

Subject:	Placeholder: Meta and EIAT meeting
Location:	Virtual/MS Teams
Start:	Tue 4/03/2025 9:30 AM
End:	Tue 4/03/2025 10:30 AM
Show Time As:	Tentative
Recurrence:	(none)
Meeting Status:	Not yet responded
Organiser:	EIAT
Required Attendees:	s47F [REDACTED] Matthew Haigh s47F [REDACTED]

Good afternoon s47F [REDACTED]

In preparation for the next federal election, the [Electoral Integrity Assurance Taskforce \(EIAT\)](#) are arranging meetings with each of the online platforms. Meetings will be led by the Defending Democracy Unit (DDU, AEC) and representatives from the EIAT taskforce agencies are welcome to attend. The EIAT Secretariat would like to thank Meta representatives for confirming their availability for this selected timeslot.

Although an agenda has not been finalised, the following can provide a guide.

- Potential timing of FE25, if not already announced
- EIAT's role in the current information environment – education campaigns, activity on social media
- EIAT's observations from global elections in 2024 and what that may mean for Australia
- Meta update
 - Any changes in policy settings
 - Confirmation of referral and escalation pathways
- Meta's own observations from elections globally in 2024 including:
 - Any changes in the online environment, including the use of generative AI

EIAT Taskforce agencies have been invited to request agenda items they would like raised at this meeting for the EIAT Secretariat to consider.

Please do not hesitate to get in touch for any further clarification. We look forward to meeting with you soon.

Kind regards,

EIAT Secretariat

Defending Democracy Unit | Electoral Integrity and Media Branch
Australian Electoral Commission

T: s47E M: s47E [REDACTED]

Federal election work

100,000 paid jobs.

Work before, on and after the day.



Authorised by the Electoral
Commissioner, Canberra

Microsoft Teams [Need help?](#)

[Join the meeting now](#)

Meeting ID: **s47E**

Passcode: **vS47E**

Dial in by phone

s47E Australia, Sydney

[Find a local number](#)

Phone conference ID: **s47E**

From: Defending Democracy Unit
Sent: Thursday, 12 September 2024 8:45 AM
To: **s47F**
Cc: Defending Democracy Unit
Subject: RE: New times available: Request for September meeting with AEC Defending Democracy Unit [SEC=OFFICIAL]

Good morning!

Thanks for flagging- you should now have a calendar invite for 18 September via Microsoft Teams. I have included yourself and **s47F** but please feel free to forward to anyone else at Meta who would like to attend.

Looking forward to the meeting next week.

Cheers,

s47F | Assistant Director

Defending Democracy Unit | Electoral Integrity and Media Branch
Australian Electoral Commission

Phone: **s47F** | DDU Group Line: **s47E** | Protected email: **s47F**
s47F



Make sure you're **enrolled to vote**.
Visit www.aec.gov.au

From: **s47F**
Sent: Wednesday, September 11, 2024 1:03 PM
To: Defending Democracy Unit
Cc: Defending Democracy Unit
Subject: Re: New times available: Request for September meeting with AEC Defending Democracy Unit [SEC=OFFICIAL]

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Thanks **s47F** so much for finding some alternative times next week !

Yes, if we can please schedule for Wednesday 18th 4-5pm, would work well. Shall I send through a zoom calendar or if you prefer to send another dial in?

Thanks,

s47F

From: Defending Democracy Unit **s47E**
Date: Wednesday, 11 September 2024 at 11:50 AM
To: **s47F**
Cc: Defending Democracy Unit **s47E**
Subject: New times available: Request for September meeting with AEC Defending Democracy Unit [SEC=OFFICIAL]

No problem, I totally understand how busy you all must be.

Do you have an hour free within any of these times?

- 3.30pm to 5pm Tuesday, 17 September
- 4pm to 5pm Wednesday, 18 September

Cheers,

s47F | Assistant Director

Defending Democracy Unit | Electoral Integrity and Media Branch
Australian Electoral Commission

Phone: **s47F** | DDU Group Line: **s47E** | Protected email: **s47F**
s47F



Make sure you're **enrolled to vote**.
Visit www.aec.gov.au

From: **s47F**

Sent: Wednesday, September 11, 2024 10:42 AM

To: Defending Democracy Unit **s47E**

Subject: Re: Request for September meeting with AEC Defending Democracy Unit [SEC=OFFICIAL]

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi **s47F**

Would there be any options for later times throughout the day next week ? Happy to make some suggestions if that helps....

