

# Campaign certification checklist: 2020 Eden-Monaro by-election

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

**Campaign:** 2020 Eden-Monaro by-election

**Duration:** 26 May – Polling day, Eden-Monaro by-election 2020

## Key components

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

The 2020 Eden-Monaro by-election is taking place during the COVID-19 pandemic and following catastrophic bushfires that have affected voters in the electoral division. The AEC has identified the need to provide advertising to educate voters on the changes in place for this by-election including different operational measures in polling places, due to the unique environment in which it is taking place.

The communication campaign will help voters in Eden-Monaro to:

- understand and know how to enrol or change their details on the electoral roll
- know how they can vote if they are unable to get to a polling place on election day, and
- understand how to cast a formal vote.

In addition the campaign will:

- inform voters of the safety measures in place in polling places to enforce health protection measures including social distancing
- inform voters of what they need to do to comply with health protection measures and direction from polling officials at polling places
- encourage cooperation and patience at polling places during these challenging times
- inform voters of how they can participate in the by-election to best meet their circumstances, including if they are in isolation or unable to leave their homes
- understand the importance of knowing the source of the electoral information.

The by-election campaign will commence on 26 May 2020 and include four phases as follows:

**Enrolment:** 26 May – issue of writ for the Eden-Monaro by-election

**Close of rolls:** Seven days from issue of the writ for the Eden-Monaro by-election to the close of rolls

**Voter services:** From the commencement of the early voting period to the day prior to polling day for the Eden-Monaro by-election

**Formality:** From the commencement of the early voting period up to and including polling day for the Eden-Monaro by-election.

The overall communication goal is to help the AEC maximise the effective participation of eligible voters in the Division of Eden-Monaro, thereby contributing to the conduct of a high integrity event and one that adheres to the required public health measures in place as prescribed by relevant health authorities and governments.

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"> <li>▪ legislative authority</li> <li>▪ appropriation of the Parliament; or</li> <li>▪ a Cabinet Decision which is intended to be implemented during the current Parliament</li> </ul> <p>should be the subject of a campaign.</p>	<p>The campaign relates directly to AEC responsibility to inform electors 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"> <li>▪ inform the public of new, existing or proposed government policies, or policy revisions;</li> <li>▪ provide information on government programs or services or revisions to programs or services to which the public are entitled;</li> <li>▪ inform consideration of issues;</li> <li>▪ disseminate scientific, medical or health and safety information; or</li> <li>▪ provide information on the performance of government to facilitate accountability to the public.</li> </ul>	<p>Eligible Australian citizens, aged 18 years and older are required by law to enrol and vote in by-elections, federal elections and referendums.</p> <p>The campaign informs eligible Australians in the electoral division of Eden-Monaro of the requirement to enrol to vote, how to vote on or before by-election day, and how to vote correctly.</p> <p>Due to the Coronavirus pandemic, the campaign will also inform voters, staff and other participants of the health and safety measures that will be implemented at all early voting centres and polling places.</p>

**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. Messages associated with COVID-19 measures are based on the advice the AEC is following provided by the Chief Medical Officer, and reviewed by NSW and ACT health authorities.
<input checked="" type="checkbox"/>	Pre-existing policies, products, services and activities should not be presented as new.	No policies, products and services are discussed as part of the campaign.  The campaign informs Australians in the electoral division of Eden-Monaro of their obligation to enrol and vote in the by-election and provides information on how to enrol or update their enrolment details and vote (i.e. how to complete their ballot papers to make their vote count).  The activity of voting is not presented as a new activity.



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.

An analysis of the audience in the Eden-Monaro electoral division has been undertaken.

Based on ABS data, the number of citizens aged 18+ within the division with poor English language proficiency is low. By-election specific materials therefore will not be translated into other languages. However, for people from non-English speaking backgrounds information will be available through the AEC's interpreter phone service which will be promoted in AEC by-election communications, and information on how to enrol and how to complete a House of Representatives ballot paper is already available in 29 languages other than English on the AEC website.

Indigenous Australians in the division will be reached through available media channels in the region. Local community organisations will also be contacted through local outreach activities planned by NSW Indigenous Electoral Participation Program staff.

