REPORT
FOR GOVERNMENT
CIVICS EDUCATION NEUTRAL PROGRAM

PROJECT: CN 3958778



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CEFA
Constitution Education Fund Australia

Introduction:

On Wednesday 12 April 2023, The Constitution Education Fund Australia (CEFA) and the Australian Government (National Indigenous Australians Agency NIAA) executed a Commonwealth Contract for Services Reference ID: 2023CIVICS. This report of the **Project** development and implementation is now submitted to the Australian Government as **Project Milestone 5: Final Report**.

At the time of executing the contract, and commencement of this significant national civics education project, CEFA was aware that it had only a very short time frame, around six months, for the development and distribution of all the **Products**.

The Requirement for the $1 million (GST inclusive) contract was to produce education materials as a part of a digital strategy (**Strategy**) *to improve public understanding of the Constitution and referendum process ahead of a referendum on recognising Aboriginal and Torres Strait Islander peoples in the Australian Constitution through a* (proposed) *Aboriginal and Torres Strait Islander Voice (the Voice) in late 2023*. In August, the Prime Minister announced the referendum date as October 14 by which time the **Products** and their distribution were then planned to be completed. The contract specifically stated that:

*All **Products** produced and promoted as part of this contract must be neutral and strictly factual. **Products** must not directly or indirectly promote, repeat or reference a 'yes' or 'no' position or other factors in favour of or against the proposed alteration to the Constitution. **Products** must not cover details of the referendum proposal or information relating to the Voice. Instead, the sole focus will be on the Constitution and referendum process.*

CEFA developed a one-page Project summary briefing document "*Referendum 2023 spec sheet-Find out the Facts*". **(Attachment 1)** At the same time, CEFA registered the new domain name civicsaustralia.org.au. The purpose of the briefing document was to provide a **Project** pathway, guiding teams and stakeholders as they commenced their creatives and ideas for possible production.

At **Project** commencement four strategic questions, considered as basic knowledge prerequisites for referendum 2023, were posed and discussed around the topics of Referendums, the Australian Constitution, Voting and Democracy. Four fundamental constitutional questions were asked :

1. What is a referendum, its purpose, and its processes?
2. What is the Australian Constitution, what does it say and how is it altered?
3. How does voting give us the freedom to decide through elections and referendums on issues of importance to the Australian nation?
4. What is Australian democracy and how can we provide an appreciation of our federal Australian system of government and how it works?

In consultation with the CEFA Board, NIAA and prospective stakeholders and team members, CEFA fine-tuned the briefing document so that it was then used for tenders, set-up and establishment meetings, internal communications and strategy development and for general Project planning purposes. It was decided that, in order to meet the neutrality requirements of the contract, that the education program was not to be described as a campaign. This was to ensure the program was not confused with the referendum yes or no campaigns nor with the numerous spokespersons arguing their positions.

CEFA then developed a digital marketing strategy (**Strategy**) that was delivered as Milestone 1 to the NIAA and that detailed how CEFA would administer, produce and distribute key products, channels, and implement time frames for disseminating the **Products** to the target audiences. The target audience for this **Project** was identified as eligible Australian voters in the 2023 referendum.

Selection of appropriate implementation teams were conducted through industry-specific tenders for animation/film providers, website/e-learning platform developers, digital assets development, and digital marketing distributors. The attached hierarchy chart, 'Civics Education Program for Referendum 2023 'Edutainment', Project Structure Summary, (**Attachment 2**) outlines the successful tenderers and their roles, the hierarchy of project management, and the responsibilities of CEFA for administering **the Project**. CEFA was also responsible for appointing the fact-checking constitutional experts' team and for reporting fortnightly to the NIAA throughout the **Project**.

At the CEFA board meeting held 18 May 2023, it was felt necessary to develop a moderation policy for the social media platform **Products**, as well as a **Project** public relations policy, and in order to meet the stringent contracted requirements of neutrality, impartiality, and strictly constitutional factual content, and to implement this throughout the very short time frame for production of materials and distribution of them. The CEFA Board was also concerned that the guidelines for **Project** implementation ensure that any prominent members of the teams, who individually might take a Yes or No referendum profile position, were able to act independently in that role.

The CEFA Board at that time recommended unanimously that **the Project** not conduct 'live' events, or interact in any way with the media, and that all public users of the digital assets for **the Project** be strictly limited. As a consequence, the digital channels and assets would be in 'broadcasting' mode rather than 'conversational' mode. Such restrictions would avoid the identified risks associated with this **Project,** maintaining the integrity of the accurate, factual, neutral materials, and their distribution. The CEFA Board also decided that no media interviews were to be conducted associated with the contract program or for the entirety of the **Project** for fear of becoming involved with Yes or No arguments related to the referendum. The distribution and public engagement policy was rewritten in June 2023 to reflect this change in policy and strategy.

The only accessibility to the program for the public was through the civicsaustralia.org.au website which has a contact us form for people to register their interest in joining the constitutional treasure hunt. The quiz yes/no answer choices would engage users regularly. Blog posts, fact sheets, and fortnightly animations sequenced a build-up of knowledge for users of the digital assets through to the informed voter badging at the end of the program. Any public engagement was to be through a strictly controlled distribution user environment.

The contract defined several **products** to be produced as animations and complementary products. After the **Project** commenced, the outline for content materials selection, development, and sequencing of learning was planned in consultation with the contracted constitutional experts fact-checking advisers (the University of Western Australia constitutional lawyers Sarah Murray, Tamara Tulich, and Murray Wesson). In May, UWA produced Terms of Reference for the Project that were approved by the CEFA Board, and that set out the responsibility of the team to ensure all materials would be neutral and strictly factual and would not directly or indirectly promote, repeat, or reference a 'Yes' or 'No'

position or cover details of the referendum proposals or information relating to the Voice. The sole focus of materials produced and promoted by the **Project** would be on the Constitution and referendum process. (***UWA Terms of Reference May 2023. Attachment 3***)

Project Content and Production Team Selection:

Since its establishment in 1995, CEFA has delivered constitutional civics education programs with a focus on schools and undergraduate university participants.

The target audience for this **Project** was identified as eligible Australian voters in the 2023 referendum. CEFA had previously identified an unmet need, across large segments of Australia's adult community, for a basic understanding of the Australian Constitution, Australia's federal system, and the various levels of government and institutions of government. It was therefore decided, recognising the very short time frame for the **Project** implementation, to offer introductory materials in a sequenced program that would support a basic introduction to the workings of the Australian Constitution.

For this **Project** CEFA put together a sequenced educational learning program based on the four final modules framework topics that were selected as:

1. The workings and processes of referendums
2. The Australian Constitution and its three key institutions of government: the Parliament, the Executive, and the Judicature/Courts and the separation of powers
3. The Australian Constitution and the Right to Vote
4. Celebrating democracy through being an informed voter

Australians would be invited to participate in the titled "Referendum 2023" education program joining Constitutional treasure hunts. Kanga & Emmy from the Australian Coat of Arms would embark on a series of adventures, meeting voters all over Australia, as they sought answers to burning questions, particularly focussed on the process and workings of Constitutional referendums. Participants would be encouraged to explore and to join the project through attractive animations, quizzes, and blogs. A glossary of constitutional facts, and webinars completed as interviews, would complete the program that led all participants to be badged as an informed voter by Referendum 2023 voting day.

Project distribution restrictions

It was not possible to provide factual and neutral materials, in the context of heightened media and interest group campaigns, that would link to other source materials or stakeholders and then be proven to be factually incorrect. The original contract had envisaged the new website would be linked to and promoted by other CEFA collaborators, related websites, educational institutions, and key stakeholders in the civics education space, as well as link to the websites of CEFA and its schools' program resources the Australian Constitution Centre, and cross-link with digital platforms related to the education sector and the multicultural sector.

In a climate created by referendum 2023 of substantial dispute, argument, and raging debate around constitutional facts and information, the **Project** was now required to be established completely independently. The project name Civics Australia was applied by CEFA for the purpose of branding. Plans commenced for a newly built education website www.civicsaustralia.org.au specific to the purpose of the government contract, and to ensure

that every word of the material content prior to publication had been rigorously checked, edited and reviewed by the UWA constitutional experts team and the NIAA.

The associated policy amendments were discussed and implemented from June to August and a contract variation form was developed to reflect, as well as for other altered **Projec**t outcomes, the strategy distribution restrictions and amended policies. Signed by the customer, NIAA and CEFA, on 28 September 2023 the revised document describes the restricted content and distribution framework. The Supplier (will use) the following channels to disseminate and promote (including using paid advertising) the Products for free to the public through:

- *Civics Australia social media channels.*
- *A new website, which will be developed by the Supplier under this contract. (Updated C.A 2 The Requirement)*

Kerry Jones, (CEFA), as Project Director, was responsible for all aspects of the development, communications, implementation, reviews, and problem-solving with the various production teams, subcommittees, and individuals meeting regularly. Key milestones were completed on time through regular consultations and meetings, particularly those scheduled fortnightly with the NIAA. The one-page "source of the truth" Project Deliverables Summary Timetable Milestone Schedule document was reviewed and edited regularly to meet minor changing needs of the **product** development. **Attachment 4** is the final revised milestone timetable summary document that was signed off with NIAA and shared with all the production teams in September. For the purpose of this report, the document has been upgraded to show the **Products** as completed.

CEFA established a creative design oversight committee and design team which developed the **Project** branding design guidelines, fonts, and colours. The communications structures for the **Project** were established through a content story telling approach dubbed as 'Edutainment' and responsible for the original **Project** descriptors to link the animations, fact sheets, quizzes and blogs into a complete sequenced adventure learning program encouraging participants to become an informed voter by referendum day.

