

Subject: Canceled: AEC meeting with Google & YouTube [SEC=OFFICIAL]
Location: Microsoft Teams Meeting

Start: Mon 16/12/2024 10:00 AM
End: Mon 16/12/2024 10:30 AM
Show Time As: Free

Recurrence: (none)

Meeting Status: Not yet responded

Organiser: Defending Democracy Unit
Required Attendees: s47F

Optional Attendees: s47F Matthew Haigh

Importance: High

Hi s47F and s47F

As discussed, putting this time in the calendar for a post-US election, pre-Christmas check-in.

Agenda items/follow up for discussion to include:

- A debrief on Google's approach to AI in elections after gaining insight from the US presidential election on 5 November
- Content provenance/authenticity and how it works on content uploaded to YouTube
- Google and YouTube to provide information and insights into Sovereign Citizen promotion of misinformation/disinformation respective platforms
- Google and YouTube support for the next Australian federal election
- AEC to share trends in the election information environment with Google and YouTube

Kind regards,

s47F

Microsoft Teams [Need help?](#)

[Join the meeting now](#)

Meeting ID: s47E

Passcode: s47E

For organizers: [Meeting options](#)



This meeting invitation was generated by the AEC Microsoft Teams instance

From: [REDACTED] | **s47F**
Sent: Thursday, 18 July 2024 9:03 AM
To: [REDACTED]
Cc: Defending Democracy Unit; [REDACTED]; **s47F**
Subject: Confirming meeting scheduled for 24 July | AEC & Google [SEC=OFFICIAL]

Good morning [REDACTED],

Thanks for getting back to us. I will send a calendar invite with Teams link shortly.

In terms of agenda for the meeting, we have met with [REDACTED] (and others at Google) before, but I propose we give an abbreviated version of what our role is (as well as the role of the Electoral Integrity Assurance Taskforce) and an environmental update before handing over to you. Let me know if this suits or you would prefer otherwise.

Looking forward to meeting you online next week!

Cheers

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



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From: [REDACTED] >
Sent: Friday, July 12, 2024 2:53 PM
To: Defending Democracy Unit [REDACTED]
Cc: [REDACTED]; **s47F**; [REDACTED]; **s47F**
Subject: Re: Proposed meeting | AEC & Google [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 [REDACTED],

Happy Friday!

Let's lock in 9-10am on Wednesday 24 July.

If you could please send through to [REDACTED] (cc'd) and myself that would be much appreciated.

Cheers,

s47F

s47F

Government Affairs and Public Policy
Google Australia

s47F

s47F

Read the latest [Google](#) and [YouTube](#) reports
See [what's trending](#) in Australia today

On Tue, Jul 9, 2024 at 4:37 PM Defending Democracy Unit s47E [REDACTED] wrote:

Hi s47F,

No worries at all, we understand how busy you and the team have been. Grateful for your help in coordinating the relevant team members and their availabilities.

Are there any time zone considerations that we need to take into account? Unfortunately, not much availability in the last week of July, but we have 9-10am AEST as a possibility on either the 23rd or 24th of July.

Let me know if either of those dates would work for you, as well as any team members you'd like to attend, and we can get a Teams calendar invite sent out to you.

Many thanks,

s47F

s47F [REDACTED] | A/g Assistant Director

Defending Democracy Unit | Electoral Integrity and Media Branch

Australian Electoral Commission

DDU Line: s47F [REDACTED] Direct Line: s47F [REDACTED]

Protected Email: s47F [REDACTED]

From: s47F [REDACTED]
Sent: Tuesday, July 9, 2024 3:46 PM
To: Defending Democracy Unit <s47E [REDACTED]>
Cc: s47F [REDACTED]; s47F [REDACTED]; s47F [REDACTED]
Subject: Re: Proposed meeting | AEC & Google [SEC=OFFICIAL]

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Hi s47F,

I hope you and the team are well.

My sincere apologies for the delay in responding to you. We would welcome the opportunity to continue to work closely and positively with the AEC in relation to election integrity.

Do you have availability towards the end of July?

We will pull together team members who are able to respond to these matters and prepare appropriate briefing materials. If you have anything else you would like us to cover please let me know.

Look forward to working with you.

Cheers,

 s47F

Government Affairs and Public Policy
Google Australia

s47F

s47F

Read the latest [Google](#) and [YouTube](#) reports
See [what's trending](#) in Australia today

On Thu, Jun 13, 2024 at 11:19 AM Defending Democracy Unit <s47E
wrote:

Hi s47F,

I hope you've been well. The Australian Electoral Commission has appreciated the productive engagement we've had with Google in the past, and while the date for the next Australian federal election is yet to be determined by the government, we are keeping a close eye on developments in this 'year of elections' around the world, particularly advancements in generative AI technology.

With that in mind, we are very interested in meeting with representatives from Google's AI team to learn more about the following:

- Any observations and lessons learned from recent elections around the globe and how these experiences are shaping your work on generative AI;
- How Google is responding to electoral integrity risks when it comes to generative AI products like Gemini, with a particular focus on how we can ensure the Australian public has access to timely and accurate information about the electoral process;
- A brief overview of SynthID including how it identifies AI-generated content;
- Discussing pathways for the Elecoral Integrity Assurance Taskforce (EIAT) and the AEC to flag potential issues with you in relation to Australian federal electoral events and AI products like Gemini, and whether this would differ from our existing pathway.