Unfortunately next week mornings are pretty hectic with global calls across the teams but can try and move things around if there is no other options?

Cheers,

s47F

From: Defending Democracy Unit **s47E**

Date: Wednesday, 11 September 2024 at 8:51 AM

To: **s47F**

Subject: RE: Request for September meeting with AEC Defending Democracy Unit [SEC=OFFICIAL]

Hi **s47F**

Thanks for getting back to me so quickly- much appreciated.

Sorry to be a nuisance, but Matt is now unavailable for that time slot, and I am unable to move things around. All the other times remain suitable though. Are there any others that suit?

Many thanks,

s47F | Assistant Director

Defending Democracy Unit | Electoral Integrity and Media Branch
Australian Electoral Commission



Make sure you're **enrolled to vote**.
Visit www.aec.gov.au

From: s47F
Sent: Tuesday, September 10, 2024 11:55 AM
To: Defending Democracy Unit s47E ; s47F
Cc: Defending Democracy Unit s47E ; s47F
Matthew Haigh <matthew.haigh@aec.gov.au>; s47F
Subject: Re: Request for September meeting with AEC Defending Democracy Unit [SEC=OFFICIAL]

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi s47F

Hope you are well. I'm following up on this email as s47F is travelling at present. I have checked in with the team and we can meet virtually on Wednesday 18th 9-10am. Let me know if you would like to send through a dial in preferred platform or I can arrange a zoom calendar.

Many thanks,
s47F

s47F
Executive Assistant APAC Policy | Meta

[facebook](#) | [messenger](#) | [instagram](#) | [whatsapp](#) | [workplace](#) | [Oculus](#)

From: Defending Democracy Unit s47E
Date: Monday, 9 September 2024 at 8:53 AM
To: s47F
Cc: Defending Democracy Unit s47E ; s47F
Matthew Haigh s47F
Subject: Request for September meeting with AEC Defending Democracy Unit [SEC=OFFICIAL]

Good morning s47F

We hope this email finds you well.

As you would be aware, the AEC is preparing for the next federal election (FE24/25); while the date is yet to be determined by government, it could be called at any time with the latest date for it to be held being in May 2025. We would therefore like to arrange a meeting with you (and/or appropriate representatives as you see fit) in preparation.

Given you will likely be quite busy in the lead up to the US Presidential election on 5 November, we would like to propose a meeting this month.

At this meeting we would be interested in covering:

an update from the AEC on Australia's electoral integrity environment
an update from Meta about your observations and lessons learned from recent elections around the globe and how these experiences are shaping your work
how Meta are responding to electoral integrity risks, with a particular focus on how we can ensure the Australian public has access to timely and accurate information about the electoral process confirming the options and/or escalation pathways for the EIAT and the AEC to flag potential issues with Meta in relation to Australian federal electoral events
discuss the (FE24/25) version of the Online Platform Scenarios, which, although similar to the Referendum scenarios, has had some updates

Grateful if you could please advise which (if any) of the following dates would be suitable for a September meeting.

We would be aiming for a one-hour window within the following times.

Tuesday, 17 September 8am to 9.30am

Wednesday, 18 September 8am to 10am

Thursday, 19 September 8am to 9.30am

Friday, 20 September 8am to 9.30am

Very happy to discuss further if needed.

Kind regards,

s47F Assistant Director

Defending Democracy Unit | Electoral Integrity and Media Branch

Australian Electoral Commission

Phone: **s47F** | DDU Group Line: **s47E** | Protected email: **s47F**

s47F



Make sure you're **enrolled to vote**.
Visit www.aec.gov.au

DISCLAIMER:

If you have received this transmission in error please notify us immediately by return email and delete all copies. If this email or any attachments have been sent to you in error, that error does not constitute waiver of any confidentiality, privilege or copyright in respect of information in the email or attachments.

DISCLAIMER:

If you have received this transmission in error please notify us immediately by return email and delete all copies. If this email or any attachments have been sent to you in error, that error does not constitute waiver of any confidentiality, privilege or copyright in respect of information in the email or attachments.