The daily timetables such as for production meetings, and other communications, were reported through the CEFA-established Monday.com **Project** coordination schedule. However, most team members preferred to view **Product** development on the Digital Asset Management Portal (A.6) or receive Word attachments for editing/reviewing individual materials documents, or report utilising their own internal Project software management tools.

A. PRODUCTS

In accordance with clause C.A.2(d), all **Products** were provided to the NIAA for editing, review and final sign-off acceptance ahead of publication and distribution by the **Supplier.** This ensured materials' absolute integrity before they went 'live'. The number of products finally delivered by the **Supplier** were increased substantially from the original contract and in consultation with the NIAA. The program materials' quality of information was enhanced such as through the provision of the Glossary website section and the animated interviews (presented webinar style) that were added to complete the program.

The following products were produced and delivered under this contract:

1. **Animations – Production Company TWO GIRAFFES *11 Products**

   Nine animations **(episodes)** were developed to support four e-Learning modules on the following topics and as episodes of between 1 minute to 4 minutes each and release on an approximately fortnightly basis from Thursday 15 June through to Monday 9 October.

   Two extensive interviews, conducted by the lead characters Kanga and Emmy, were created once the nine episodes of animations were individually completed.

   Throughout the **Project** the animation company delivered outstanding input and contributions well beyond their original contracted brief including in providing many meetings regarding character development, scripts that frequently saw many rewrites and edits, creative storyboards that included many reviews for each episode, animation stills, cutdowns for use on the various distribution portals, and character illustrations for use in design and cartoon development.

   MODULE 1.1: Referendums-Yes or No? People Power in the Australian Constitution

   a. Episode 1: Wanted: Australians to join a fantastical constitutional treasure!
   b. Episode 2: What the heck is a referendum?
   c. Episode 3: How important is a referendum to Australian democracy?
   d. Episode 4: Referendum double majority voting and what is a plebiscite?

   MODULE 1.2: The Australian Constitution and its three key institutions of government and the separation of powers

   e. Episode 5: Introducing the three key institutions of government and the separation of powers.
   f. Episode 6: Constitutional powers of the Parliament, the Executive, and the Judicature.

   MODULE 1.3: The Australian Constitution and the Right to Vote

   g. Episode 7: The right, opportunity, and responsibility to vote in a Referendum.
   h. Episode 8: Kanga and Emmy explore compulsory voting and the secret ballot.

   MODULE 1.4: Celebrating democracy through becoming an informed voter

   i. Episode 9: Celebrating five Australian constitutional treasures.

Interviews *2 (7-8 minutes each)

a. Professor Murray Wesson, University of Western Australia Law School, The Facts Matter and Knowledge is Empowering
b. Script of Professor Murray Wesson interview discover just how important are the constitutional facts that explain how our system of government works under the rule of law, the separation of powers, and responsible and representative government.

c. Queensland teacher, Erin Casablanca, Every vote counts: How important is voter knowledge for a united, peaceful, and tolerant Australian democracy?
d. Script of teacher (sequenced in consultation with ACARA and based on the Australian civics & citizenship curriculum). Explores civics and citizenship education and Australian democratic communities that value a tolerant civics discourse, a fair go, and justice for all under the rule of law. This interview highlights the Australian Curriculum for Citizenship & Citizenship including the year-level-based sequencing of schools' learning about Australia's constitutional arrangements, system of government, and the role of the people and the institutions in it. Also features voting, our freedom to decide through elections and referendums on the things that are important to us, and celebrating Australian democracy through an appreciation of the Australian government and how it works.

2. **Factsheets * 22:**

a. Fact Sheet 1: What is a referendum?
b. Fact Sheet 2: How does a referendum work?
c. Fact Sheet 3: What are the processes of a referendum?
d. Fact Sheet 4: Why do we have referendums in Australia?
e. Fact Sheet 5: What is the purpose of a referendum?
f. Fact Sheet 6: How has technology promoting Yes or No cases changed since federation?
g. Fact Sheet 7: How do Australians have their vote count in a referendum?
h. Fact Sheet 8: What is the difference between a referendum and a plebiscite?
i. Fact Sheet 9: Introducing the three key institutions of government and the separation of powers
j. Fact Sheet 10: Introducing the Australian Parliament: The Houses of the Parliament
k. Fact Sheet 11: Parliament – the roles and powers of the Houses
l. Fact Sheet 12: Who can stand for Parliament?
m. Fact Sheet 13: Executive Power Overview
n. Fact Sheet 14: Executive Power – The Role and Powers of the Sovereign
o. Fact Sheet 15: Executive power – the powers and role of the Governor-General, from cutting ribbons to dismissing governments
p. Fact Sheet 16: Executive Power – The powers of Ministers and their limits
q. Fact Sheet 17: Executive Power – The Role of the Public Service in Making Government Work
r. Fact Sheet 18: Courts – Their Role and Powers
s. Fact Sheet 19: The Separation of Powers – protecting the independence of the Judiciary
t. Fact Sheet 20: Responsible and Representative Government and what does the Constitution say about the right to vote?
u. Fact Sheet 21: Why do we have compulsory voting?
v. Fact Sheet 22: The secret ballot and the 'Australian ballot'

3. **Blogs * 9**

    a. Blog 1: Wanted: Australian to join a fantastical constitutional treasure hunt!
    b. Blog 2: Constitutional Adventure 1: What the heck is a referendum?
    c. Blog 3: How important is a referendum to Australian democracy?
    d. Blog 4: Referendum double majority voting and what is a plebiscite?
    e. Blog 5: Overview of the Australian Constitution and the roles and powers of the Parliament, the Executive and the Judicature (the courts)
    f. Blog 6: The Australian Constitution and its three key institutions of government: the Parliament, the Executive and the Judicature.
    g. Blog 7: The Australian Constitution and the Courts
    h. Blog 8: The Australian Constitution and the Right to Vote
    i. Blog 9: Celebrating the five Australian constitutional treasures: Episode 9 now live!

4. **Quizzes** * 9

    a. Quiz 1: What is a referendum?
    b. Quiz 2: How important is a referendum to Australian democracy?
    c. Quiz 3: Referendum double majority voting and what is a plebiscite?
    d. Quiz 4: What are the three key institutions of government and the separation of powers?
    e. Quiz 5: Constitutional Powers of the Parliament
    f. Quiz 6: Constitutional Powers of the Executive
    g. Quiz 7: The Constitutional roles and powers of the Courts
    h. Quiz 8: All about our right to vote
    i. Quiz 9: Constitutional treasures

5. New e-Learning website (www.civicsaustralia.org.au)

Mobiconnect was contracted to build the new website with the following sections on the home page menu.

a. Referendum Adventures – Wanted: Australians to join a fantastical constitutional treasure hunt! Kanga, the kangaroo, and Emmy, the Emu have escaped from the Australian Coat of Arms to seek out answers to burning questions about referendum processes the Australian Constitution and the system of government encourage Australians to join a fantastical constitutional treasure hunt.

b. Fact Sheets: Twenty two detailed fact sheets exploring introductory constitutional facts relating to:

- The processes and workings of a constitutional referendum
- Voting in a referendum
- The three key institutions of government and the separation of powers
- The Parliament
- The Executive Government
- The Courts
- The story of the Australian Constitution and the Australian Democracy

c. Blogs
d. Quizzes
e. Glossary
f. Interviews
g. How to join in the program
h. Digital social media channels established to disseminate and promote the products included:
- Youtube
- X (Twitter)
- Facebook
- Linkedin
- Instagram
- TikTok

6. Digital Asset Management System (The Portal)

The portal was established by Mobiconnect to enable all team members to communicate daily, collaborate, and share files as developed and required. The portal ensured speed and efficiency in the exchange of files on a very tight timetable. The centralisation of these shared files ensured the integrity of the final products. The portal ensured all **Project** materials were readily accessible as soon as they were finalised giving all stakeholders full visibility on the considerable library of assets in a collaborative environment. This created a smooth workflow, easy communication and secure storage of campaign materials.

B. DISTRIBUTION OF PRODUCTS

1. A separate report detailing in-depth analytics including reach, engagement, earned media value, cost-effectiveness and overall impact of the implementation of the strategy is **Attachment 5**. Mobiddiction, the selected supplier to build and distribute the **Products,** was contracted to utilise Facebook Ads, Google Search Ads, Google Display adds, YouTube Ads, Organic Social Media and SEO. The restrictions in distribution, as outlined above in the 28 September variation of the contract, had required the development of new strategies and policy revisions for Google SEO, particularly as to how to achieve high search rankings in a very short time for a new website with no history of use. Paid media Google advertising was brought forward in planning to increase SEO optimisation and rankings.

2. CEFA outreach distribution and promotion of **products** was made in the final two weeks of the contract after the **Product** was completed. Two newsletters personally addressed (**Attachments 6&7)** were sent to over 5,000 CEFA collaborators who were requested to forward to their own networks. Additional distribution included:

    - Local governments (ALGA's) (Contracted)
    - Schools education through ACARA and ACEL
    - Independent Schools Australia

- Human Rights Commission
- History Teachers Association of Australia
- Legal networks (such as AACL and the Law Council of Australia)
- University networks
- Narragunnawali education team, Reconciliation Australia
- Multicultural organisation leaders
- CEFA and the Australian Constitution Centre Third Eye email distributions

C. PROJECT REVIEW and RECOMMENDATIONS

1. Six months was not enough time! The highest pressure occurred around the selection and editing of key content, messages, and materials. For example, the development of scripts with the animation creative team at 2 Giraffes, that required fortnightly turnaround approval deadlines, made it difficult to ensure factual integrity of wording, review of concepts, problem solving with the various production teams and at the same time, be highly creative and entertaining.