Any assistance you can provide in directing us to the relevant teams to meet with would be much appreciated.

Kind regards,

s47F

s47F | Senior Project Officer

Defending Democracy Unit | Electoral Integrity and Media Branch

Australian Electoral Commission

T:s47F



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Subject:	EIAT meeting with Google/YouTube representatives
Location:	Microsoft Teams Meeting
Start:	Fri 21/02/2025 1:00 PM
End:	Fri 21/02/2025 2:00 PM
Show Time As:	Tentative
Recurrence:	(none)
Meeting Status:	Not yet responded
Organiser:	Defending Democracy Unit
Required Attendees:	Matthew Haigh; s47F
Optional Attendees:	EIAT; s47F s47E s47F s47E s47F s47F s47E

Good morning / afternoon EIAT Taskforce members and Google / YouTube representatives, **s47F**,

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 Google / YouTube representatives, **s47F**, 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
- 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
- Google / YouTube update
 - Any changes in policy settings
 - Confirmation of referral and escalation pathways
- Google / YouTube's own observations from elections globally in 2024 including:
 - Any changes in the online environment, including the use of generative AI

EIAT Taskforce agencies are welcome to request further agenda items they would like raised at this meeting for the EIAT Secretariat to consider and can do so by contacting the Secretariat via email or phone call.

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

Kind Regards,

s47F | Project Officer

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

DDU Line: s47F 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

Microsoft Teams [Need help?](#)

Join the meeting now

Meeting ID: s47E

Passcode: s47E

From: s47F [REDACTED] >
Sent: Wednesday, 24 July 2024 10:09 AM
To: s47F [REDACTED]; Defending Democracy Unit; s47F [REDACTED]; Matthew Haigh; s47F [REDACTED]
Subject: Follow up - Google/AEC Meeting @ Wed, Jul 24, 2024 9:00am – 10:00am
Categories: Online platforms

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 all,

Thank you for your time just now - we are pleased to continue our engagement with the AEC as we prepare for the AU election.

As promised, the following are the links to some of the matters I touched on:

- [YouTube's Community Guidelines](#)
- YouTube Blog post on [our approach to responsible AI innovation](#) and [on AI labelling](#)
- [YouTube's Hit Pause media literacy campaign videos](#)

Please don't hesitate to be in touch if you have any questions.

Cheers,

s47F



s47F [REDACTED]

YouTube Government Affairs and Public Policy -
Australia and New Zealand

s47F [REDACTED]

s47F [REDACTED]

Subject: FW: AEC x YouTube: 2025 Election
Location: AU-SYD-PIR-4-A-Logo (13) [GVC, No External Guests]

Start: Tue 4/02/2025 1:30 PM
End: Tue 4/02/2025 2:00 PM
Show Time As: Tentative

Recurrence: (none)

Meeting Status: Not yet responded

Organiser: s47F

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-----Original Appointment-----

From: s47F >
Sent: Wednesday, 29 January 2025 9:19 AM
To: s47F ; AU-SYD-PIR-4-A-Logo (13) [GVC, No External Guests]; s47F
Cc: s47F
Subject: AEC x YouTube: 2025 Election
When: Tuesday, 4 February 2025 1:30 PM-2:00 PM Australia/Sydney.
Where: AU-SYD-PIR-4-A-Logo (13) [GVC, No External Guests]

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Hi s47F !

[Join with Google Meet](#)

Just popping some time in for us to discuss our proposed plan for our 2025 election campaign to help raise authoritative information on YouTube. Please let me know if this doesn't work, and looking forward to meeting.

[Meeting link](#)

s47E

[Join by phone](#)

s47F

When

[More phone numbers](#)

Tuesday 4 Feb 2025 · 1:30pm – 2pm (Eastern Australia Time - Sydney)

Location

AU-SYD-PIR-4-A-Logo (13) [GVC, No External Guests]

[View map](#)

Guests

s47F [REDACTED] - organiser

s47F [REDACTED]

s47F [REDACTED]

s47F [REDACTED]

s47F [REDACTED]

s47F [REDACTED] - optional

[View all guest info](#)

Reply for s47F [REDACTED]

Invitation from [Google Calendar](#)

You are receiving this email because you are an attendee of the event.

