

s22

From: s22
Sent: Wednesday, 26 March 2025 9:32 AM
To: s22
Subject: FW: Media request re: Nuclear for Australia & electoral [SEC=OFFICIAL]
Attachments: Mums for Nuclear newspaper advertising [SEC=OFFICIAL]

FYI

From: AEC Media
Sent: Wednesday, 26 March 2025 9:18 AM
To: Andrew Johnson ; Joanne Reid
Cc: Authorisations ; AEC Media ; FAD ; s22
Subject: FW: Media request re: Nuclear for Australia & electoral [SEC=OFFICIAL]

Hi Andrew and Jo

Further to the attached email to the authorisations team earlier this morning, we've now had some detailed questions from a Crikey journalist about the same entity (see below).

Seeking any information to inform a response here about the potential requirements for this organisation/entity...

Cheers
Evan

Evan Ekin-Smyth | Director
Media & Digital Engagement
Australian Electoral Commission

s 22



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S 22

On Wed, Mar 26, 2025 at 9:13 AM AEC Media <media@aec.gov.au> wrote:

Hi Cam

s 22

Will reach out to our relevant business areas on this and come back to you.

Cheers

Evan

Evan Ekin-Smyth | Director

Media & Digital Engagement

Australian Electoral Commission

s 22



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From: Cam Wilson s 47F
Sent: Wednesday, 26 March 2025 9:11 AM
To: AEC Media <media@aec.gov.au>
Subject: Media request re: Nuclear for Australia & electoral

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Hi,

I'm a reporter for Crikey.

I saw that the AEC flagged that this Nuclear for Australia (/Mums for Australia ad) had been referred internally: <https://x.com/Aaronsmith333/status/1904465553789419995>

I wanted to ask further questions about the NfA:

- * Their website has an electoral authorisation
- * They've spent \$150k+ on Meta ads tagged as "social/electoral or political issues" per Meta
- * Their ACNC report says they spent \$125k in the 23-24 FY on "ran a national education campaign on nuclear power through paid social media advertising, produced organic social media content and shared information through the traditional media", which presumably would mean they would be required to submit a return if more than \$16,000 was spent on an electoral matter
- * their stated purpose is a key election policy supported by one major party

Is the AEC investigating whether NfA's activities are on "electoral matters" and whether the organisation should have filed a 23-24 return?

Thanks

Cam

--

Cam Wilson

s 47F



@cameronwilson

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--

Cam Wilson

S 47F

@cameronwilson

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From: s22
Sent: Wednesday, 26 March 2025 8:35 AM
To: Authorisations
Cc: Evan Ekin-Smyth; s22
Subject: Mums for Nuclear newspaper advertising [SEC=OFFICIAL]

Hi team,

We've had the following item referred to us online via a social media tag:

Description: *Mums for Nuclear* newspaper advertising
Full name of user who referred content: Aaron Smith
Time and date received: 8:29pm 25/03/2025
Post URL: <https://x.com/Aaronsmith333/status/1904465553789419995>
Account URL: <https://x.com/Aaronsmith333>



Aaron Smith @Aaronsmith333 · 11h

Putting aside how ridiculous this ad is, shouldn't @nuclearforaus be authorising it, @AusElectoralCom?



43

42

251

5.1K

Share

Please let us know if any further information is required ASAP.

Cheers,

s22 | Digital and Social Media Advisor
Media & Digital Engagement Section | Electoral Integrity and Media Branch
Australian Electoral Commission

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AEC

Australian Electoral Commission

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Commissioner, Canberra