DISCLAIMER:

If you have received this transmission in error please notify us immediately by return email and delete all copies. If this email or any attachments have been sent to you in error, that error does not constitute waiver of any confidentiality, privilege or copyright in respect of information in the email or attachments.

From: [REDACTED] S47F
Sent: Wednesday, 18 December 2024 7:09 PM
To: [REDACTED] S47F
Cc: [REDACTED]; Defending Democracy Unit; S47F
Subject: Re: REQUEST : Following up on 2024 action items [SEC=OFFICIAL]

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi S47F

Thank you for your note below and my apologies for the delayed response; just making sure that you have my correct email address here going forward.

We are very pleased to provide below the following outstanding updates and information that we discussed in our most recent meetings:

AAP Check the Facts Media Literacy campaign

In the lead-up to the 2023 Australian Aboriginal and Torres Strait Islander Voice Referendum, we supported a new media literacy campaign in collaboration with the Australia Associated Press building on our “Check The Facts” campaign, which ran ahead of the 2022 Federal Election in October 2021 and early 2022. The campaign ran for 6 weeks with a combined reach on Facebook and Instagram in Australia of over 10 million users, creating over 40 million impressions. Further information on the campaign is available on p37 of our latest [Transparency Report](#) under the Australian Code of Practice on Disinformation and Misinformation. We also supported AAP to run a new campaign in H2 this year, focused on raising awareness of AI-generated content online. This campaign only recently concluded and we hope to be able to share the results with you in early 2025.

Network disruption efforts to counter the Russian ‘Doppelganger’ group

Please see a detailed case study outlining this work as well as our wider recent efforts to counter Coordinated Inauthentic Behaviour on p11 of our latest [Transparency Report](#) under the Australian Code of Practice on Disinformation and Misinformation, which we submitted through our industry association DIGI in May this year.

Meta’s approach to labelling AI-Generated content and claims regarding the use of AI in political advertising on Meta’s platforms during the Indian election

In April 2024, we announced changes to the way that Meta is handling manipulated media, based on feedback from the Oversight Board and our policy review process with public opinion surveys and expert consultations. This included adding “AI info” labels to a wider range of video, audio and image content when we detect industry standard AI image indicators or when people disclose that they’re uploading AI-generated content. Further details on this announcement may be viewed [here](#).

With respect to advertising, any user who wants to run ads on our services about elections or politics must go through the authorisation process required on our platforms and is responsible for complying with applicable laws. Whenever content on our services - including ads - violates our community standards or community guidelines, we remove it, regardless of whether or not it is AI-generated. In the case of the reports specifically raised during this year’s election in India, the authors immediately deleted the ads in question, so we are unable to share any further comment or insight regarding the claims that were made. Leading up to the Australian election, however, we will activate our cross-functional election integrity team to work closely with the AEC and monitor for any violations of our policies, including relating to mis and disinformation, hate speech and incitement to violence, in relation to the election process and debate.

Finally, we thought it might also be useful to share with you a [recap](#) by our President of Global Affairs, Nick Clegg, outlining our efforts and observations across the 2024 global elections, including in the US, India, Indonesia and the EU and in relation to the impact of AI, as well as freedom of expression and combating foreign interference.

We hope that the above information is useful, but please let us know if you have any follow-up questions. We did see the recent press reports that Commissioner Rogers' term at the AEC has recently concluded. We wish him all the very best and are sure that his many achievements while in the role were well celebrated ahead of his departure. We look forward to the opportunity to meet with the new Commissioner once they are settled into the role in the new year.

In the meantime, we wish you all the very best for a safe and happy holiday season and looking forward to working with the AEC in 2025 and collaborating closely ahead of the upcoming election.

Kind regards

s47F

 Meta

s47F

Head of Policy, Australia & Head of Policy Programs, Australia, New Zealand & Pacific Islands

s47F

s47F

From: **s47F**

Date: Thursday, 5 December 2024 at 11:52 am

To: **s47F**

Cc: **s47F** , Defending Democracy Unit ,**s47F**

Subject: RE: REQUEST : Following up on 2024 action items [SEC=OFFICIAL]

Hi **s47F**,

Just checking in with a gentle reminder about the below information we requested a couple of weeks back.