Forwarding this invitation could allow any recipient to send a response to the organiser, be added to the guest list, invite others regardless of their own invitation status or modify your RSVP. [Learn more](#)

Subject: FW: Google/YouTube meeting with AEC [SEC=OFFICIAL]
Location: Microsoft Teams Meeting

Start: Wed 23/10/2024 1:00 PM
End: Wed 23/10/2024 2:00 PM
Show Time As: Tentative

Recurrence: (none)

Meeting Status: Not yet responded

Organiser: Defending Democracy Unit

-----Original Appointment-----

From: Defending Democracy Unit
Sent: Thursday, 3 October 2024 2:15 PM
To: Defending Democracy Unit; **s47F** [REDACTED]; Matthew Haigh; **s47F** [REDACTED]
Cc: **s47F** [REDACTED]
Subject: Google/YouTube meeting with AEC [SEC=OFFICIAL]
When: Wednesday, 23 October 2024 1:00 PM-2:00 PM (UTC+10:00) Canberra, Melbourne, Sydney.
Where: Microsoft Teams Meeting

Hi **s47F**

Thanks for your help in finding a time for this meeting. As a guide, we are seeking to cover the following:

1. The AEC will provide an update on Australia's electoral integrity environment and the work of the Electoral Integrity Assurance Taskforce (EIAT)
2. An update from Google and YouTube about observations and lessons learned from recent elections around the globe and how these experiences are shaping your work (especially as the US election draws nearer)
3. Discussion about how Google and YouTube are responding to electoral integrity risks, with a particular focus on how we can prevent the harassment and intimidation of electoral workers- particularly where this is posted online
4. Discussion of the FE24/25 version of the Online Platform Scenarios, which, although similar to the Referendum scenarios, has had some updates
5. Any other updates Google/YouTube would like to cover, e.g. developments in genAI

Please let me know if you would like to discuss or clarify any of this prior to the meeting- I'd be very happy to do so.

Cheers,

s47F

Microsoft Teams [Need help?](#)

Join the meeting now

Meeting ID: **s47E**

Passcode: **s47E**

For organizers: [Meeting options](#)



This meeting invitation was generated by the AEC Microsoft Teams instance

From: s47F >
Sent: Tuesday, 25 February 2025 10:43 AM
To: s47F
Cc: s47F
Subject: Re: Google & YouTube x AEC: Federal Election [SEC=OFFICIAL]

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-non-Marketing Googlers

Hi s47F,

Thanks so much for sharing this! Our strong preference would be for videos that fit the YT format - so either longform or Shorts but ideally not square - as well as content made specifically for the upcoming election in 2025.

Will check in with you closer to the date to finalise the list.

Thanks again!

s47F

s47F

Associate Product Marketing Manager
YouTube, AUNZ

On Fri, Feb 14, 2025 at 3:47 PM s47F | s47F wrote:

Hi both,

Sounds great! Here is the link as well to the new YouTube playlist. We will be adding a few more videos shortly but will keep in mind the advice that the videos must be loaded into the playlist at least 7 days prior to launch.

s47E

Cheers,

s47F

s47F | Digital and Social Media Manager

Media and Digital Engagement

Australian Electoral Commission

T: s47F X: s47F

From:**s47F** >

Sent: Friday, 14 February 2025 3:35 PM

To:**s47F** >

Cc:**s47F**

[REDACTED]

Subject: Re: Google & YouTube x AEC: Federal 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 **s47F**,

Happy Friday! **s47E**

[REDACTED] Once the election date is announced, we will adjust the HPP launch dates accordingly and update this thread.

Thank you,

s47F

On Fri, Feb 14, 2025 at 2:59 PM **s47F** > wrote:

Hi **s47F**,

Thanks so much for your feedback! Please see my notes below.

Plan on a Page

- Updated

Promo 1: How to Vote

- Updated with amended creative

Promo 2: AEC Playlist

- Updated with amended creative

Promo 3: Where to Vote

- Updated with amended creative

Promo 5: Results

- Updated

HPP

- Will leave for **s47F** [REDACTED] or **s47F** [REDACTED] to respond in time

Really appreciate your attention to detail and thanks for taking the time to review! Please note that all the creative in the deck is just for presentation only, and the on-platform promotions will be built out by our internal teams within our systems in the coming weeks with numerous rounds of checks, meaning each promo will be consistent across format with the creative as it stands now.

Let me know if you have any questions, and it would be great to touch base next week in our other chain if you have any further thoughts about the custom playlist for Promo 2.

Thanks again and hope you have a lovely weekend.

Regards,

s47F [REDACTED]



s47F [REDACTED]

Associate Product Marketing Manager

On Thu, Feb 13, 2025 at 2:27 PM **s47F** > wrote:

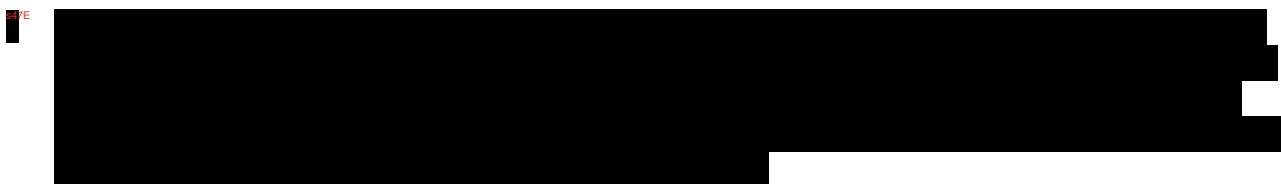
Hi **s47F**,

Thanks for sending this through. We have a few comments below! Happy to discuss any of them further.

