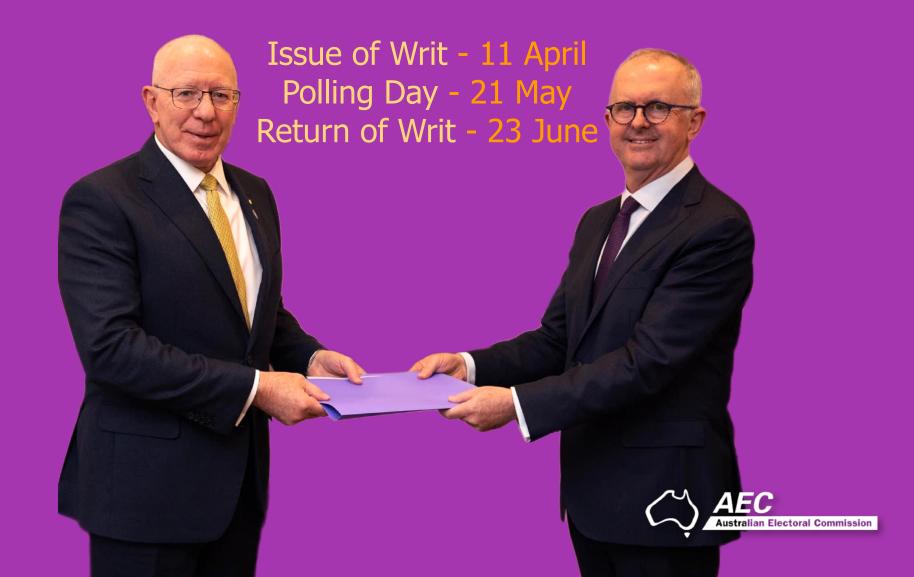
The 2022 Federal Election

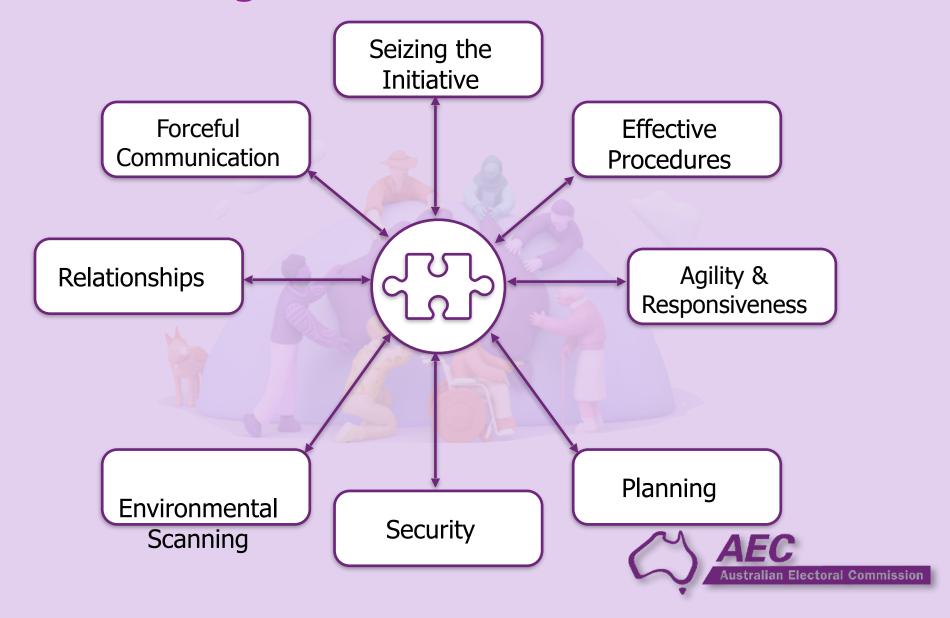




The overnight success of the 2022 election



The overnight success of the 2022 election





At the polling place







Increased polling officials



Regular cleaning of voting centres





Venue capacity limits, where required



Hand sanitiser



Masks, where required







88% agreed the AEC would conduct the election fairly (85% in 2019)

AUSTRALIA'S ELECTORAL

TRUST IN THE RESULT

One in 5 recognised the AEC's 'Stop & Consider Campaign (11% in 2019)