You must have a lot on your plate given the bills relating to social media that went before parliament over the past couple of weeks! There is a bit to cover in the email, but if you can give me a rough guide as to when you might be able to respond it would be helpful when we are briefing our seniors.

Let me know if you need any further info.

Cheers,

s47F | Assistant Director

Defending Democracy Unit | Electoral Integrity and Media Branch
Australian Electoral Commission

Phone: **s47F** | DDU Group Line: **s47E** | Protected email: **s47F**
s47F



Make sure you're **enrolled to vote**.
Visit www.aec.gov.au

From: **s47F**
Sent: Thursday, 21 November 2024 10:47 AM
To: **s47F**
Cc: **s47F**; Defending Democracy Unit; **s47F**; Matthew Haigh; **s47F**
Subject: REQUEST : Following up on 2024 action items

Good morning **s47F**

I hope this email finds you well and thank you for the time you have put aside to meet with us over the course of 2024.

I am following up on Meta's action items from our 2024 meetings and correspondence as follows, with our Electoral Commissioner particularly interested in the action item from 30 May.

7 May 2024 - meeting

- The Commissioner asked for information about media literacy programs Meta had developed for Australia and overseas
 - **s47F** – undertook to provide Meta's report from a digital media literacy campaign (which reportedly had high engagement) which had been run with AAP for the 2023 referendum

30 May 2024 - meeting

- **s47F** undertook to provide more information about the use of AI in political advertising on Meta's platforms during the Indian election
 - [Revealed: Meta approved political ads in India that incited violence | India | The Guardian](#)
 - The Commissioner would like more information about this including what Meta may have learned from this experience given Meta's approach to Australian federal elections is based on lessons and understanding from international events.

10 July 2024 - email

- As attached, **s47F** undertook to get back to our Assistant Commissioner about Russian linked influence efforts in the UK. Matt has not yet received a reply.

29 October 2024 - email

- A follow up question was sent via email (attached) to help inform our Media and Digital Engagement team about approached to AI content labelling. We are yet to receive a response/acknowledgement for this one.

Lastly, by way of update, we are working towards circulation of the online platform scenarios early in the new year which, based on your suggestion, we have further update with AI specific scenarios. We will send an calendar invite when we have finished workshopping with our EIAT colleagues.

It's been a busy year for all of us (for slightly different reasons!), but we're keen to get some further insights and information about these items to help us prepare for the next federal election.

Please let me know if you would prefer to discuss or would like further information or context.

Kind regards,

s47F | Assistant Director

Defending Democracy Unit | Electoral Integrity and Media Branch

Australian Electoral Commission

Phone: **s47F** | DDU Group Line: **s47E** | Protected email: **s47F**

s47F

From: s47F
Sent: Monday, 13 May 2024 2:52 PM
To: Tom Rogers s47F ; Jeff Pope s47F s47F
s47F
s47F
Michael Lynch s47F
Cc: s47F
Subject: Re: Meta follow-up

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

this time with our submission attached!!

From: s47F
Date: Monday, 13 May 2024 at 12:27 PM
To: s47F
Cc: s47F
Subject: Meta follow-up

Dear Commissioner,

Many thanks to you and your team for recently meeting to discuss the latest trends in election integrity work within the digital industry, including at Meta.

As discussed, for each Australian election, we draw on the lessons from the most recent elections that we have worked on around the world, tailored with local context, partnership and understanding. As we have clarity on the timing of the next federal election, we look forward to establishing more regular engagements and scenario planning to ensure both of our teams are ready to liaise in relation to emerging issues.

We appreciate that there has been a greater adoption of Generative AI tools in today's society and we look forward to working with the AEC and other stakeholders on the potential challenges that they may present. In case it is of interest, I've attached our submission to the Department of Industry's Safe and Responsible AI consultation last year. At Meta, we have been working on AI for over a decade and "classic AI" is a key part of our content governance and security systems. Additionally, content that has been created or altered using AI is still subject to our content policies and fact checking initiative.