Plan on a page:

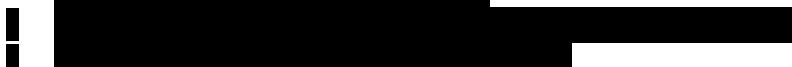
- **s47E**

Promo1: Statement banner. How to vote



Promo 2: AEC playlist

- **s47E**



Promo 3: Where to vote

- **s47E**



Promo 5: Results

- **s47E**

HPP: Enrolment reminder

- s47E

Cheers,

s47F

s47F | Digital and Social Media Manager

Media and Digital Engagement

Australian Electoral Commission

T: s47F



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From: s47F >
Sent: Wednesday, 12 February 2025 3:23 PM
To: s47F >
Cc: s47F

Subject: Re: Google & YouTube x AEC: Federal Election [SEC=OFFICIAL]

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Hi AEC team,

Hope you're having a great week so far.

Just confirming on the YouTube side, we've managed to update the creative and CTA links as requested in the feedback and [the deck](#) is updated to reflect those changes.

s47E

Next Steps

- [this week] YouTube to seek internal Global approvals for campaign creative and CTAs
- [when available] AEC to confirm contents of bespoke custom playlist for Promo 2 (I've connected with s47F separately on this)
- [when available] Google to confirm new Doodle design

Please let us know if you have any further questions at this stage!

Regards,

s47F



s47F

Associate Product Marketing Manager

YouTube, AUNZ

On Mon, Feb 10, 2025 at 1:57 PM s47F > wrote:

Hi s47F ,

Thank you for explaining! That's perfect, thank you.

Best,

s47F

On Mon, Feb 10, 2025 at 11:17 AM [REDACTED] > wrote:

Morning [REDACTED],

I did thank you, I hope you did as well! Apologies I should have explained that further. [REDACTED]

Please let me know if you have any further questions.

Cheers,

[REDACTED]
[REDACTED]

[REDACTED] | Digital and Social Media Manager

Media and Digital Engagement

Australian Electoral Commission

T: [REDACTED] [REDACTED]



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From: [REDACTED]

Sent: Monday, 10 February 2025 11:00 AM

To: [REDACTED] >

Cc: [REDACTED]

Subject: Re: Google & YouTube x AEC: Federal Election [SEC=OFFICIAL]

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H [REDACTED]

Hope you had a great weekend!

s47E

Thanks,

s47F

On Fri, Feb 7, 2025 at 4:05 PM s47F > wrote:

Hi s47F,

Sounds good, thank you!

To save others on the thread - will kick things off with you separately to discuss the playlist.

s47F



s47F

Associate Product Marketing Manager

YouTube, AUNZ

On Fri, Feb 7, 2025 at 3:22 PM s47F > wrote:

Hey s47F,

No worries – completely understand that. Would be a nice thing to happen but not a roadblock in my eyes if unachievable.

Great – very happy to create a bespoke playlist. Is there a deadline you would ideally like this by? If you have any thoughts or preferences of what should be included in the playlist please let us know. Otherwise, we'll just go with what we think is best.

Cheers,

s47F

s47F [REDACTED] | Digital and Social Media Manager

Media and Digital Engagement

Australian Electoral Commission

T: s47F [REDACTED]



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From: s47F [REDACTED] >

Sent: Friday, 7 February 2025 2:47 PM

To: s47F [REDACTED]

Cc: s47F [REDACTED]

Subject: Re: Google & YouTube x AEC: Federal 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 s47F [REDACTED],

Thanks so much for getting this back over to us - really appreciate it.

s47E

For the playlist, we're happy to lean on your preference for whichever content you're most wanting to surface with voters s47F mentioned that he'd be interested in creating a bespoke playlist as current playlists are very broad and include more specialised content such as s47E s47E). My recommendation would be to collate a bespoke playlist of either your most widely relevant or best performing videos., and I'm more than happy to work with you on curating this!

Let me know what you think and thanks again for your collaboration on this!

s47F

Regards,

s47F



s47F

Associate Product Marketing Manager

YouTube, AUNZ

On Fri, Feb 7, 2025 at 2:14 PM s47F > wrote:

Hey s47F ,

Thank you for sharing those resources and your time earlier this week.

Please see the below our feedback as mentioned in the meeting and following a review of the assets:

Cheers,

s47F

s47E

S47E

s47F | Digital and Social Media Manager

Media and Digital Engagement

Australian Electoral Commission

T: s47F



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From: s47F >

Sent: Thursday, 6 February 2025 4:53 PM

To: s47F >

Cc: s47F >

Subject: RE: Google & YouTube x AEC: Federal Election [SEC=OFFICIAL]

G'day s47F

Will come back to you tomorrow on it.

Cheers

s47F

s47F | Director

Media & Digital Engagement

Australian Electoral Commission

T: s47F X: s47F M: s47F



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From: s47F >

Sent: Thursday, 6 February 2025 4:51 PM

To: s47F >

Cc: s47F >

s47F

Subject: Re: Google & YouTube x AEC: Federal Election

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s47F

Hi AEC team,

Hope you're all well and having a great week. Just wanted to follow up on feedback/approvals for our Elections promotions that we spoke about on Tuesday across our Google/YouTube platforms.