2. The contracted teams were often required to work 24/7 to meet milestone deadlines. Despite such difficulties, key milestones were met thanks, particularly, to the NIAA's regular flexibility in deliverable dates. Material edits, such as definitional “factual words” usage, combined with the lengthy review editing delays, resulted in weekends and late nights to meet deadlines such as for scripts and fact sheet graphics production. It was particularly difficult to ensure materials and graphics never favoured a Yes or No vote.

3. Materials selection often required lengthy editing and review processes. For instance, the production of materials on the topic of the separation of powers and the courts/judicature, previously identified by CEFA as being restricted in content from other institutions, not sequenced in knowledge build, and very poorly understood by the target audience, required many review and editing meetings and discussions. The making of animation Episode 5: Introducing the three key institutions of government and the separation of powers, finally was produced with a script and storyboard based on the inspiring successful Matilda’s soccer World Cup victory at the time of production. This was considered by the **Project** team as an outstanding achievement that adapted at the highest of creativity levels and under immense delivery pressures.

4. The Fact sheets on the role and powers of the courts and descriptions of the High Court from Chapter 3 of the Constitution likewise required much review and editing. NIAA frequently took advice for reviewing and editing from officers from A-Gs. Ultimately, wise review decisions were made, such as not offering complex or historically controversial referendum case studies, and sacrificing some of the materials from being always engaging, interesting, and exciting. For example, materials detailing the Courts and decisions affecting referendums were not approved such as the High Court's role in the Communist Referendum or the Tasmanian Dams case. However, this was absolutely the right decision and avoided any controversy around any of the

Products engaging with the Yes or No arguments**.** Some of the delays in content approvals from NIAA, whilst essential for **Project** integrity, made **Product** deliverables very difficult when taking into account further delays such as the need for professional graphic design processes and the final placements required on the website.

5. NIAA provided limited confidential access to some related Referendum Social Research Findings. In the first three months of the content development, the research was useful for guiding scripting and final topic selection including for animations and fact sheet content such as around compulsory voting, the secret ballot, and differences between referendums and plebiscites.

6. Distribution weaknesses have been highlighted earlier in this report. The very real weakness was not being able to interact in any way with the users despite the original brief to be distributed through a social media campaign. The 2023 referendum was the first to involve social media as a platform for information. The Project recognised this through Fact Sheet 6: How has technology promoting Yes or No cases changed since federation? (**Attachment 8**) As one of the digital marketers commented towards the end of the campaign, the impact of the distribution campaign could have been increased by 500 % if the social media platforms had been enabled for moderated comments!

7. The **Project** was affected by disruption. On Friday 22 September, the website was flagged by Google for political advertisement. After an unsuccessful appeal, and provision of substantial documentation, the restrictions were lifted after a week but only after a major slump occurred in the performance. Other instances included a media industry group targeting the characters in the animation with unfounded pejorative slurs. Similar incidents from time to time were unsettling and disheartening to the **Project** teams. The May media press release put out by the Minister announcing the neutral Civics Education campaign funding for CEFA, Old Parliament House (MoAD) & the AEC resulted in some adverse attacks along the lines that CEFA was using childish cartoon animals.

8. CEFA had intended to distribute throughout the **Project** through educators, ambassadors, and influencers, (such as the Narragunnawali Reconciliation in Education program, distributing to over 10,000 teachers and educators regularly). Established CEFA collaborators were restricted to just receiving and forwarding the newsletters late in the **Project**. ‘Live’ events including planned webinars with ACARA’s spokespeople could not proceed in the argumentative and accusatory space created by the raging ‘Yes’ or ‘No’ media debate, particularly in the last two months of the official referendum campaign.

9. Outstanding support was given throughout the **Project** from the NIAA, including fortnightly meetings, feedback, and guidance at all times to all **Project** development, feedback on the SEO & and website, user experience, website structures improvements such as for the Blogs, quizzes, social media

links, hashtag monitoring, targeted advertising. We are deeply grateful to the officers of the NIAA for their magnificent guidance.

D. BUDGET (See attachment 9 – Referendum 2023 CN 3958778 – Project Budget (GST inclusive) – Actual)

E. RECOMMENDATIONS

1. Despite CEFA being a leading institutional provider of neutral civics education projects, experienced over many years, many critics publicly expressed it would be impossible to present a factual neutral education program in the controversial environment of a referendum. Despite the critics, we did it!

   CEFA recommends being funded annually to meet the unmet need in the Australian community for a basic understanding of our constitutional federal system, the levels of government, and institutions of government. The Referendum 2023 **Project** experience demonstrates that there is a vital need for much more widespread civics literacy educational programs.

2. The **Project** has proven CEFA's civics program should not only be providing resources for schools. The adult population needs constitutional civics education that includes an emphasis on the migrant community.

3. Funding of this **Project** highlights the importance of the Australian Government recognising its significant role in providing ongoing public civics education programs. In particular, voters deserve to understand the roles, powers, and workings of the Australian Constitution, the Australian system of government, and the people and institutions in it. A civil, tolerant, and fact-based discourse can only serve to strengthen Australian democracy.

4. CEFA understands the **Project** delays in a commencement date were possibly due to a debate around which federal department should provide public civics education funding. Future annual funding could be provided by the Attorney-General's Department and/or Prime Minister and Cabinet. Part of the funding should maintain and develop the CEFA educational exhibits in the Australian Constitution Centre in the High Court, visited by many thousands per annum.

5. Schools are expected to incorporate the Referendum 2023 in classrooms across Australia in 2024 (see Interview 2). Schools will also require the development of further animations for Kanga and Emmy constitutional adventure Episodes, Series 2. Animations could focus on areas of the Australian Curriculum not covered in this **Project,** particularly Australia's three levels of government and the Rule of Law.

6. CEFA was to host a summit for civics educators prior to the announcement of the referendum at which time it was advised to be deferred. There are many potential private philanthropic contributors willing to support and match a government-funded annual civics education program.

CONCLUSION

The **Project** was based on the premise that there is a very low public understanding of the Australian Constitution, Australia's system of Government, and the referendum process. This co-exists with the well-documented declining lack of trust in them. The November 2023 Scanlon Foundation Research Institute Report, *"Mapping Social Cohesion"*, documents an eroding trust in government as a major factor in our declining sense of national pride and sense of belonging, particularly at local community levels. The proportion of the adult population who *"believe the system of government in Australia works fine as it is*" has declined from 21 percent to 12 percent. Distrust in the Federal Government to '*do the right thing'* is at dangerously low levels that could threaten stable functioning of our democracy.

Voters knowledgeable of the facts are more likely to participate in, and trust in, Australia's democratic processes and observe the norms of tolerant civic discourse and engagement. The antidote to confusion, misinformation and factually incorrect social media campaigns is an informed citizenry.

The **Project** communicated, and explained, in attractive, contemporary language used by the animated characters, answers to common questions being asked in local communities. The materials developed, and questions answered were based on listening to the people. **Products** produced aimed to circumvent voter confusion on constitutional matters.

The creative Animation content for the **Project** was intended for use as basic information, aiming to particularly attract young adults and those with lower levels of education. These are the Australians who are documented by Scanlon as the highest voter groups *'who believe that government leaders abuse their power most or all of the time'.* The **Project** restrictions in distribution to 'broadcasting mode' only handicapped CEFA's ability to engage those voters. The Fact sheets and the quizzes explored in-depth detailed constitutional information for members of the public with a higher base level of constitutional understanding. The analytics demonstrate it was this market that overwhelmingly engaged with the **Products**.

In the very short time frame for **Project** implementation, CEFA took engaged Australians on an exciting constitutional journey, exploring core constitutional principles poorly understood in the community, such as the powers and roles of the three key institutions of government, and the people in them, and the separation of powers. All materials were developed to explain and communicate the workings of our democracy in simple, factual, and well-understood language and messaging to avoid confusion.

The materials were developed in four components, all answering the question *"how does it work?"*, and on the following topics:

1. Get the facts about Referendums
   The story of Australian referendums: A Constitutional journey that belongs to the Australian people.

2. The Australian Constitution
   What is the Australian Constitution, what does it say and how is it altered?

3. Voting
   Our freedom to decide through elections and referendum on the things that are important to us.

4. Democracy
   What is Australian democracy? An appreciation of Australia's system of government and how it works.

Animations launched iconic characters (Kanga, the kangaroo and Emmy, the Emu) who led participants in a constitutional treasure hunt across the nation. Voters explored a constitutional journey from the past to the present. Participants were encouraged to become enlightened constitutional decision-makers who understand aspects of the Australian system of government. All materials were reviewed, edited, and approved for accuracy by contracted constitutional experts from the University of Western Australia (UWA) and the Australian Government, NIAA. The program across all social media platforms also offered:

- Q & As
- Quizzes offering Yes or No choices
- Blogs and fact sheets that are neutral and strictly factual
- A glossary for fact-checking
- Interviews with a constitutional law expert and a teacher from an Australian school

The program attracted voter interest through sequenced content developed for the animations, and supportive materials that enticed, interested, and excited users on a constitutional knowledge quest. Users experienced constitutional adventures on a search involving clues, signposts, rewards, and the excitement of discoveries that resulted in their badging as informed voters. Animations created engaging; entertaining, scroll-stopping video content that saw the target audience click through to learn more. The impactful educational video kept audiences engaged and educated at the same time.