That said, we recognise that new policies and approaches are needed as the use of GenAI becomes more widespread. Since we filed our submission late last year, we have made a number of announcements that may be of interest to you:

- **Adjustments to manipulated media policy:** in response to [feedback](#) from the Oversight Board, we [announced](#) changes to how we handle manipulated media. The Board recommended that we broaden the scope of our manipulated media policy, but stop removing manipulated media that do not otherwise violate our Community Standards.
- **Labeling AI-generated Images:** we have been [working](#) with industry to develop both visible markers and invisible labels and metadata on images generated by AI tools.
- **AI Ad Disclosure policy:** we've [introduced](#) new disclosure requirements for advertisers using AI or digital methods in social, electoral, or political ads.

As you may have seen, we are also one of the companies that [signed up](#) to the Tech Accord to Combat Deceptive Use of AI in 2024 Elections is a set of commitments to deploy technology countering harmful AI-generated content meant to deceive voters.

And in relation to media literacy campaigns and how we measure success, as we mentioned, ahead of the Voice Referendum, we partnered with Australian Associated Press (AAP) to [launch](#) a new media literacy campaign that shared tips and advice with people so that they could make informed decisions about what they read, trust and share. The campaign videos (examples [here](#) and [here](#)) were scripted and shot by AAP FactCheck journalists and aimed to generate awareness of tactics used to spread mis- and disinformation and by driving audiences to check the facts via the AAP Fact Check website. The campaign ran for six weeks with a combined reach on Facebook and Instagram in Australia of over 10 million users, creating over 40 million impressions.

The latest EU campaign that you mentioned is currently being finalised in partnership with the European Fact-Checking Standards Network and specifically aims to raise public awareness of how to spot AI-generated and digitally altered content. The campaign is scheduled to launch ahead of the 2024 EU Parliament Elections next month and will comprise a number of infographics and an explainer video. We can share details of the campaign's reach and engagement with you when this information becomes available.

Finally, please let us know if it would be helpful for us to arrange a virtual briefing with our colleague [S47F](#), a director on our security policy team, for a more detailed briefing about security trends and issues we're seeing globally.

Kind regards,

[S47F](#)

--
Regional Director of Policy | Australia, Japan, Korea, New Zealand & Pacific Islands
M:[S47F](#) | E:[S47F](#)



DISCLAIMER:

If you have received this transmission in error please notify us immediately by return email and delete all copies. If this email or any attachments have been sent to you in error, that error does not constitute waiver of any confidentiality, privilege or copyright in respect of information in the email or attachments.

From: [REDACTED] | **s47F**
Sent: Monday, 17 February 2025 8:55 AM
To: [REDACTED] | **s47F**
Cc: [REDACTED] ; EIAT; **s47F**
Subject: RE: Request for meeting with EIAT representatives [SEC=OFFICIAL]

Categories: **s47F**

Good morning **s47F**

Thanks for getting back to me on Friday. You will see I just sent a placeholder invite through for 4 March. I'll send a confirmation of that time through in the next day or two which will include a MS Teams link.

Cheers,

s47F | Assistant Director
Defending Democracy Unit | Electoral Integrity and Media Branch
Australian Electoral Commission
Phone: **s47F** | DDU Group Line: **s47E** | Protected email: **s47F**
s47F

Federal election work
100,000 paid jobs.
Work before, on and after the day.



Authorised by the Electoral
Commissioner, Canberra

From: **s47F**
Sent: Friday, 14 February 2025 4:19 PM
To: **s47F**
Cc: **s47F** ; EIAT
Subject: Re: Request for meeting with EIAT representatives [SEC=OFFICIAL]

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Thanks **s47F**

Hi **s47F**

Thank you for these dates and suggestions but unfortunately that week is difficult to accommodate as we have some travel and I just can't align. Seems like the 9:30am to 10:30am slot might be your preference and if so, could I suggest the following dates :

- Fri 28
- Mon 3
- Tue 4

If you are flexible with alternative times I can look further.

Thank you for your understanding.

Kind regards,

s47F

s47F

Executive Assistant APAC Policy |  Meta

Mobile s47F

[facebook](#) | [messenger](#) | [instagram](#) | [whatsapp](#) | [workplace](#) | [Oculus](#)

From: s47F

Date: Friday, 14 February 2025 at 4:01 pm

To: s47F

Cc: s47F

EIAT s47E

, s47F

Subject: Re: Request for meeting with EIAT representatives [SEC=OFFICIAL]

Good afternoon s47F

Thank you for this and my apologies for the slow reply.

I'm looping in s47F EA, s47F, to assist us with scheduling.