On the YouTube side, we're hoping to feed back to our creative agency as soon as possible in order to keep to some internal timelines, so just checking in to see if there's any additional feedback you have?

Please see the approvals slide [here](#) on which you can note your approvals and any further feedback.

Thanks again for working with us on this!

Regards,

s47F



s47F

Associate Product Marketing Manager

On Tue, Feb 4, 2025 at 4:41 PM s47F > wrote:

Hi s47F and team,

Thanks so much for your time on the call today and lovely to meet you.

Sharing [here](#) the deck we ran you through for your review and feedback. It would be fantastic to get any additional amendments for the creative that you didn't share on the call **as soon as possible** so we can amend with our agency. Feel free to comment directly into the deck (others off-thread will have to request edit access) or respond via email.

Also sharing [here](#) the link to our 'Hit Pause' playlist that s47F noted is similar to your 'Stop and Consider' campaign - for further discussion.

Finally, just reiterating that all copy/creative is subject to final internal approvals, and is presented only as a reference in this deck.

Next Steps

- AEC to provide feedback/sign-off on creative ASAP
- AEC to clarify CTA links on all posts
- AEC to confirm content recommendation for Promo 2 video shelf

If you have any questions, please feel free to reach out. Really looking forward to working with you on this!

Regards,

s47F



s47F

Associate Product Marketing Manager

YouTube, AUNZ

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s47F

Product Marketing Manager (Brand & Reputation) **DISCLAIMER:**

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s47F

Product Marketing Manager (Brand & Reputation) **DISCLAIMER:**

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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: s47F
Sent: Monday, 3 March 2025 10:20 AM
To: s47F
Cc: Defending Democracy Unit; s47F; Social Media
Subject: Re: FOR INFO: YouTube video reported yesterday - claims a digital ID will be required for FE25 [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,

Thanks again for bringing this video to our attention. I can confirm that the channel has now been terminated and as a result, the video is no longer available.

Cheers,



s47F
YouTube Government Affairs and Public Policy -
Australia and New Zealand

s47F
s47F

On Fri, Feb 28, 2025 at 9:55 AM s47F > wrote:

Hi s47F,

Thanks for bringing this to my attention. I will refer to our internal teams now for their review.

Cheers,



s47F
YouTube Government Affairs and Public Policy -
Australia and New Zealand

s47F
s47F

On Fri, Feb 28, 2025 at 8:36 AM s47F wrote:

Good morning s47F,

Bringing to your attention a video with 75k+ views that our Social Media Team reported yesterday:

<https://www.youtube.com/watch?v=xcrxUCoiPIU>

From 5:18 it claims that there will be digital ID requirements for FE25, which is incorrect. Our team referred this under 'misinformation' as follows:

The video's claim that "digital identity verification for voting" has been introduced for the 2025 federal election is false. ID is not required when voting in Australian federal elections, and there have been no recent changes in this area.

The erroneous claim presents the following risks:

- *Disenfranchising Australian voters who view the video and believe they won't be able to vote due to not having a digital ID. (Or that they may not be able to vote if they haven't linked a digital ID to their enrolment).*
- *Damaging the perceived integrity of Australian federal elections due to the implication voter privacy may be compromised.*

As of this morning it's still up/unlabelled/unmoderated but it was only referred yesterday afternoon.

The election hasn't been called yet, but the social media team are already feeling it!

Also , thanks for the link you shared after our meeting earlier this week. That page is helpful – I think we believed it was more complicated than it was.

Kind regards,

s47F [REDACTED] | Assistant Director

Defending Democracy Unit | Electoral Integrity and Media Branch

Australian Electoral Commission

Phone: s47F [REDACTED] | DDU Group Line: s47E [REDACTED] | Protected email:
s47F [REDACTED]

s47F [REDACTED]

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From: s47F
Sent: Wednesday, 26 February 2025 1:03 PM
To: s47F | Defending Democracy Unit
Cc: s47F
Subject: FW: Letter to Acting Commissioner [SEC=OFFICIAL]
Attachments: AEC Letter - February 2025.pdf

s47F | Director
Defending Democracy Unit | Electoral Integrity and Media Branch
Australian Electoral Commission
T: s47F X: s47F M: s47F

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From: Jeff Pope s47F
Sent: Wednesday, 26 February 2025 1:01 PM
To: Michael Lynch s47F ; Matthew Haigh s47F ; s47F
Cc: Kath Gleeson s47F
Subject: FW: Letter to Acting Commissioner [SEC=OFFICIAL]

Google's response to our letter re AI – for your awareness.

JP

Jeff Pope APM
Acting Electoral Commissioner

Australian Electoral Commission

T: s47F

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and expand your network.

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Australian Electoral Commission

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From: s47F >
Sent: Wednesday, 26 February 2025 11:00 AM
To: Jeff Pope s47F

Cc: **s47F**

Subject: FW: Letter to Acting Commissioner [SEC=OFFICIAL]

Hi Jeff,

Please see the attached response from Google.

