

s 22

From: Defending Democracy Unit
Sent: Friday, 25 July 2025 2:08 PM
To: s 22
Cc: Authorisations; FAD; Defending Democracy Unit
Subject: Comms Declare FE25 Digital Political Advertising report [SEC=OFFICIAL:Sensitive]
Attachments: CD031-WhoTargetsMe_Report-1.pdf

Dear s 22,

Our EIAT colleagues at DITRDCSA (Communications) have shared the attached report from Comms Declare, following its founder writing to the Minister for Communications regarding its findings.

Should it be of relevance, the report includes analysis drawn from the '[Who Targets Me](#)' website on Google (incl. Youtube) & Meta (Facebook and Instagram) political ad spend in Australia, including:

- spending on social media ads throughout the election period (p. 4),
- associated pages active and the share of spend between Google and Meta (p. 5),
- the top 20 pages/accounts by ad spend (p. 6).
- that a specific page, 'Mums for Nuclear', had "stopped advertising after the AEC contacted them for failing to include political authorisations" (p. 12),
- the report also states 'Our research suggests there was no widespread effort to use social media ads to manipulate the election through foreign influence, disinformation campaigns or the misuse of AI.' (p. 13).

We intend to thank DITRDCSA for the visibility of the report and the insights it gives to the broader campaign and information environment, but that we would refer them to the Department of Finance for any views/input regarding electoral policy matters, including regulations/legislation (noting the report's policy recommendations for government, p. 14 – 16).

Please reach out if there's any questions or if you think there's any comment we could or should make.

Kind regards,

s 22 | Director
Defending Democracy Unit | Electoral Integrity and Media Branch
Australian Electoral Commission
s 22



Make sure you're **enrolled to vote.**
Visit www.aec.gov.au