Our **Project** lead characters, Kanga and Emmy, are now created as YouTube superstars. They have a track record, of engaging interest from over 4 million people, and in a very short six-month time frame of existence since they were invented. They have had no media exposure, due to the previously reported severe restrictions placed on the referendum 2023 **Project.**

Teachers in schools around Australia are likely to incorporate the **Project** materials as teaching and learning resource programs in 2024, particularly making use of the pioneering animation **products**. Australian values that unite our communities and our nation, such as tolerant discourse, fairness, peace, and justice for all under the rule of law, are taught as part of the civics and citizenship curriculum every day in our

schools. (see **Project** teacher interview**).** Students and their teachers practice meaningful civics action such as through annual harmony days, and remembrance ceremonies, and implement Reconciliation Action Plans (RAPs). Don't our adult voters deserve the same educational opportunities?

The Australian constitutional system of government is foundational to ensuring we remain a stable, tolerant, and peaceful democratic nation. Each Australian citizen has a right to explanatory civics education empowering them with constitutional facts that will restore trust and respect for our constitutional arrangements, the system of government, and the rule of law. Only civics education can restore an understanding of core societal values that Australians have aspired to over many decades of decency, including common sense approaches when moving forward on issues of national importance.

CEFA has been honoured to complete this significant **Project** for the Commonwealth Government. CEFA thanks the Government for the opportunity to develop innovative constitutional online learning **Products** and assets. A further small annual investment by the Government in CEFA's work, particularly at this time of international uncertainty, can only strengthen an already great nation. Ongoing, sequenced, creative constitutional civics education can unite our communities, restore trust in governments and our leaders, and give back to the people their sense of belonging. The **Project** completed as Referendum 2023 indisputably proves that contemporary, neutral constitutional education programs are a vital need for a functional and cohesive Australian society and democracy. The digital social media platforms CEFA has now created as www.civicsaustralia.org.au provide a strong foundational base, and a wealth of further opportunity. Only through ongoing national civics education, can we restore trust of our people in the Australian system of government.

REFERENDUM 2023

ATTACHMENT 1

SPEC SHEET FOR NEW WEBSITE CIVICSAUSTRALIA.ORG.AU:
AN AUSTRALIAN GOVERNMENT FUNDED PROJECT
CEFA EDUTAINMENT CIVICS PROGRAM 2023 – FIND OUT THE FACTS

FACT SHEETS	QUIZZES	BLOG	ANIMATIONS

CEFA is required to produce education materials to improve public understanding of the Australian Constitution, Australia's system of government and referendum process. All Project materials are required to be neutral, accurate and strictly factual content, and must not directly or indirectly promote, repeat or reference a 'yes' or 'no' position or cover details of the referendum proposal or information relating to the late 2023 referendum on recognising Aboriginal & Torres Strait Islander peoples in the Australian Constitution (The Voice).

The materials are being developed in four components on the following topics:

1. Get the facts about Referendums
   The story of Australian referendums: A Constitutional journey that belongs to the Australian people.
2. The Australian Constitution
   What is the Australian Constitution, what does it say and how is it altered?
3. Voting
   Our freedom to decide through elections and referendum on the things that are important to us
4. Democracy
   What is Australian democracy? An appreciation of Australia's system of government and how it works

Animations will launch iconic characters (Kanga, the kangaroo and Emmy, the Emu) will participate in a constitutional treasure hunt across the nation. Voters will be led through a constitutional journey of the past to the present. Whether they vote 'yes' or 'no' on referendum day 2023 participants will be ENLIGHTENED constitutional decision-makers who understand the Australian system of government. All materials are edited and approved for accuracy by contracted constitutional experts from the University of Western Australia (UWA). The program will include:

- Q & As
- Quizzes offering Yes or No choices.
- Blogs and fact sheets that are neutral and strictly factual.
- Attracting voter interest through content that is being developed for animations and supportive materials that will entice, interest and excite users on a constitutional knowledge quest. Users will experience constitutional adventures on a search involving clues, signposts, rewards and the excitement of discoveries. Animations will create engaging, entertaining, scroll-stopping video content that will see the target audience click through to learn more. Impactful educational video will keep audiences engaged and educated all at the same time.

DIGITAL DISTRIBUTION PLATFORMS INCLUDE:

FACEBOOK	TWITTER	INSTAGRAM	LINKEDIN	YOUTUBE	TIKTOK

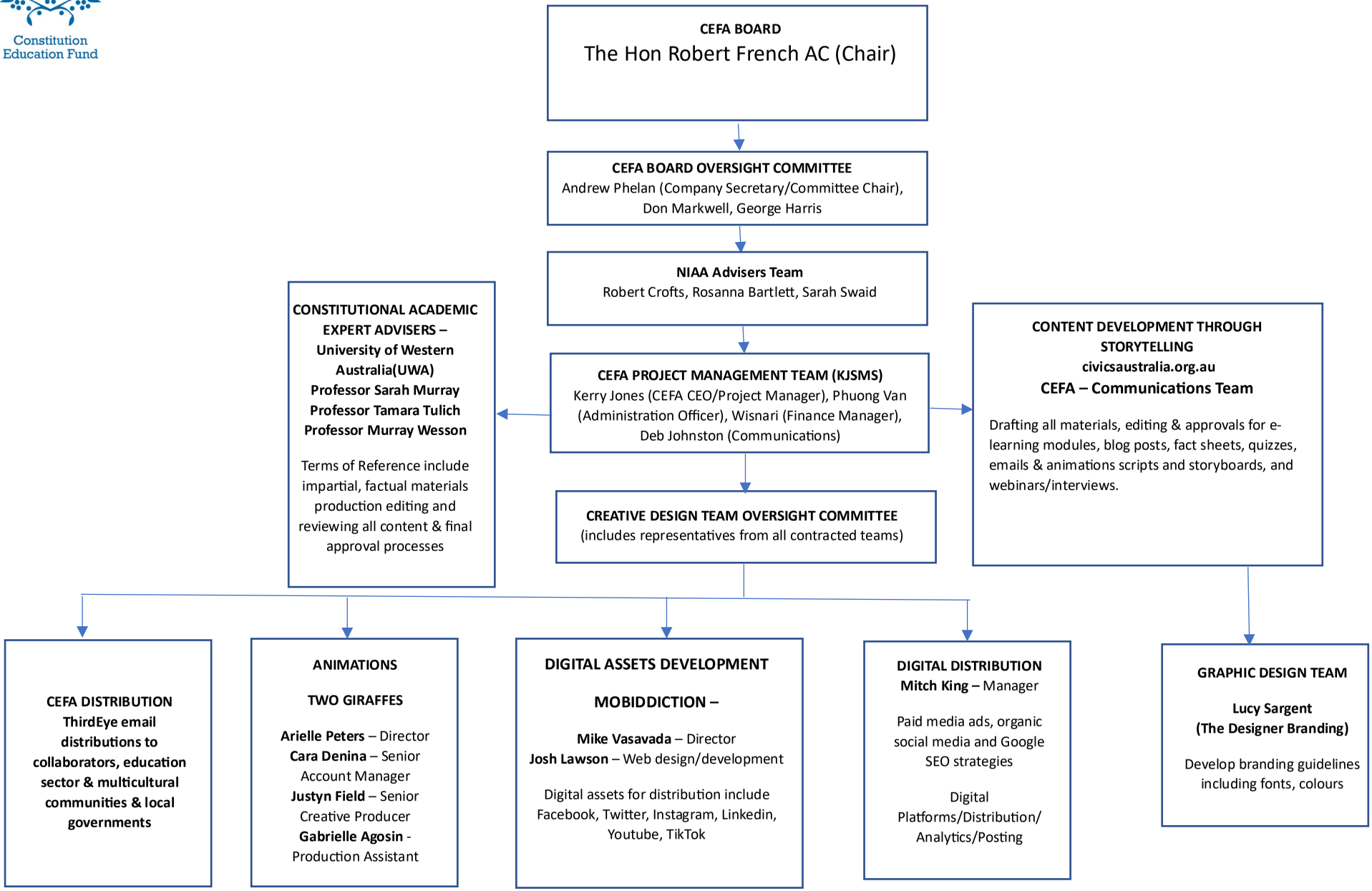
Distribution will be maximised through paid advertising and through CEFA collaborators such as LGAs, AACL, multicultural organisations, education organisations and other extended CEFA networks.

CEFA
Constitution Education Fund

Last drafted 13 November 2023

CIVICS EDUCATION PROGRAM FOR REFERENDUM 2023 'EDUTAINMENT' PROJECT STRUCTURE SUMMARY

ATTACHMENT 2



Last updated: 31 May 2023

Attachment 3

Constitutional Law Academic Expert Team for the Constitution Education Fund Australia

Terms of Reference May 2023

1. Composition

The Constitutional Law Academic Expert Team (the ***Team***) for the Constitution Education Fund Australia (***CEFA***) comprises:

Professor Sarah Murray, University of Western Australia Law School
Associate Professor Tamara Tulich, University of Western Australia Law School
Associate Professor Murray Wesson, University of Western Australia Law School

These Terms of Reference set out the responsibilities of the Team and describe the manner in which it will operate.

2. Duration

These Terms of Reference are effective from 8 May 2023 until 30 September 2023 unless amended, extended or terminated by agreement between the Team and CEFA.

3. The Project

CEFA is required to produce education materials to improve public understanding of the Constitution, Australia's system of government, and referendum process ahead of a referendum on recognising Aboriginal and Torres Strait Islander peoples in the Australian Constitution through an Aboriginal and Torres Strait Islander Voice (the Voice) in late 2023 (the ***Project***). This is crucial for informed public debate and for voters tomake informed decisions at the referendum.

All Project materials are required to be neutral and strictly factual, and must not directly or indirectly promote, repeat or reference a 'yes' or 'no' position or cover details of the referendum proposal or information relating to the Voice. The sole focus of materials produced and promoted by the Project will be on the Constitution and referendum process.