I have acknowledged receiving.

s47F

s47F | Personal Assistant to the Commissioner

Executive Leadership Team

Australian Electoral Commission

T: **s47F** X: **s47F** M: **s47F**

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From: **s47F** >

Sent: Wednesday, 26 February 2025 10:50 AM

To: **s47F** >

Cc: **s47F** >

Subject: Letter to Acting Commissioner

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.

Dear **s47F**,

Please find attached a letter in response to the Acting Commissioner's letter. We would be more than happy to discuss this further in our regular meetings and engagements with the AEC.

We look forward to continuing our productive engagements with the AEC in the lead up to the Federal election.

Regards,

s47F



s47F

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Google Australia

s47F

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Jeff Pope APM
Acting Electoral Commissioner
Australian Electoral Commission
10-12 Mort Street
Canberra ACT 2600

Dear Acting Commissioner

Thank you for your letter of December 17, 2024 regarding Google's commitment to the Tech Accord to Combat Deceptive Use of AI in 2024 Elections and its relevance to Australia's upcoming federal election. We appreciate the Australian Electoral Commission's (AEC) ongoing collaboration with online platforms and share your commitment to maintaining public trust in Australia's democratic processes. Google recognises the potential risks AI poses to electoral integrity and welcomes the opportunity to provide an update on our efforts to address these challenges.

Google has long been dedicated to supporting democratic processes by:

- Surfacing high-quality information to voters
- Safeguarding our platforms from abuse, and
- Equipping campaigns with best-in-class security tools and training.

These three pillars are fundamental to maintaining public trust in elections and include our platforms and services providing the following:

- Google promotes information on how to vote on Google Search's landing page to increase voter awareness and democratic participation.
- YouTube prominently surfaces content from authoritative sources on the homepage, in search results, and the "Up Next" panel for election news and information.
- Google monitors and tackles coordinated influence operations through the Google Threat Intelligence group, which includes intelligence and threat response across Google's Threat Analysis Group, Cloud Security and Mandiant teams.
- For over a decade, Google has leveraged machine learning classifiers and AI to identify and remove content that violates policies regarding manipulated media, hate and harassment, incitement to violence, and demonstrably false claims that could undermine democratic processes.
- Google offers free security services like the Advanced Protection Program and Project Shield to high-risk users such as campaigners and journalists to ensure they have additional account security protections in place.

Addressing AI-Related Misinformation

We understand the AEC's concerns regarding the use of AI to spread election-related misinformation and disinformation, including deepfakes and coordinated inauthentic behaviour. Google has implemented several measures to mitigate these risks across our products and services:

- **AI and Generative AI policies:** Google has policies that address misinformation and disinformation in the context of AI. For example, YouTube's misinformation policies prohibit technically manipulated content that misleads users and could pose a serious risk of egregious harm.

- **Ads disclosures:** Google requires advertisers to disclose when their election ads include synthetic content that inauthentically depicts real or realistic-looking people or events. This policy applies to image, video, and audio content. Google's ads policies already prohibit the use of manipulated media to mislead people, such as deep fakes or doctored content.
- **Content labels on YouTube:** YouTube requires creators to disclose when they've created realistic altered or synthetic content and displays a label indicating that the content is synthetic. For election-related content, YouTube displays a prominent label on the video player for added transparency.
- **Responsible approach to Generative AI products:** Google has prioritised testing across safety risks, including misinformation, for Generative AI products like Gemini. Google has restricted the types of election-related queries for which Gemini will return responses.
- **Watermarking:** Google attaches invisible watermarks to imagery generated by Google's models using SynthID, a watermarking technology developed by Google DeepMind.
- **Providing users with additional context:** "About this image" in Search helps people assess the credibility and context of images found online. The double-check feature in Gemini enables people to evaluate whether there's content across the web to substantiate a Gemini response.

Progress Against the Tech Accord Commitments

Google was among the original signatories of the Tech Accord to Combat Deceptive Use of AI in 2024 Elections. In line with our commitments, we have taken steps across our products to reduce the risks that deceptive AI election content may pose to the integrity of electoral processes. These steps include:

- Developing Model Cards to promote transparency and a shared understanding of AI models
- Addressing harmful content through Google's AI Prohibited Use Policy
- Proactively testing systems using AI-Assisted Red Teaming
- Restricting responses for election-related queries across many Generative AI consumer apps and experiences
- Expanding the SynthID watermarking toolkit to more Generative AI tools and more forms of media
- Requiring election advertisers to prominently disclose when their ads include realistic synthetic content
- Adding Google-generated disclosures for some YouTube Election Ads formats, and
- Actively exploring ways to incorporate Content Credentials into our own products and services, including Ads, Search, and YouTube, as a Steering Committee member of the C2PA Coalition and Standard.

Collaboration and Transparency

Google is committed to transparency and collaboration with industry, government, and civil society. We actively share our learnings and expertise with researchers and others in the industry. We engage and collaborate with organisations such as the Partnership on AI, ML Commons, and the Frontier Model Forum. We also support the Global Fact Check Fund and numerous civil society, research, and media literacy efforts.

