

Draft timeframe for the conduct of a referendum in conjunction with a House of Representatives and a half-Senate election on 14 September 2013, including indicative milestones for development of an AEC referendum advertising campaign based on 17 weeks.

Action	Comms Activities	Date	Comments	Legislation
	Brief advertising agency	Early April 2013		<b>Supplementary Submission Number: 129.2</b> <b>Date Received: 20/02/2013</b>
	Develop advertising concepts	Early April 2013 – late April 2013		
	Market test advertising concepts	Late April 2013 – early May 2013		
	Revise concepts and re test as necessary	Not available		
	Concepts approved for production by EC	Early May 2013		
	Production of advertising material	Mid May 2013 – late June 2013		
Passage of referendum legislation		Late June 2013		
	Translate and produce CALD and Indigenous advertising material	Late June 2013 – late July 2013		
Yes/No cases	Typeset Yes/No Case booklet	Late July 2013	Must be provided to the Electoral Commissioner within 4 weeks of passage	Referendum Act
	Commence printing Yes/No case booklet	Late July 2013		
	Advertising material despatched	Late July 2013		
	Commence of close of rolls advertising	End July 2013	Initial advice from Universal McCann and BMF Advertising is to commence final reminder to enrol media advertising before issue of writ. To be confirmed.	

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Issue of writ		12 August 2013	Writs must be issued at least 33 days prior to polling day	Referendum Act
Close of rolls		19 August 2013	Must be 7 days after writ issue	Electoral Act Referendum Act
Close of nominations		22 August 2013	Minimum 10 days after writ issue	Electoral Act
Declaration of nominations		23 August 2013	24 hours after close of nominations	Electoral Act
	Organise final batch of personalised Yes/No case booklet based on certified lists	23 August 2013		
Pre-poll and postal voting	Commence voter services advertising	26 August 2013	Cannot be earlier than 2 months or more after the passage of legislation. AGS advice is that the two month period in s. 128 begins at the start of the day after the Third Reading of the Bill in the second House of Parliament that passes it.  Pre-poll for an election cannot be earlier than 2 days after declaration of nominations <sup>1</sup>	Constitution Electoral Act
Yes/No booklet	Yes/No booklet advertising continues	30 August 2013	Latest date for posting to each elector	Referendum Act
Mobile polling	Commence formality advertising	2 September 2013	Cannot commence mobile polling earlier than 12 days prior to polling day	Referendum Act Electoral Act
Election day		14 September 2013	Must be a Saturday	Referendum Act Electoral Act

<sup>1</sup> The Electoral and Referendum Amendment (Improving Electoral Administration) Bill 2012 (Items 6 and 7 of Schedule 1 refer), currently before the Parliament, proposes that pre-polling cannot commence earlier than 4 days after declaration of nominations. This may change the latest date for passage of the referendum legislation to 26 June if the minimum 2 month period to the commencement of voting were to be proposed with pre-poll voting commencing on 27 August.