

Standing Committee on Finance and Public Administration

ANSWER TO QUESTION ON NOTICE

Supplementary Budget Estimates Hearing – October 2008

Australian Electoral Commission

Finance and Deregulation Portfolio

Outcome 2, Output 2.1.1

Topic: Novel Advertising for the 2007 Federal Election

Question reference number: F11

Type of Question: Hansard F&PA 16, 21 October 2008

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Senator Forshaw asked:

Senator FORSHAW—Can I ask you to provide us—on notice, so that we do not hold up the committee this morning—some of those other examples which I think you were going to go on and give us: further indications of novel advertising or whatever that had occurred.

Mr Pirani—I will take that on notice, too.

Senator FORSHAW—I am extremely interested in some of those, but I do not want to take up all morning going through them.

Answer:

Examples of novel advertising referred to the Australian Electoral Commission during the 2007 Federal Election included:

- An electoral advertisement printed on sports shirts issued by a soccer club in Queensland. This advertisement was displayed on the chests of children between the ages of 3-17;
- An electoral advertisement on signage around the home field of the same soccer club in Queensland. These advertisements were displayed on perimeter fences surrounding the club's playing fields located in Brisbane; and
- Balloons with references to candidates printed on them which were let loose and stuck to the ceiling of a polling place. The balloons contained candidate advertising on them.