Looking Ahead

Google's efforts around elections are not limited to a specific timeframe or region. We will continue to support and protect elections around the world and in Australia by:

- Surfacing high-quality information to voters
- Safeguarding our platforms from abuse
- Equipping campaigns with best-in-class security tools and training
- Applying new learnings to improve our protections for harmful content and create trustworthy experiences
- Leveraging machine learning classifiers and AI to identify and remove content that violates our policies, and
- Taking a principled and responsible approach to introducing generative AI products.

We are dedicated to working with the AEC to address the challenges posed by AI and uphold the Australian public's trust in democratic processes and institutions. We value our ongoing relationship and have welcomed the frequent and ongoing engagement with members of the AEC from the Defending Democracy Unit and beyond. We will continue to work closely with the AEC to ensure these efforts are understood and that appropriate pathways for escalation and engagement are in place ahead of the upcoming Federal Election.

We look forward to continuing our collaboration.

Sincerely,



Government Affairs and Public Policy

Government Affairs and Public Policy

s22

From: [REDACTED] | **Sent:** Monday, 9 December 2024 10:36 AM
To: [REDACTED] | **Cc:** [REDACTED]
Subject: RE: Action items from October meeting, including proposed dates for December meeting [SEC=OFFICIAL]

Hi [REDACTED],

Thanks for your reply. I'll send a calendar invite shortly to lock in next Monday, 16 December 10am to 11am.

[REDACTED] - will this include the information session about Google, or should we arrange a time for that early next year?

Happy to discuss if needed.

Cheers,

[REDACTED] | Assistant Director
Defending Democracy Unit | Electoral Integrity and Media Branch
Australian Electoral Commission
Phone: [REDACTED] | DDU Group Line: [REDACTED] | Protected email: [REDACTED]
[REDACTED]



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From: [REDACTED] | **Sent:** Friday, 6 December 2024 10:52 AM
To: [REDACTED] | **Cc:** [REDACTED]
Subject: Re: Action items from October meeting, including proposed dates for December meeting [SEC=OFFICIAL]

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Hi [REDACTED],

Thank you so much for following up on your email and our apologies for the delayed response in getting back to you. You're spot on in that the decks have been very full over the last few weeks with the legislative and reform agenda.

We would be delighted to connect before the break. Perhaps we try for 16, 17 or 18. Are those times still workable from your end?

Cheers,

[REDACTED]



s47F

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Google Australia

s47F

s47F

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On Thu, 5 Dec 2024 at 11:55 am, s47F [REDACTED] wrote:

Hi s47F [REDACTED],

I realise the two of you would have been exceptionally busy over the last couple of weeks! Just bringing this back to the top of your inbox.

If the below times aren't workable due to your current workload, just let me know and I'd be happy to offer up some times in January.

Cheers,

s47F [REDACTED] | Assistant Director

Defending Democracy Unit | Electoral Integrity and Media Branch

Australian Electoral Commission

Phone: s47F [REDACTED] | DDU Group Line: s47E [REDACTED] | Protected email:
s47F [REDACTED]

s47F [REDACTED]



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From: s47F [REDACTED]
Sent: Thursday, 21 November 2024 3:52 PM
To: s47F [REDACTED]
Cc: Defending Democracy Unit <s47E [REDACTED]>; s47F [REDACTED]

s47F

Subject: Action items from October meeting, including proposed dates for December meeting

Good afternoon **s47F** [REDACTED],

I hope this email finds you both well and you're both on track for a relaxing Christmas break. I thought it would be good to follow up on a few action items from our last meeting before December arrives, as follows.

Information session

- **s47F** - at our last meeting you kindly offered to set up an information quality session to outline how Google search worked, including an element on searches in Gemini. We would like to take you up on that offer.
 - Please let me know what time frames/notice you need to set this up and I would be happy to set up some meeting invites
 - If we work a couple of weeks in advance, most of our working level attendees will be free to attend

Gemini's incorrect answer about enrolling to vote

- **s47F** - on 23 October we flagged that Gemini was producing an incorrect answer to the question "*Can I be enrolled to vote if I haven't completed and enrolment form?*". It appears that Gemini now declines to respond this prompt, instead providing the scripted answer in relation to not being able to help with elections. I'm not sure if this is based on action you have taken in the background, if so, thanks and noted!
- For a gold star from us it would be great if Gemini provided a link to the AEC's website when Australian users submit queries about elections, although there is some nuance to this given we have state electoral management bodies to consider too. We also understand these things are not always as easy as they sound. Happy to discuss at our next meeting if this is something you think could be pursued.

Next meeting - December 2024

- At our last meeting on 23 October, it was agreed it would be useful to set up a post US election meeting before we all break for Christmas. Available times in December include:
 - Monday, 16 December 9.30am to 11.00am
 - Monday, 16 December 1pm to 2pm

- | | |
|--------------------------|-------------------|
| ○ Tuesday, 17 December | 1pm to 2pm |
| ○ Wednesday, 18 December | 9.30am to 10.30am |
| ○ Wednesday, 18 December | 1pm to 2pm |
| ○ Friday, 20 December | 9.30am to 12pm |
| ○ Friday, 20 December | 1pm to 2pm |

No problem if this is not a good week in the lead up to Christmas, just give me a steer on a better week and I'll consult calendars accordingly.