The official guide to the by-election will be produced in a number of accessible formats including audio and large text. Easy read guides on enrolment and voting are also currently available on the AEC website.



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 real people.



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

The key election messages in the campaign in relation to enrolment, early voting and how to complete a House of Representatives ballot paper have been extensively market tested and used at previous electoral events.

Where possible and when timelines allow, market testing of key messages and campaign materials specific materials for the Eden-Monaro by-election will be conducted to ensure the objectives of the campaign are being met.

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

Check box as appropriate	Principle sub-point	AEC specific information
<input checked="" type="checkbox"/>	Campaigns must be presented in objective language and be free of political argument.	The campaign materials are objective and informative with no political argument.
<input checked="" type="checkbox"/>	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.
<input checked="" type="checkbox"/>	Campaigns must not: <ol style="list-style-type: none"> <li>mention the party in Government by name;</li> <li>directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups;</li> <li>include party political slogans or images;</li> <li>be designed to influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; or</li> <li>refer or link to the web sites of politicians or political parties.</li> </ol>	The campaign materials do not mention or promote political parties, views or slogans.  All website links referred to in campaign materials direct viewers to the AEC website.

### 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
<input checked="" type="checkbox"/>	Campaigns should only be instigated where a need is demonstrated, target recipients are clearly identified and the campaign is informed by appropriate research or evidence.	Australian citizens aged 18 years or older are required by law to enrol and vote.  The campaign informs Australians in the electoral division of Eden-Monaro of their obligation, when they are required to enrol/update their enrolment details, exercise their right to vote, and how to vote correctly. Due to the Coronavirus pandemic, the campaign will also inform

	<p>voters of the health and safety measures that will be implemented at all early voting centres and polling places.</p>
<p><input checked="" type="checkbox"/> Campaign information should clearly and directly affect the interests of recipients.</p>	<p>Enrolling and voting in by-elections, federal elections and referendums is compulsory in Australia.</p> <p>The campaign provides information to eligible Australians in the electoral division of Eden-Monaro on how to enrol, how to vote on or before election day, and how to vote correctly.</p> <p>Due to the Coronavirus pandemic, the campaign will also inform voters of the health and safety measures that will be implemented at all early voting centres and polling places.</p>
<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>	<p>The AEC sought advice from the Australian government's master media buying agency, Universal McCann, on the most cost effective mix of channels to reach the campaign's target audiences identified for each phase of the campaign. The recommended media channel selection is highly targeted to align as closely as possible to the Eden-Monaro divisional boundaries while ensuring best reach.</p>
<p><input checked="" type="checkbox"/> Distribution of unsolicited material should be carefully controlled.</p>	<p>The AEC has a responsibility to inform eligible Australians of their obligation to enrol and vote in federal elections and referendums. Enrolment and voting for eligible Australians is compulsory.</p> <p>The AEC will distribute the Official guide to the 2020 Eden-Monaro by-election to all households in the electoral division as part of the campaign. This carefully crafted publication informs eligible</p>

		Australians in Eden-Monaro of their legal obligation to vote in the by-election and provides information on where and how to vote. It will also provide information on the health and safety measures that will be implemented at all early voting centres and polling places.
<input checked="" type="checkbox"/>	Campaigns should be evaluated to determine effectiveness.	Appropriate campaign statistics will be collated to assess campaign performance. This includes but is not limited to performance measures such as website statistics, social and traditional media monitoring, Media Performance Reports from the government master media agency and public enquiries data.

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

<b>Check box as appropriate</b>	<b>Principle sub-point</b>	<b>AEC specific information</b>
<input checked="" type="checkbox"/>	The manner of presentation and the delivery of campaigns must comply with all relevant laws including: <ul style="list-style-type: none"> <li>a. laws with respect to broadcasting and media;</li> <li>b. privacy laws;</li> <li>c. intellectual property laws;</li> <li>d. electoral laws;</li> <li>e. trade practices and consumer protection laws; and</li> <li>f. workplace relations laws.</li> </ul>	No non-compliance has been identified.  The AEC's Legal Services Section reviews the by-election campaign materials prior to each phase of campaign implementation.
<input checked="" type="checkbox"/>	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.	AEC procurement policies and procedures have been adhered to and there is a clear audit trail regarding decisions on the by-election campaign.