The Team's involvement with this Project does not preclude Team members from commenting in an academic capacity on matters outside the scope of the Project including the Voice referendum and other constitutional or legal issues.

4. Role and Purpose of the Team

The Team will assist CEFA by:

1. reviewing and assisting in the preparation of factual and neutral legal information on the Constitution and referendum process for the Project.

2. providing informative and constitutionally factual material on the Constitution and referendum process.

3. raising and discussing any issues of concern should they arise in relation to these Terms of Reference with CEFA so that they can be resolved promptly, respectfully and in good faith.

In assisting CEFA to prepare Project materials, the Team **must not**:

1. provide any assistance or advice which directly or indirectly relates to the 'yes' or 'no' position or covers details of the referendum proposal or information relating to the Voice.

2. provide any assistance or advice to CEFA that takes a particular position or stance in relation to the Voice referendum.

Referendum 2023 Project Deliverables Summary Timetable **Attachment 4**

Milestone Schedule	Due Date	Invoices
Draft promo materials & Website submitted to UWA & NIAA for review	Mon 29/05/23	Complete
Module 1 – Referendums – People Power in the Australian Constitution! Yes or No? Materials submitted to the UWA & NIAA for review. Animation 1.1 (Promo 1 min) delivered & Program logo developed. Module 1 overall materials review UWA & NIAA	Mon 05/06/23	Inv#1 – 250k PAID Complete
Animation 1.2 **What is a referendum & how do they work?** Script review.	Wed 07/06/23	Complete
Soft launch program **Get the Facts about Referendums** goes – 'live' including animation 1.1 & website homepage with contact form 'Join the Constitutional Treasure Hunt' distributed through all digital assets & platforms	Thu 15/06/23	Complete
1.3 products submitted to UWA/NIAA for review: Animation 1.3 **Why is a referendum important to Australia?** Script Review	Mon 19/06/23	Inv#2 – Jun/Jul – 150K Complete
1.4 products submitted to UWA/NIAA for review: Animation 1.4 **Why do we have referendums?**) & materials 1.4	Mon 26/06/23	Complete
Animation 1.2 – **What is a referendum? How do referendum work?** and complementary products go 'live' (Fact sheets, Quizzes , Blogs)	Thu 29/06/23	Complete
1.5 Products submitted to UWA/NIAA for review:	Thu 06/07/23	Complete
1.3 Product distributed 'live – **Why do we have referendums?**	Thu 13/07/23	Complete
1.4 Product distributed 'live' – **How are votes counted in a referendum?**	Thu 27/7/23	Complete
Module 2 – The Constitution 2.1 products submitted to UWA/NIAA for review:	Tue 25/7/23	Inv#3 – Jul/Aug - $140K Complete
2.2 products submitted to UWA/NIAA for review:	Mon 8/8/23	Inv#4 – Aug/Sep - $210K Complete
1.5 Product distributed 'live' – **What is the difference between a plebiscite and a referendum?**	Thu 10/8/23	Complete
2.1 Product distributed 'live'	Thu 24/8/23	Complete
Module 3 – Voting 3.1 products submitted to UWA/NIAA for review:	Tue 29/8/23	Complete
2.2 Product distributed 'live'	Thu 31/8/23	Complete
3.2 products submitted to UWA/NIAA for review:	Tue 5/9/23	Complete
Module 4 – Democracy – Badging the Informed Voter for Referendum Day October 15 4.1 products submitted to UWA/NIAA for review:	Tue 12/9/23	Complete
3.1 Product distributed 'live'	Thu 14/9/23	Inv#5 – Sep/Oct – 200K Complete
4.2 products submitted to UWA/NIAA for review.	Tue 19/9/23	Complete
3.2 Product distributed 'live'	Thu 21/9/23	Complete
4.1 products distributed 'live'	Thu 28/9/23	Complete
4.2 products distributed 'live'	Thu 05/10/23	Complete
Final report and evaluation	Fri 15/12/23	Inv#6 – 50K

This program is funded by the Australian Government

Administered by the Constitution Education Fund Australia (CEFA)

Australian Government

Constitution Education Fund

Attachment 5



Digital Distribution & Media End of Campaign Report

MOBIDDICTION

Campaign Summary

Campaign Summary: Digital Distribution & Media Strategy for Civics Australia - Constitutional Treasure Hunt

Objective:

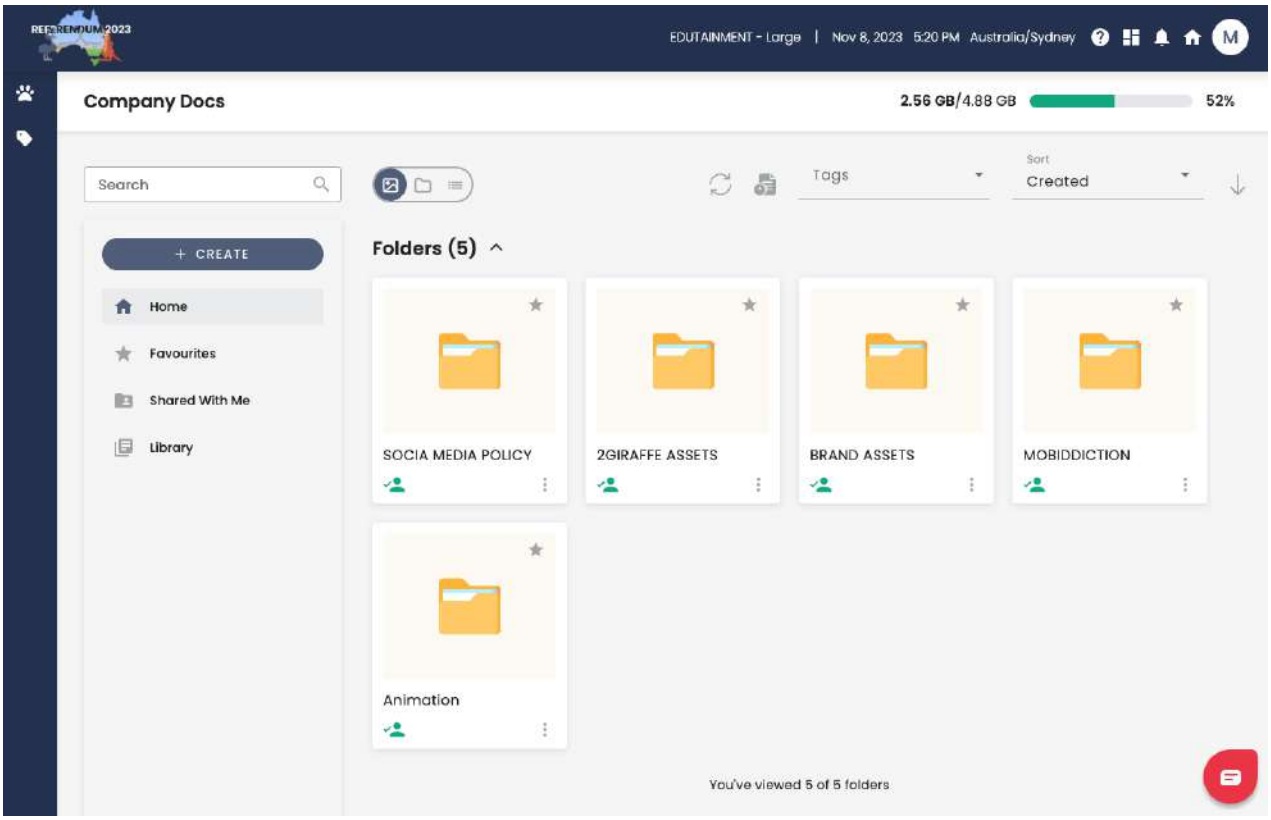
The aim of the Referendum 2023 Digital Distribution Campaign was to engage the Australian population with a unique and educational experience in the form of a Constitutional Treasure hunt, centred around the key principals of referendums. The primary goals were to raise awareness about the Australian Constitution, educate citizens on its significance, and foster civic engagement.

Digital Asset Management: Mobiconnect™

The comprehensive digital assets for this campaign were seamlessly managed through the cutting-edge ICT platform, Mobiconnect™, offered by Australia's leading vendor in the space, Mobiddiction.

Users benefited from the convenience of accessing digital assets via the Digital Asset Management System, resulting in significant time savings and enhancing uniformity and quality control. The use of Mobiconnect™ ensured that all campaign materials were readily accessible, giving all stakeholders full visibility on the considerable library of assets in a collaborative environment.

This approach to the project created a smooth workflow, easy communication and secure storage of campaign materials.



Campaign Summary

Mobiddiction's Digital Distribution Strategy:

- **Facebook Ads:**
  - Utilised highly targeted Facebook Ads to reach a broad audience.
  - Success measured by click-through rates, engagement, and video views.
  - Generated significant buzz and engagement, especially among the 45-65+ demographic.

- **Google Search Ads:**
  - Implemented Google Search Ads to capture users actively searching for related content.
  - Success measured by click-through rates, keyword relevance, and on-site conversions.
  - Successfully attracted users seeking Constitutional information.

- **Google Display Ads:**
  - Leveraged Google Display Ads to increase the organisation's visibility and reach across the web.
  - Success measured by impressions, click-through rates, and conversions.
  - Improved overall campaign visibility and brand recognition.

- **YouTube Ads:**
  - Utilised YouTube Ads to showcase engaging video content related to Kanga & Emmy and the Constitutional Treasure Hunt.
  - Success measured by video views and click-through rates.
  - Provided an immersive and informative experience, attracting a diverse audience.