DOMESTIC AND INTERNA



AEC Reputation Management Strategy



Enhance the reputation of our electoral system



Open/regular stakeholder communication



Position AEC as the electoral expert



Judicious use of tone & timing



Backup position with operational excellence



Monitor issues and risks, and plan for crises



Reaching the Community

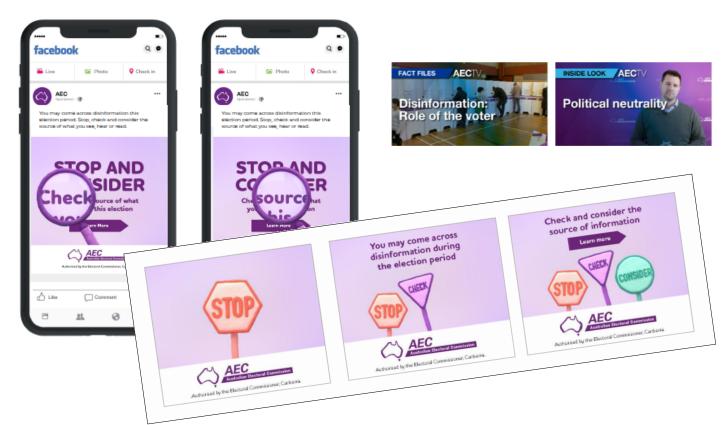
Our advertising campaign (our most comprehensive ever) generated **625 million** 'impressions'. **245 million** of those impressions were through social media





Electoral Integrity: Stop and Consider campaign







Managing the (new) Information Ecosystem



247 Proactive Posts
106,000 incoming messages
24,000 outgoing messages
(70% more reach than 2019)





Meta













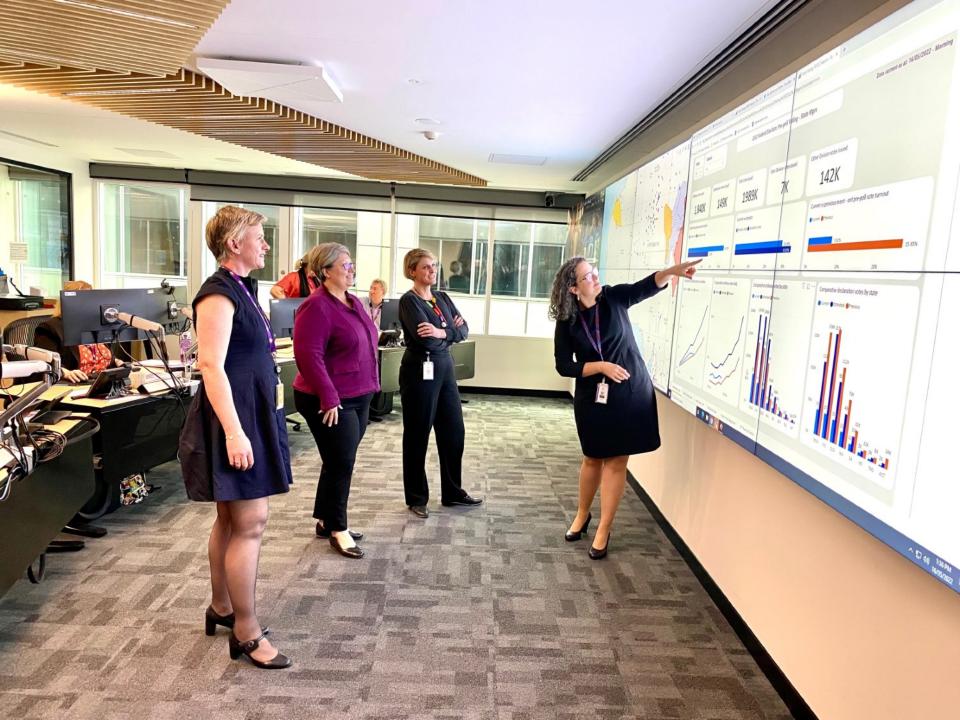












Disinformation Register – Federal Election 2022

The AEC is not the arbiter of truth and doesn't seek to censor debate. The register lists prominent misinformation and the actions of the AEC.







Staffing challenges

Success is all about our people....