Thanks again

s47F

 Meta

s47F

Head of Policy, Australia & Head of Policy Programs, Australia, New Zealand & Pacific Islands

s47F

s47F

From: s47F

Date: Thursday, 6 February 2025 at 8:18 am

To: s47F

Cc: s47F

, EIAT s47E

Subject: RE: Request for meeting with EIAT representatives [SEC=OFFICIAL]

Good morning s47F

I've just had a check of the EIAT Chair's calendar and have the following three dates available at the moment:

- Monday 24 February 9:30 to 10:30am
- Tuesday 25 February 9:30 to 10:30am

- Wednesday 26 February 9:30 to 10:30am

I will put a placeholder in for Monday to hold at least one of the times (I'll send it through to you shortly), but please let me know if you would prefer one of the other days.

Many thanks,

s47F | Assistant Director

Defending Democracy Unit | Electoral Integrity and Media Branch
Australian Electoral Commission

Phone: **s47F** | DDU Group Line: **s47E** | Protected email: **s47F**
s47F

Federal election work
100,000 paid jobs.
Work before, on and after the day.



Authorised by the Electoral
Commissioner, Canberra

From: EIAT **s47E**

Sent: Wednesday, 5 February 2025 5:22 PM

To: **s47F**

Cc: **s47F**

Subject: RE: Request for meeting with EIAT representatives [SEC=OFFICIAL]

Hi **s47F**

Welcome back from your leave!

Thank you for letting us know that you are both unavailable at the allocated time. I will work with the team and get back to you with a new suggested time tomorrow.

I hope you are having a lovely day.

Kind Regards,

s47F | Project Officer

Defending Democracy Unit | Electoral Integrity and Media Branch
Australian Electoral Commission

DDU Line: **s47E** Direct Line: **s47F**
Email: **s47F**

Federal election work
100,000 paid jobs.
Work before, on and after the day.



Authorised by the Electoral
Commissioner, Canberra

From: **s47F**

Sent: Wednesday, 5 February 2025 5:18 PM

To: EIAT **s47E** | **s47F**

Cc: **s47F** Defending Democracy Unit

s47E

; EIAT s47E

; s47F

Subject: Re: Request for meeting with EIAT representatives [SEC=OFFICIAL]

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

+s47F

Good afternoon s47F

With sincere apologies for the delay in responding, I have just returned from leave and am catching up on emails.

We are very keen to catch up with the EIAT team but unfortunately, s47F and I have travel commitments the first half of next week; might it be possible to find another time, either later next week or early the following week?

Thanks so much,

s47F



s47F

Head of Policy, Australia & Head of Policy Programs, Australia, New Zealand & Pacific Islands

s47F

s47F

From: EIAT s47E

Date: Thursday, 16 January 2025 at 4:52 pm

To: s47F

Cc: s47F

s47E

Defending Democracy Unit

, EIAT s47E , s47F

Subject: Request for meeting with EIAT representatives [SEC=OFFICIAL]

Good afternoon, s47F ,

I hope this email finds you well and you enjoyed your Christmas break.

In preparation for the next federal election, the [Electoral Integrity Assurance Taskforce \(EIAT\)](#) are arranging meetings with each of the online platforms. Meetings will be attended by the Defending Democracy Unit (DDU, AEC) and representatives from EIAT taskforce agencies will also have the option to attend. The EIAT Secretariat would be grateful if you could advise if the following time would be suitable; please get in contact if this time does not suit and we will make alternative arrangements.

10th of February 2025, 1:00pm – 2:00pm AEDT

Although an agenda has not been finalised, the following can provide a guide.

- Potential timing of FE25, if not already announced
- AEC's role in the current information environment – education campaigns, activity on social media
- AEC's observations from global elections in 2024 and what that may mean for Australia
- Meta update
 - Any changes in policy settings
 - Confirmation of referral and escalation pathways
- Meta's own observations from elections globally in 2024 including:
 - Any changes in the online environment, including the use of generative AI

Please do not hesitate to get in touch for any further clarification. The EIAT Secretariat would be grateful if you could please confirm or arrange an alternative time by COB Monday, 20 January 2025 to ensure we have enough time to coordinate with taskforce agencies. Please also feel free to forward this invitation to other Meta colleagues as you see fit.