- **Organic Social Media:**
  - Maintained active and engaging organic social media presence on Instagram, Facebook, Twitter, TikTok and LinkedIn.
  - Success measured by engagement and content interaction.

- **SEO:**
  - Implemented SEO strategies to ensure the website and associated content is visible in search engine results.
  - Success measured by improved search rankings and organic traffic.
  - Increased visibility for key campaign-related keywords.

Campaign Summary

Overall Success:
The holistic digital distribution strategy achieved remarkable success:

- Engaged a diverse audience across various age groups.
- Significantly increased awareness of the Australian constitution.
- Fostered civic engagement and public interaction with key referendum principals.
- Achieved high click-through rates, video views and conversions across multiple platforms.
- Gained substantial social media presence and engagement.
- Improved search engine visibility for campaign-related keywords.

Recommendations for Continued Momentum:
To continue the momentum generated by the campaign and leverage the content created for communications and education in different sectors we make the following recommendations:

- **Educational Partnerships:** Collaborate with educational institutions to integrate campaign materials into their curriculum, ensuring ongoing civics education.

- **Content Repurposing:** Transform campaign content into educational resources, such as e-books, webinars, and podcasts, accessible to the public.

- **Community Engagement:** Continue using social media to engage the community in discussions about civic issues, creating a lasting impact.

- **Interactive Platforms:** Develop an interactive website or app to keep the Constitutional Treasure Hunt alive and relevant.

- **Government Collaboration:** Partner with other government agencies to promote civics education and engagement initiatives.

- **Data Analysis:** Use the data we have generated to to analyse trends and identify new opportunities among audiences we now know resonate with the content and messaging.

- **Post Moderation:** Consider testing community engagement by allowing public comments on posts with a resource in place overseeing post moderation. It is expected to considerably improve engagement and reach of organic social media posts.

In Conclusion:
The holistic digital distribution strategy for Civics Australia's Constitutional Treasure Hunt campaign achieved impressive results. By continuing to engage and educate citizens and exploring new partnerships and content avenues, the campaign can leave a lasting legacy in promoting civic awareness and engagement across Australia.

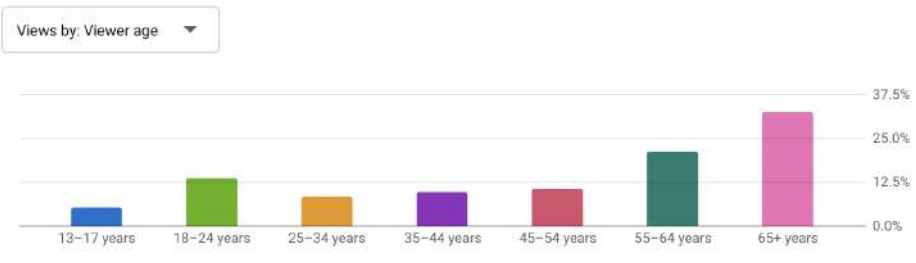
Mobiddiction thanks you for the opportunity to be a part of this important project!

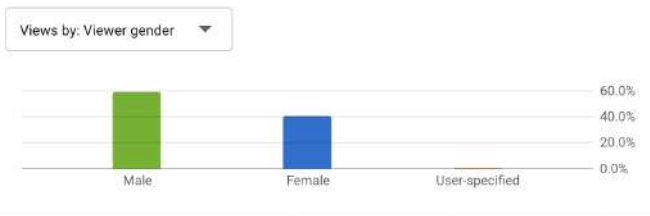
YouTube Ads

Overall Campaign Performance



tent	Views	Average view duration	Average percentage viewed
Total	**874,049**	**1:41**	**60.3%**
Episode 1: Wanted: Australians to join a fantastical co...	240,784 27.6%	1:25	76.7%
Episode 2: What the heck is a referendum?	213,792 24.5%	1:54	61.7%
Episode 3: How important is a referendum to Australia...	165,590 19.0%	1:43	72.5%
Episode 4: Referendum double majority voting and wh...	106,546 12.2%	1:46	66.6%
Episode 5: Introducing the three key institutions of gov...	92,902 10.6%	1:30	77.3%
ATTENTION ALL REFERENDUM VOTERS! THE FACTS ...	25,928 3.0%	2:03	13.6%
Kanga and Emmy explore compulsory voting and the s...	17,893 2.1%	1:51	69.3%
Episode 6: Constitution powers of the parliament, the E...	10,173 1.2%	2:00	55.7%
Celebrating the five Australian constitutional treasures	244 0.0%	2:08	40.3%
The right, opportunity, and responsibility to vote in a ref...	186 0.0%	1:43	51.6%
THE FACTS MATTER AND KNOWLEDGE IS EMPOWERI...	33 0.0%	0:41	9.2%
How important is voter knowledge for a united, peacef...	30 0.0%	0:59	13.2%





Viewer gender	Views	Average view duration
Female	40.4%	1:40
Male	58.9%	1:39

Google Search Ads

Overall Campaign Performance



Ad Group Performance

Ad group	Status	Default max. CPC	↓ Clicks	Impr.	CTR	Avg. CPC	Conv. rate	Conversions
Referendum	eligible Campa... ended, Campa... paused	A$0.01	860	12,687	6.78%	A$0.84	72.97%	627.50
Referendum Australia	Not eligible Campa... ended, Campa... paused	A$1.00	429	5,650	7.59%	A$0.83	103.15%	442.50
Referendum 2023	Not eligible Campa... ended, Campa... paused, +1	A$0.01	413	6,195	6.67%	A$0.90	102.06%	421.50
What is the referendum about	Not eligible Campa... ended, Campa... paused, +1	A$1.00	244	2,127	11.47%	A$0.86	93.85%	229.00
Australia referendum	Not eligible Campa... ended, Campa... paused	A$1.00	217	2,524	8.60%	A$0.83	29.95%	65.00
When is the referendum	Not eligible Campa... ended, Campa... paused	A$1.00	185	2,681	6.90%	A$0.90	125.41%	232.00
Australia referendum 2023	Not eligible Campa... ended, Campa... paused	A$1.00	169	1,863	9.07%	A$0.83	40.83%	69.00
Referendum Australia 2023	Not eligible Campa... ended, Campa... paused	A$0.01	161	2,268	7.10%	A$0.83	109.32%	176.00

Google Search Ads

Audience Demographics





Top Search Queries

Keyword	Match type	Ad group
referendum	Broad match	Referendum
referendum australia	Broad match	Referendum Australia
referendum 2023	Broad match	Referendum 2023

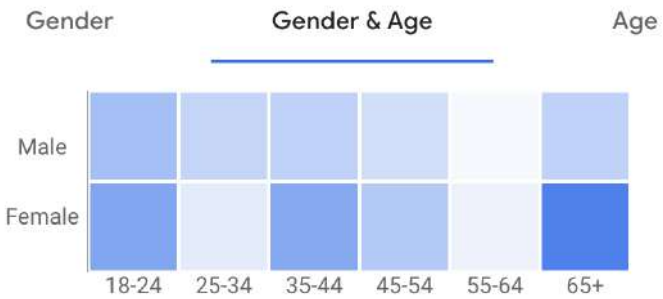
Google Display Ads

Overall Campaign Performance



Ad Group Performance

Ad group	Status	Default max. CPC	Clicks	Impr.	CTR	Avg. CPC	Conv. rate	Conversions
Australian Constitution	Not eligible Campa... ended, Campa... paused	A$0.28	7,661	1,173,997	0.65%	A$0.21	71.91%	5,509.00
All Users	Not eligible Campa... ended, Campa... paused	A$0.28	6,053	928,010	0.65%	A$0.23	0.43%	26.00
Referendum	Not eligible Campa... ended, Campa... paused	A$0.28	455	99,186	0.46%	A$0.22	54.51%	248.00
What are referendums about?	Not eligible Campa... ended, Campa... paused	A$0.28	210	37,253	0.56%	A$0.23	29.52%	62.00
Total: All enabled ad groups in your curre...			14,379	2,238,446	0.64%	A$0.22	40.65%	5,845.00
Total: Campaign			14,379	2,238,446	0.64%	A$0.22	40.65%	5,845.00





Top Performing Demographics:

Top Performing Creative







Facebook & Instagram Ads

Overall Campaign Performance

Ad	Reach	Impressions	Link clicks	CTR (link click-through rate)	Clicks (all)	CTR (all)
Interview-au-wide	81,628	183,836	7,065	3.84%	9,994	5.44%
Animation-7-traffic-au-wide	31,958	80,256	1,978	2.46%	2,278	2.84%
Animation-3-traffic-au-wide	35,983	106,026	4,041	3.81%	4,084	3.85%
Animation-5-traffic-au-wide	33,368	92,550	3,518	3.80%	3,576	3.86%
Animation-6-traffic-au-wide	41,320	82,761	3,185	3.85%	8,636	10.43%
Animation-4-traffic-au-wide	35,247	95,588	3,126	3.27%	4,344	4.54%
Image-1-traffic-AU-wide	67,409	255,808	10,036	3.92%	12,351	4.83%
Animation-2-traffic-au-wide	96,429	217,159	8,915	4.11%	21,473	9.89%
Animation-1-traffic-au-wide	56,289	207,492	9,206	4.44%	9,831	4.74%
Post: "Wanted: Australians to join a fantastical..."	4,638	6,366	307	4.82%	768	12.06%
1-Full Funnel-As1-Ad1-Video-V1-Copy-V1	–	–	–	–	–	–
Results from 11 ads	**227,193** Accounts Center accounts	**1,327,842** Total	**51,377** Total	**3.87%** Per Impressions	**77,335** Total	**5.82%** Per Impressions

