

Electoral Commissioner Certification for AEC Advertising Campaign

Certification Statement - First Nations Australians enrolment campaign

The campaign encourages Aboriginal and Torres Strait Islander peoples to enrol to vote, and aims to increase awareness of how to enrol on the Commonwealth Electoral Roll, and that eligible voters can enrol (or update existing details) anytime ahead of the next federal electoral event.

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



Tom Rogers

Electoral Commissioner
Australian Electoral Commission

16 November 2022

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 basis is clear and does not mislead the recipient about the situation.
- Pre-existing policies, products, services and activities are not presented as new.
- Special attention has been paid to communicating with any information-disadvantaged individuals or groups identified as being within the target audience. Particular attention has been paid to meeting the information needs of Indigenous Australians, the rural community and those for whom English is not a convenient language in which to receive information.
- Imagery used in the campaign appropriately reflects the diversity of Australia's First Nations peoples.
- The campaign has been 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 is 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; or
 - 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 the campaign has been 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 should be compliant 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.