AEC website or news and media sources than those who are not interested.

Where someone would look for donation information



Preferred presentation style for information



Short, easy-to-understand summaries are the most commonly preferred presentation style (49%), regardless of interest level. Visual formats, such as infographics and videos, also appeal to a sizeable audience.

While detailed written information is less popular overall, a smaller but distinct group of respondents who are interested in learning more about political donations indicate a preference for more detailed material (13.7%).

Group C (General Public)

Implications for communication with the general public

- **Media engagement and reach**

Segments of the general public who do not regularly engage with news media are less likely to encounter information about the reforms. Overall awareness of the upcoming funding and disclosure changes remains limited. Among those who are aware, there is a higher interest in receiving information via news media and the AEC website, indicating these channels are effective for engaged audiences, while complementary channels such as social media may support broader reach.

- **Diversity of communication channels**

The Australian public engages with a wide range of information sources. No single communication channel is widely preferred for receiving information from the AEC about donations and disclosures. A combined approach incorporating news media, fact sheets and social media would be expected to deliver broad overall coverage, with cumulative reach exceeding 85%.

- **Search as the primary entry point**

When seeking information about donations and disclosures, members of the public are most likely to begin with search engines such as Google or Bing (54.5%). While the AEC website is less commonly the initial destination, it remains a key source for those interested in understanding political donations. Supporting this pathway through effective search visibility aligns with how people naturally look for information.

- **Preferred information formats**

Short, easy-to-understand summaries are the most preferred format for AEC information, selected by around half of the general public. Visual formats, including videos and infographics, also appeal to a sizeable audience. Although detailed written information is less popular overall, a smaller group of respondents interested in learning more about political donations prefers more in-depth material.