

Campaign certification checklist: 2019 federal election – ‘Stop and consider’

Compliance with the principles outlined in the *Guidelines on Information and Advertising campaigns by non-corporate Commonwealth entities*.

Campaign: 2019 federal election

Duration: 15 April 2019 to 18 May 2019

Key components

The AEC will be conducting a new national advertising campaign during the 2019 federal election encouraging Australians to check the source of electoral communication they consume.

This new initiative will feature the tagline ‘Stop and consider’ and will be separate to the AEC’s comprehensive communication campaign that focuses specifically on participation in the election. The ‘Stop and consider’ campaign will commence after announcement of the election and conclude at 6pm (eastern time) on election day.

Principle 1: Campaigns should be relevant to government responsibilities		
Check box as appropriate	Principle sub-point	AEC specific information
<input checked="" type="checkbox"/>	<p>The subject matter of campaigns should be directly related to the Government’s responsibilities. As such, only policies and programs underpinned by:</p> <ul style="list-style-type: none"> ▪ legislative authority ▪ appropriation of the Parliament; or ▪ a Cabinet Decision which is intended to be implemented during the current Parliament <p>should be the subject of a campaign.</p>	<p>The campaign relates directly to the AEC’s responsibility to promote public awareness of electoral matters as set out in Section 7 of the <i>Commonwealth Electoral Act 1918</i></p>
<input checked="" type="checkbox"/>	<p>Examples of suitable uses for government campaigns include to:</p> <ul style="list-style-type: none"> ▪ 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 	<p>Eligible Australian citizens, aged 18 years and older are required by law to enrol and vote in federal elections and referendums.</p> <p>The campaign informs Australians of their role and the AEC’s role in relation to electoral communication – to encourage voters to appropriately inform themselves ahead of casting their vote.</p>

- provide information on the performance of government to facilitate accountability to the public.

This campaign was informed by appropriate developmental research.

Principle 2: Campaigns should be presented in an objective, fair and accessible manner and be designed to meet the objectives of the campaign

Check box as appropriate	Principle sub-point	AEC specific information
<input checked="" type="checkbox"/>	Campaigns should enable the recipients of the information to distinguish between facts, comment, opinion and analysis.	The information provided in the campaign is factual and informative. There is no opinion or analysis provided.
<input checked="" type="checkbox"/>	Where information is presented as a fact, it should be accurate and verifiable. When making a factual comparison, the campaign should not attempt to mislead the recipient about the situation with which the comparison is made and it should state explicitly the basis for the comparison.	The information provided in the campaign is factual, accurate and verifiable.
<input checked="" type="checkbox"/>	Pre-existing policies, products, services and activities should not be presented as new.	The information is not presenting pre-existing products and services as a new activity.
<input checked="" type="checkbox"/>	Special attention should be paid to communicating with any information (sic) disadvantaged individuals or groups identified as being within the target audience. Particular attention should be 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.	Key information from the campaign will be translated in up to 29 languages other than English.
<input checked="" type="checkbox"/>	Imagery used in campaigns should reflect the diverse range of Australians. There should be recognition of the full participation of women, Indigenous and culturally and linguistically diverse communities by realistically portraying their interests, lifestyles and contributions to Australian society.	The campaign concept does not feature imagery of people. Campaign imagery is a basic representation of a magnifying glass with AEC corporate design elements and colours.



Campaigns should be tested with target audiences to indicate they are engaging and perform well against the objectives of the campaign.

The campaign materials were market tested as working well towards the campaign objectives.

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

Check box as appropriate

Principle sub-point

AEC specific information



Campaigns must be presented in objective language and be free of political argument.

The campaign materials are objective and informative with no political argument.



Campaigns must not try to foster a positive impression of a particular political party or promote party political interests.

The campaign materials are apolitical and do not promote party political interests.



Campaigns must not:

- a. mention the party in Government by name;
- b. directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups;
- c. include party political slogans or images;
- d. be designed to influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; or
- e. refer or link to the web sites of politicians or political parties.

The campaign materials do not mention or promote political parties, views or slogans.

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

Check box as appropriate

Principle sub-point

AEC specific information



Campaigns should only be instigated where a need is demonstrated, target recipients are clearly identified and the campaign is informed by

Australian citizens aged 18 years or older are required by law to vote.

	appropriate research or evidence.	<p>The campaign informs Australians of their role and the AEC's role in relation to electoral communication – to encourage voters to appropriately inform themselves ahead of casting their vote.</p> <p>This campaign was informed by appropriate developmental research.</p>
<input checked="" type="checkbox"/>	Campaign information should clearly and directly affect the interests of recipients.	<p>Enrolling and voting in federal elections and referendums is compulsory in Australia.</p> <p>The campaign informs Australians of their role and the AEC's role in relation to electoral communication – to encourage voters to appropriately inform themselves ahead of casting their vote.</p>
<input checked="" type="checkbox"/>	The medium and volume of the advertising activities should be cost effective and justifiable within the budget allocated to the campaign.	<p>The AEC sought advice from the Australian government's master media buying agency, Universal McCann, on the most effective channels to reach the campaign's target audiences identified for each phase of the campaign.</p> <p>Advice was sought from a culturally and linguistically diverse audience consultant on how to engage with that audience.</p>
<input checked="" type="checkbox"/>	Distribution of unsolicited material should be carefully controlled.	<p>This campaign does not include the distribution of any physical materials.</p>
<input checked="" type="checkbox"/>	Campaigns should be evaluated to determine effectiveness.	<p>The campaign will be the subject of quantitative research which will measure the recall of the campaign.</p> <p>Other performance measures include website statistics, social and traditional media monitoring, and call centre data.</p>

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

Check box as appropriate	Principle sub-point	AEC specific information
<input checked="" type="checkbox"/>	<p>The manner of presentation and the delivery of campaigns must comply with all relevant laws including:</p> <ul style="list-style-type: none"> 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. 	<p>No non-compliance has been identified.</p> <p>The AEC's Electoral Authorisation Section has reviewed campaign materials prior to campaign implementation.</p>
<input checked="" type="checkbox"/>	<p>Procurement policies and procedures for the tendering and commissioning of services and the employment of suppliers are to be followed, and there must be a clear audit trail regarding decision making.</p>	<p>AEC procurement policies and procedures have been adhered to and there is a clear audit trail regarding decisions on the campaign.</p>