

## CAD PROCEDURES FOR REVIEW OF ELECTION ADVERTISEMENTS

### 1. CAD review of election advertisements

Advertisements need to be submitted online at <https://cadoas.freetv.com.au>  
Further information regarding the application process is available at [www.freetv.com.au](http://www.freetv.com.au)

CAD will review election advertisements prior to broadcast by commercial television stations for the purposes of:

- classifying the advertisement under the Commercial Television Industry Code of Practice;
- ensuring the advertisement includes the authorisation tag required by the *Broadcasting Services Act 1992* (Clause 4 of Part 2 of Schedule 2); and
- protecting broadcasters from liability for publishing defamatory material.

Commercials Advice may require an advertiser to provide substantiation for statements in an advertisement but this will only be for the purposes of assessing whether the advertisement may be defamatory or whether it contains a false statement of fact regarding the personal character or conduct of a person. CAD does not otherwise require substantiation for the accuracy of statements and will not consider complaints where a statement could be considered misleading or deceptive.

CAD will issue a Classification Number (CAD Number) when it is satisfied the above criteria have been met. CAD numbers are issued subject to the terms set out on the CAD Online Application System.

The party or candidate authorising the advertisement is expected to ensure that the advertisement complies with all relevant laws including the applicable Electoral Act and the laws of defamation. CAD reserves the right to require further substantiation of factual material or further material relevant to defamation assessment.

### 2. Authorisation tag

Below is a summary of the requirements of the *Broadcasting Services Act* in relation to the content of an authorisation tag.

The content of an authorisation tag must be accurate. CAD must be notified as soon as possible of any change to the name of a political party or candidate, their address or names of speakers forming part of the authorisation tag.

### 3. Review of pre-production scripts

It is strongly recommended that scripts are submitted for a pre-check prior to production where possible. This ensures that there is no unnecessary delay in processing the finished advertisement when submitted and allows for any necessary amendments (for example, to correct an authorisation tag) to be made PRIOR to despatch of material to television stations.

Due to the additional demand on CAD's resources during an election period please clearly specify the proposed production date with each script submitted.

Review of pre-production scripts is preliminary only and is subject to CAD's review of the finished advertisement. For further information on requesting a pre-check please refer to the information available at [www.freetv.com.au](http://www.freetv.com.au)

Please note: CAD will ensure that all material (scripts, video) submitted to CAD is treated as confidential. CAD's obligation of confidentiality is set out in the terms of the CAD Online Application System.

#### **4. Turnaround**

You should try to allow at least 2 working days for classification of advertisements and remember that CAD can provide priority and 'red hot' premium services where requested at additional costs. The following needs to be considered when applying for a CAD Number:

1. Ensure you incorporate enough time to modify your advertisement if required
2. You may also need to allow time for captioning
3. Ensure you allow enough time for your advertisement to be despatched prior to your on-air date.

## Content of an authorisation tag

Requirements from the *Broadcasting Services Act 1992 (BSA)*, Schedule 2, Sections 1, 3 and 4 must be complied with, namely:

1. An authorisation must appear immediately after the advertisement. It must be separate from the content of the advertisement and included in the overall length. The authorisation must be written (see point 2) and spoken (see point 3).
2. The content required in an authorisation tag will depend on whether the TVC has been authorised by a 'disclosure entity', an entity that isn't a disclosure entity, or an individual. A 'disclosure entity' is defined in section 321B of the *Commonwealth Electoral Act 1918* and generally refers to persons or entities that have a clear and obvious interest in the outcome of elections, such as political parties, associated entities, candidates and Senate groups, and persons that are (or will be) required to provide a return to the Australian Electoral Committee related to political expenditure or gifts over certain thresholds.
3. The spoken authorisation must include all the written information above. The spoken announcement must be at the same time as the written announcement and not commence before the written announcement appears. There should be no music or SFX under the spoken announcement.
4. The authorisation tag must be broadcast in the same language as the advertisement.

Examples:

### Format for authorisation tag where a commercial is authorised by a disclosure entity that is not a natural person:

Video	Audio
Cut to GRAPHIC with no other visual on screen	V/O to commence once the GRAPHIC appears with no music or SFX under
<i>Authorised by (name of the natural person responsible for giving effect to the authorisation) for the (name of disclosure entity (as included in the most recent return given in relation to the entity under Part XX of the Commonwealth Electoral Act 1918, if a return has been given in relation to the entity under that Part)), (relevant town or city of the entity)</i>	<i>Authorised by (name of the natural person responsible for giving effect to the authorisation) for the (name of disclosure entity (as included in the most recent return given in relation to the entity under Part XX of the Commonwealth Electoral Act 1918, if a return has been given in relation to the entity under that Part)), (relevant town or city of the entity)</i>

### Format for authorisation tag where a commercial is authorised by a natural person:

Video	Audio
Cut to GRAPHIC with no other visual on screen	V/O to commence once the GRAPHIC appears with no music or SFX under
<i>Authorised by (name of the person who authorised the broadcasting of the political matter), (town or city in which the person lives)</i>	<i>Authorised by (name of the person who authorised the broadcasting of the political matter), (town or city in which the person lives)</i>

**Format for authorisation tag where a commercial is authorised by an entity that is not a disclosure entity or a natural person:**

<b>Video</b>	<b>Audio</b>
Cut to GRAPHIC with no other visual on screen	V/O to commence once the GRAPHIC appears with no music or SFX under
<i>Authorised by (name of entity), (relevant town or city of the entity)</i>	<i>Authorised by (name of entity), (relevant town or city of the entity)</i>

The longest single line in the authorisation should not extend beyond the standard TV essential width. An authorisation graphic must be held on screen long enough and be large enough for the average viewer to read its contents. After the voice-over, the essential 0.5 seconds of silence at the end is in addition to this period. For further information please refer to Free TV Operational Practice 29, available at [www.freetv.com.au](http://www.freetv.com.au)