Kind Regards,

s47F | Project Officer

Defending Democracy Unit | Electoral Integrity and Media Branch

Australian Electoral Commission

DDU Line: **s47E**

Direct Line: **s47F**

Email: **s47F**

Federal election work

100,000 paid jobs.

Work before, on and after the day.



Authorised by the Electoral
Commissioner, Canberra

DISCLAIMER:

If you have received this transmission in error please notify us immediately by return email and delete all copies. If this email or any attachments have been sent to you in error, that error does not constitute waiver of any confidentiality, privilege or copyright in respect of information in the email or attachments.

DISCLAIMER:

If you have received this transmission in error please notify us immediately by return email and delete all copies. If this email or any attachments have been sent to you in error, that error does not constitute waiver of any confidentiality, privilege or copyright in respect of information in the email or attachments.

From: Matthew Haigh
Sent: Wednesday, 10 July 2024 3:41 PM
To: **s47F**
Cc: **s47F**; Defending Democracy Unit; **s47F**; EIAT
Subject: RE: Russian-linked Influence Efforts in the UK Election [SEC=OFFICIAL]

Categories: Online platforms

Thanks, **s47F**! Appreciate the response.

Cheers

Matt

Matthew Haigh | Assistant Commissioner, Electoral Integrity and Media Branch (CISO & CRO)
Australian Electoral Commission

P: **s47F** M: **s47F**
E: **s47F** for PROTECTED material



Make sure you're **enrolled to vote**.
Visit www.aec.gov.au

From: **s47F**
Sent: Wednesday, July 10, 2024 3:39 PM
To: Matthew Haigh
Cc: **s47F**; Defending Democracy Unit; **s47F**; EIAT
Subject: Re: Russian-linked Influence Efforts in the UK Election [SEC=OFFICIAL]

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Matthew,

I hope you are well.

Thank you for sending through this query. Let us come back to you once we have had the chance to consult with our colleagues working on the UK election.

Speak soon,

s47F

From: Matthew Haigh **s47F**
Date: Thursday, 4 July 2024 at 10:20 AM
To: **s47F**
Cc: **s47F** **s47F** Defending Democracy Unit
s47E, **s47F** EIAT **s47E**
Subject: Russian-linked Influence Efforts in the UK Election [SEC=OFFICIAL]

Hi S47F,

I hope this email finds you well! I'm writing regarding recent ABC reporting relating to five Facebook pages said to have been linked to Russian foreign interference in the UK election. I understand these pages have since been taken down by Meta for inauthentic behaviour.

While the material posted was not reported to have received a significant amount of authentic engagement, incidents like this present an opportunity for us to learn from real-life events around the world. In order for the AEC to consider how we can best prepare ourselves ahead of our next federal election, we are interested in understanding more about the following:

- We understand that advanced persistent threat (APT) actors will adapt their tactics and change profiles. How is Meta dealing with this challenge? Is it anticipated that limitations in detection methods may mean similar material goes undetected in future?
- When Meta was made aware of the existence of the pages?
- What steps were involved between being made aware of the pages and their takedown, and how long this took?
- Whether there were other pages linked to the same network that have also been uncovered and actioned since?
- Whether the ads review process detected any paid ads from these pages?
- Whether elections operations centres include team members who specialise in detecting coordinated inauthentic behaviour and counter covert influence operations ahead of electoral events?
- If there is any further information linking these pages to Russia (beyond the pro-Russian messaging and that Nigeria is a known base of operations for Russian-linked influence efforts)?

Having a more fulsome understanding of Meta's approach to this type of scenario will be very helpful for us to know how best to respond in the event something similar occurs here during our next election.

We'd be happy to discuss, if needed, and look forward to hearing from you.

Regards

Matt

Matthew Haigh | Assistant Commissioner, Electoral Integrity and Media Branch (CISO & CRO)

Australian Electoral Commission

S47F X:S47F M:S47F

E:S47F for PROTECTED material



Make sure you're **enrolled to vote**.
Visit www.aec.gov.au

DISCLAIMER:

If you have received this transmission in error please notify us immediately by return email and delete all copies. If this email or any attachments have been sent to you in error, that error does not constitute waiver of any confidentiality, privilege or copyright in respect of information in the email or attachments.