Audience Demographics - Location

Region	Reach	Impressions	Link clicks	CPC (cost per...	Clicks (all)	CPC (All)	CTR (all)
New South Wales	66,174	433,679	16,844	$0.17	24,057	$0.12	5.55%
Victoria	59,838	385,108	14,878	$0.17	19,799	$0.13	5.14%
Queensland	50,111	269,118	10,453	$0.17	17,982	$0.10	6.68%
Western Australia	22,783	114,241	4,379	$0.17	7,169	$0.10	6.28%
South Australia	16,192	80,647	3,167	$0.17	5,521	$0.10	6.85%
Australian Capital Territory	3,264	14,943	559	$0.17	851	$0.11	5.69%
Tasmania	3,520	14,487	519	$0.18	1,005	$0.09	6.94%
Northern Territory	2,816	12,323	429	$0.18	801	$0.10	6.50%
Unknown	2,496	3,237	149	$0.14	150	$0.14	4.63%
Jervis Bay Territory	–	59	–	–	–	–	–
Total results 10 / 10 rows displayed	**227,193** Accounts Center accounts	**1,327,842** Total	**51,377** Total	**$0.17** Per Action	**77,335** Total	**$0.11** Per Click	**5.82%** Per Impressions

Facebook & Instagram Ads

Audience Demographics - Age & Gender

Age	Gender	Reach	Impressions	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per...	CTR (link click-throug...	CTR (all)
18–24	Female	44,543	365,120	$5.77	12,264	$0.17	3.36%	3.44%
25–34	Female	38,463	269,183	$6.93	11,167	$0.17	4.15%	4.34%
25–34	Male	35,199	206,366	$6.64	8,425	$0.16	4.08%	5.54%
18–24	Male	23,935	210,717	$5.84	7,380	$0.17	3.50%	4.29%
35–44	Male	20,031	54,804	$6.95	2,347	$0.16	4.28%	8.89%
35–44	Female	8,000	44,007	$8.23	2,105	$0.17	4.78%	6.02%
65+	Male	12,864	42,625	$8.24	1,988	$0.18	4.66%	15.68%
65+	Female	9,536	31,043	$9.51	1,656	$0.18	5.33%	21.38%
55–64	Male	13,120	38,344	$7.36	1,472	$0.19	3.84%	11.98%
45–54	Male	11,392	32,549	$6.83	1,234	$0.18	3.79%	10.01%
55–64	Female	4,992	14,029	$8.03	618	$0.18	4.41%	15.83%
45–54	Female	3,648	12,542	$7.44	500	$0.19	3.99%	9.50%
18–24	Uncategorized	512	5,396	$5.82	169	$0.19	3.13%	3.58%
25–34	Uncategorized	320	2,776	$6.40	130	$0.14	4.68%	6.16%
65+	Uncategorized	256	985	$8.54	49	$0.17	4.97%	17.87%
35–44	Uncategorized	192	938	$6.83	42	$0.15	4.48%	7.68%
Total results 19 / 19 rows displayed		**227,449** Accounts Center accounts	**1,332,379** Total	**$6.56** Per 1,000 Impressions	**51,582** Total	**$0.17** Per Action	**3.87%** Per Impressions	**5.82%** Per Impressions

Top Performing Creative

Image Ad #1



Episode #7

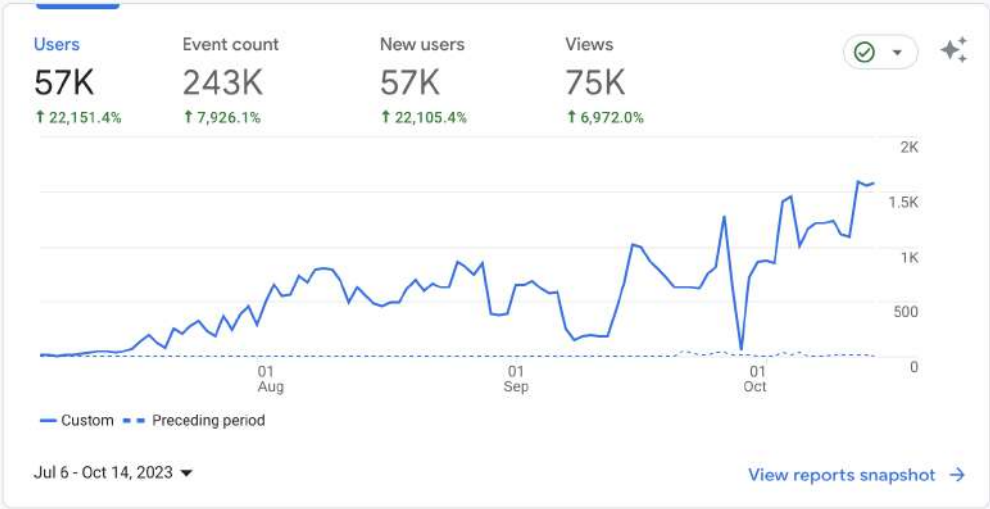


Episode #3



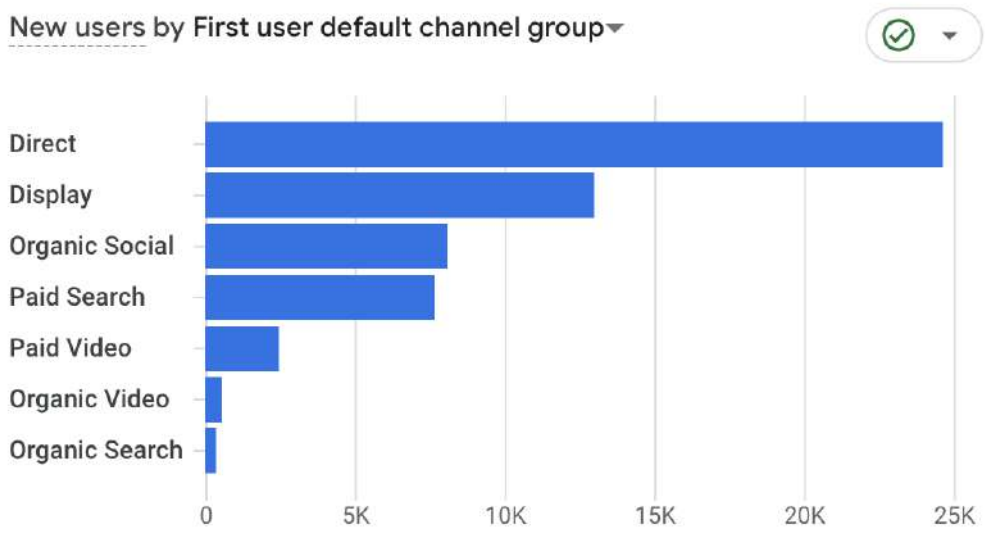
Website

Overall Performance



Landing Page Performance

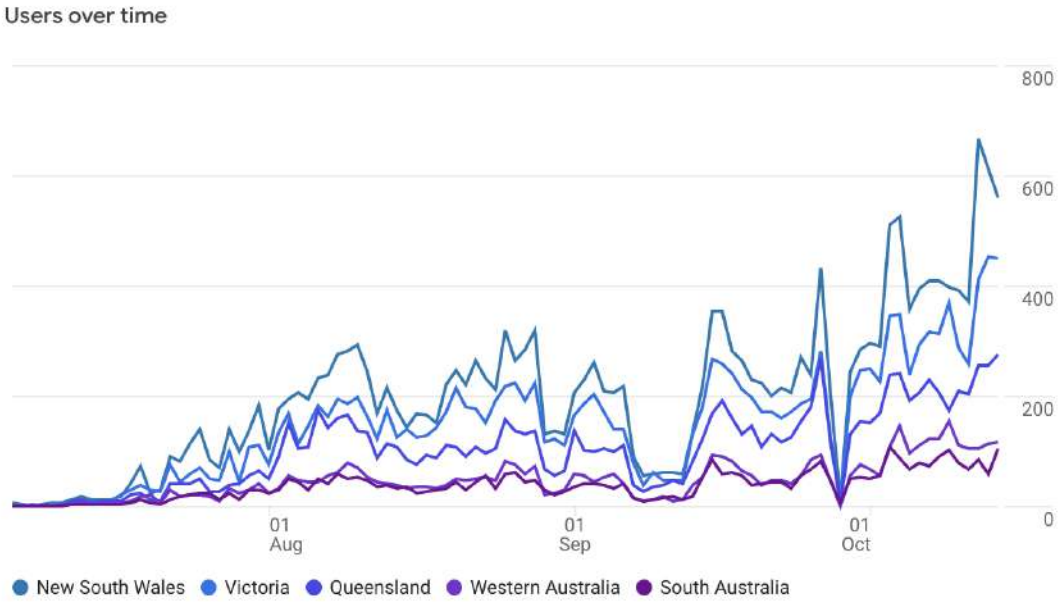
	Page title and screen class	↓ Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events
		75,246 100% of total	57,186 100% of total	1.32 Avg 0%	8s Avg 0%	242,629 100% of total	18,947.00 100% of total
1	Home - Referendum 2023	54,268	44,126	1.23	3s	159,855	0.00
2	Join in - Referendum 2023	14,881	12,666	1.17	8s	68,236	18,917.00
3	Constitutional Referendums - Referendum 2023	1,942	1,011	1.92	45s	4,885	0.00
4	Resources - Referendum 2023	842	637	1.32	15s	2,297	0.00
5	Quiz 1: What is a referendum? - Referendum 2023	597	300	1.99	4m 25s	1,380	0.00
6	Quizzes Archive - Referendum 2023	583	320	1.82	15s	1,269	0.00
7	Blog - Referendum 2023	309	176	1.76	8s	605	0.00
8	Quiz 2: How important is a referendum to Australian democracy? - Referendum 2023	304	165	1.84	3m 03s	624	0.00
9	Quiz 3: Referendum double majority voting and what is a plebiscite? - Referendum 2023	185	72	2.57	2m 55s	385	0.00
10	Quiz 8: All about our right to vote - Referendum 2023	118	48	2.46	2m 28s	245	0.00

