

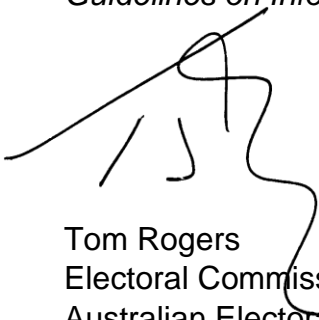
Electoral Commissioner Certification for AEC Advertising campaign

Certification Statement: Referendum campaign – *Your Answer Matters*

The Australian Electoral Commission (AEC) is required to inform eligible voters about electoral events, including referendums.

The *Your Answer Matters* campaign aims to help voters participate in the 2023 referendum.

I certify that this campaign complies with the principles of the *Australian Government Guidelines on Information and Advertising Campaigns (December 2022)*, as outlined below.



Tom Rogers
Electoral Commissioner
Australian Electoral Commission
11 September 2023

Principle 1: Campaigns should be relevant to government responsibilities

- The subject matter of the campaign directly relates to responsibilities of the Australian Electoral Commission.
The campaign directly relates to policies or programs underpinned by:
 - legislative authority; or
 - appropriation of the Parliament; or
 - a Cabinet Decision which is intended to be implemented during the current Parliament.Examples of suitable uses for government campaigns include to:
 - inform the public of new, existing, or proposed government policies, or policy revisions;
 - provide information on government programs or services or revisions to programs or services to which the public are entitled;
 - inform consideration of issues;
 - disseminate scientific, medical or health and safety information; or
 - provide information on the performance of government to facilitate accountability to the public.

Principle 2: Campaigns should be presented in an objective, fair and accessible manner

- The campaign enables recipients of the information to distinguish between facts, comment, opinion, and analysis.
- Where information is presented as a fact, the information is accurate and verifiable. Where factual comparisons are made, the campaign does not attempt to mislead the recipient about the situation with which the comparison is made and states explicitly the basis for the comparison.
- Pre-existing policies, products, services, and activities are not presented as new.
- Special attention has been paid to communicating with disadvantaged individuals or groups identified as being within the target audience. Particular attention has been paid to meeting the information needs of Aboriginal and Torres Strait Islander peoples, the rural community, people with disability and those for whom English is not a convenient language in which to receive information.
- Imagery used in the campaign appropriately reflects the diverse range of Australians. This includes recognition of the full participation of women, Aboriginal and Torres Strait Islander Australians, culturally and linguistically diverse communities and people with disability by realistically portraying their interests, lifestyles, and contributions to Australian society.
- The campaign was tested with target audiences to indicate it is engaging and performs well against its objectives.

Principle 3: Campaigns should be objective and not directed at promoting party political interests

- Language used in the campaign is objective language and free of political argument.
- The campaign does not try to foster a positive impression of a particular political party or promote party political interests.
- The campaign:
 - a. does not mention the party in Government by name;
 - b. does not directly attack or scorn the views, policies, or actions of others such as the policies and opinions of opposition parties or groups;
 - c. does not include party political slogans or images;
 - d. is not designed to influence public support for a political party, a candidate for election, a Minister or a Member of Parliament;
 - e. does not refer or link to the web sites of politicians or political parties.

Principle 4: Campaigns should be justified and undertaken in an efficient, effective, and relevant manner

- The campaign was instigated on the basis of demonstrated need, target recipients are clearly identified, and was informed by appropriate research or evidence.
- Campaign information clearly and directly affect the interests of recipients.
- The medium and volume of the advertising activities is cost effective and justifiable within the budget allocated to the campaign.

- Distribution of unsolicited material will be carefully controlled.
- The campaign will be evaluated to determine effectiveness.

Principle 5: Campaigns must comply with legal requirements and procurement policies and procedures

- The manner of presentation and the delivery of the campaign complies with all relevant laws including:
 - a) laws with respect to broadcasting and media;
 - b) privacy laws;
 - c) intellectual property laws;
 - d) electoral laws;
 - e) trade practices and consumer protection laws; and
 - f) workplace relations laws.
- Procurement policies and procedures for the tendering and commissioning of services and the employment of suppliers were followed, and there is a clear audit trail regarding decision making.