

Election campaign return disclosure of advertising material for the 2025 House of Assembly election

Electoral Disclosure and Funding Regulations 2025

This guideline is issued under section 173(1) of the *Electoral Disclosure and Funding Act 2023*, which allows the Tasmanian Electoral Commission to issue guidelines for any matters dealt with in the Act.

Guideline

Under Rule 9 of the *Electoral Disclosure and Funding Regulations 2025*, all House of Assembly election campaign returns are to include copies of any advertising material to which any portion of the electoral expenditure relates (except online advertising material if the cost of the transaction did not exceed \$50). This will enable the TEC to reconcile the financial records of expenditure with the products of the expenditure. The quality of the expenditure return will inform the TEC's consideration of any subsequent claims for public funding from the Election Campaigns Fund.

For any radio, television, cinema, social media or online advertisement that registered parties or independent Assembly candidates spend more than \$50 on during the election campaign period, their election campaign return is to include a copy of the text of the advertisement (if any) or an electronic copy of the advertisement. The types of material that can be provided with returns to fulfil this requirement include:

- image-based files (including screenshots), video or audio formats of the communication assets
- itemised reports extracted from relevant social media or ad distribution platforms
- a script of a radio or audio advertisement and details of broadcast/publication across various platforms over time
- a summary of any agreements or schedules to publish online advertisements with social media platforms with a copy of the text included in the posts

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- a copy of a template ad with details as to how many variations of the template were used (for example, variations identifying different candidates).

This guideline applies to all House of Assembly election campaign returns made in accordance with Part 7 – Assembly Election Campaign Returns of the *Electoral Disclosure and Funding Act 2023*. This guideline will be reviewed following the conduct of the 2025 House of Assembly election and updated where necessary for future events.