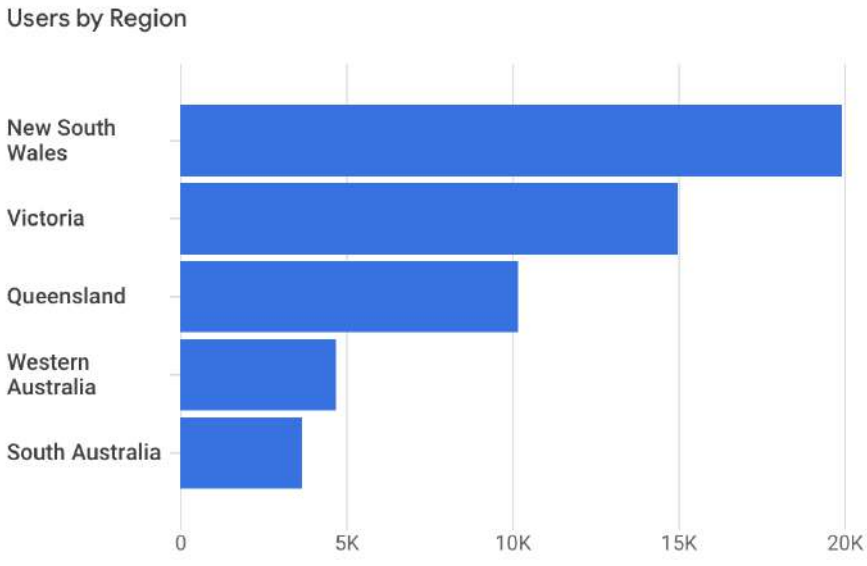


Website

Demographics by State

	Region	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events
		57,186 100% of total	57,068 100% of total	18,705 100% of total	28.35% Avg 0%	0.33 Avg 0%	8s Avg 0%	242,629 100% of total
1	New South Wales	19,931	19,827	6,779	29.72%	0.34	5s	82,915
2	Victoria	14,990	14,848	4,370	25.31%	0.29	10s	62,138
3	Queensland	10,184	10,129	3,000	26.25%	0.29	6s	40,901
4	Western Australia	4,691	4,679	1,651	30.68%	0.35	13s	20,254
5	South Australia	3,680	3,637	1,241	29.27%	0.34	12s	15,186
6	Tasmania	723	679	306	40.42%	0.42	7s	2,909
7	Australian Capital Territory	661	634	413	44.17%	0.62	53s	5,054





Thank you.



Attachment 6

Celebrate Five Constitutional Treasures and be an informed voter.



Dear ,

CEFA invites you to explore the first-of-its-kind neutral civics education program. Funded by the Australian Government, and discovering the facts about Australia's system of government, the constitutional adventures of Kanga & Emmy are available at www.civicsaustralia.org.au and through social media platforms.

Before casting your vote in the upcoming referendum, seek answers to burning questions about referendum processes, the Australian institutions of government, and our constitutional arrangements. Engage with quizzes and information fact sheets. Join Australians nationwide on a learning journey exploring some extraordinary aspects of Australia's constitutional story.

Your mission? To take the quest, finish the adventure, beat the game, become an informed voter, and spread the word.

CEFA's factual Civics Australia Edutainment program enhances our knowledge of our unique democracy. We realise the importance of the Australian Constitution as the nation's rule book. Our communities seek a fair go, equality, and justice for all. We advance when living in a respectful, equitable, tolerant, harmonious, and compassionate society built on shared values and accepted responsibilities.

For over twenty years, CEFA has provided constitution education resources aiming to restore trust and respect for our institutions of government, and the people who work in them. Whether in our homes, schools, local community or on the Australian or global stage, our society can only benefit when we have informed voters. Every one of our votes counts.

Our democratic rights entitle us to express alternative ideas, opinions, and perspectives safely and freely. We accept voting results, even if we don't agree with the outcome. We recognise and cherish our past constitutional achievements. We strive to do better in our contemporary society. We move forward as a people united under our system of government. By distributing knowledge only discovered in constitutional civics and citizenship education, we are playing our part, empowering future generations to ensure a safe, peaceful, and enlightened Australia.



Stay tuned! We have a live innovative civics forum scheduled for Wednesday evening 11 October 2023 at 6:00 pm. Watch Kanga and Emmy interview exciting, & fun, surprise guests.

Details of how to join will be shared with you in the next couple of days.

Constitution Education Fund Australia,
Suite 51, Level 3, 330 Wattle Street,
Ultimo NSW 2007

Thanks for subscribing
Preferences | **Unsubscribe**

Attachment 7

CEFA Newsletter – Special Referendum Edition



Dear ,

ATTENTION ALL REFERENDUM VOTERS! THE FACTS MATTER!

How important is voter knowledge for a united, peaceful, and tolerant Australian democracy? Find the answers by joining Kanga & Emmy as they question fun, knowledgeable, and engaging guests. Explore how your vote counts, armed with constitutional facts and treasures. Understand Australian communities that value a tolerant civics discourse, a fair go, and justice for all. Discover just how important is

education for explaining our system of government, based on a society that respects and values the rule of law. And join the Australian civics journey as we seek to become respectful citizens, listening to each other as informed and empowered voters.

Watch our very special Australian interviews by joining the special Youtube link below!

https://youtu.be/_Jai3TF2Qkg

Or have a look at our constitutional adventure treasure hunt, do the quizzes, and be badged as an informed voter! www.civicsaustralia.org.au

CEFA has been honoured to complete this first-of-its-kind constitutional education program, funded since April by the Australian Government, and as part of the referendum 2023 neutral civics program. Please do forward this vital edutainment work to family, friends and your extended networks through whatever is your preferred social media platform.

MRS KERRY JONES
Chief Executive Officer (CEO)
Constitution Education Fund
Director, Constitution Education Fund Australia Pty Ltd

w. www.cefa.org.au
w. www.australianconstitutioncentre.org.au
w. www.civicsaustralia.org.au

Our work is vital. Please consider a tax-deductible donation.www.cefa.org.au/make-donation



Constitution Education Fund Australia,
Suite 51, Level 3, 330 Wattle Street,
Ultimo NSW 2007

Thanks for subscribing
Preferences | **Unsubscribe**

Attachment 8

FACT SHEET 6

How has technology promoting Yes or No cases changed since federation?

In the colonial referendums of the **1890s**, referendum campaigns were run through newspapers and attending leaders' public speeches and rallies, such as in the local town halls across the nation.

1890





1. The 'Herald' And 'Mail' Branch Office, King Street | The Sydney Mail | 11 June 1898. Source: National Library of Australia

2. The 1899 referendum in Queensland. Source: State Library of Queensland

By the **1937** referendum, campaigners debated and advertised on the wireless/ radios.



Wireless/radio. Source: iStock

1937

1977

By the **1977** referendum, television was a main source of campaigning.



TV. Source: iStock



2023

The internet and social media will be important in referendum **2023**.

Social Media. Source: Adobe Stock

Since federation in 1901, it is not only the technology that has changed in extraordinary ways. It is for this reason that the Australian Constitution contains a referendum mechanism to allow it to change if Australian voters think it requires different provisions than those put in place by the Constitution's Framers.

REFERENDUM 2023

This program is funded by the Australian Government

Australian Government

Administered by the Constitution Education Fund Australia (CEFA)

CEFA
Constitution Education Fund Australia

Referendum 2023 CN 3958778 - Project Budget (GST inclusive) - ACTUAL

ATTACHMENT-9

As at 13 November 2023

	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23
	Milestone 1		Milestone 2.1	Milestone 2.2	Milestone 3	Milestone 4			Milestone 5
Milestone Payments	$ 250,000.00		$ 150,000.00	$ 140,000.00	$ 210,000.00	$ 200,000.00			$ 50,000.00
1. E-learning Website Platform		$ 25,000.00	$ 25,000.00	$ 20,000.00	$ 20,000.00	$ 20,000.00	$ 30,000.00		
2. Creative Design, Content Development and Graphic Design	$ 75,000.00	$ 20,000.00	$ 50,000.00	$ 16,000.00	$ 29,400.00				
3. Animations Production	$ 40,000.00	$ 40,000.00	$ 40,000.00	$ 40,000.00	$ 40,000.00	$ 40,000.00	$ 20,000.00		
4. Constitutional Academic Expert Advisers (UWA)					$ 55,000.00				
5. Digital Asset Development and Distribution including paid media advertising and CEFA email distributions			$ 19,900.00	$ 45,000.00	$ 90,000.00	$ 60,000.00	$ 89,700.00		$ 40,000.00
6. Report Writing									$ 10,000.00
Total Expenditures (Monthly)	**$115,000.00**	**$85,000.00**	**$134,900.00**	**$121,000.00**	**$234,400.00**	**$120,000.00**	**$139,700.00**	**$0.00**	**$50,000.00**

'Educate and inform the whole mass of the people. They are the only sure reliance for the preservation of our liberty'

Thomas Jefferson, 1787

'Above all things I hope the education of the common people will be attended to; convinced that on their good sense we may rely with the most security for the preservation of a due degree of liberty.'

Thomas Jefferson, 1787



Thank You

This program is funded by the Australian Government

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