- We will send out an agenda prior the next meeting but note the following from our last meeting.
 - **s47F** offered to brief on Google's approach to AI in elections after gaining insight from the US presidential election on 5 November
 - **s47F** offered to provide more information about how content provenance works on content uploaded to YouTube at next meeting
 - Google and YouTube to provide information and insights into Sovereign Citizen promotion of misinformation/disinformation respective platforms
 - Google and YouTube support for the next Australian federal election
 - AEC to share trends in the election information environment with Google and YouTube

Lastly, no doubt you are already aware of the [Electoral Legislation Amendment \(Electoral Reform\) Bill 2024](#) currently being considered. In case you are not already aware, there is a proposed amendment to section 348 (Control of behaviour at polling booths etc.) of the Commonwealth Electoral Act 1918 that provides:

(1A) A person commits an offence if:

- (a) the person makes an audio or video recording in premises to which this section applies; and
- (b) the recording is made without the permission of the person in charge of the premises; and
- (c) the making of the recording constitutes a contravention of paragraph 348(1)(a); and
- (d) the person:
 - (i) publishes the whole or a part of the recording; or
 - (ii) causes to be published the whole or a part of the recording.

Penalty: 5 penalty units.

Essentially, it will be an offence to get your phone out and video or audio record in a polling place or counting centre and post it online without the permission of the officer in charge. Some of the content posted online that the AEC was concerned about during past events would be covered by this if/when it enacted. Flagging now ahead of our next meeting for discussion.

Apologies for the lengthy email. Please let me know if you would like to discuss or receive further information.

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



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From: **s47F**
Sent: Friday, 12 July 2024 2:53 PM
To: Defending Democracy Unit
Cc: **s47F**
Subject: Re: Proposed meeting | AEC & Google [SEC=OFFICIAL]

Categories: Online platforms

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Hi **s47F**,

Happy Friday!

Let's lock in 9-10am on Wednesday 24 July.

If you could please send through to **s47F** (cc'd) and myself that would be much appreciated.

Cheers,

s47F

 **s47F**

Government Affairs and Public Policy
Google Australia

s47F

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On Tue, Jul 9, 2024 at 4:37 PM Defending Democracy Unit **s47E** wrote:

Hi **s47F**,

No worries at all, we understand how busy you and the team have been. Grateful for your help in coordinating the relevant team members and their availabilities.

Are there any time zone considerations that we need to take into account? Unfortunately, not much availability in the last week of July, but we have 9-10am AEST as a possibility on either the 23rd or 24th of July.

Let me know if either of those dates would work for you, as well as any team members you'd like to attend, and we can get a Teams calendar invite sent out to you.

Many thanks,

s47F

s47F (she/her) | A/g Assistant Director

Australian Electoral Commission

DDU Line: [s47E](#) | Direct Line: [s47F](#)

Protected Email: [s47F](#)



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From: [s47F](#)

Sent: Tuesday, July 9, 2024 3:46 PM

To: Defending Democracy Unit <[s47E](#)>

Cc: [s47F](#)

Subject: Re: Proposed meeting | AEC & Google [SEC=OFFICIAL]

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Hi [s47F](#),

I hope you and the team are well.

My sincere apologies for the delay in responding to you. We would welcome the opportunity to continue to work closely and positively with the AEC in relation to election integrity.

Do you have availability towards the end of July?

We will pull together team members who are able to respond to these matters and prepare appropriate briefing materials. If you have anything else you would like us to cover please let me know.

Look forward to working with you.

Cheers,

[s47F](#)



[s47F](#)

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[s47F](#)

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On Thu, Jun 13, 2024 at 11:19 AM Defending Democracy Unit <[s47E](#)> wrote:

Hi [s47F](#),

I hope you've been well. The Australian Electoral Commission has appreciated the productive engagement we've had with Google in the past, and while the date for the next Australian federal election is yet to be determined by the government, we are keeping a close eye on developments in this 'year of elections' around the world, particularly advancements in generative AI technology.

With that in mind, we are very interested in meeting with representatives from Google's AI team to learn more about the following:

- Any observations and lessons learned from recent elections around the globe and how these experiences are shaping your work on generative AI;
- How Google is responding to electoral integrity risks when it comes to generative AI products like Gemini, with a particular focus on how we can ensure the Australian public has access to timely and accurate information about the electoral process;
- A brief overview of SynthID including how it identifies AI-generated content;
- Discussing pathways for the Electoral Integrity Assurance Taskforce (EIAT) and the AEC to flag potential issues with you in relation to Australian federal electoral events and AI products like Gemini, and whether this would differ from our existing pathway.

Any assistance you can provide in directing us to the relevant teams to meet with would be much appreciated.

Kind regards,

s47F

s47F | Senior Project Officer

Defending Democracy Unit | Electoral Integrity and Media Branch

Australian Electoral Commission

T: **s47F**



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From: s47F
Sent: Friday, 17 January 2025 11:03 AM
To: EIAT
Cc: s47F; Defending Democracy Unit; s47F
Subject: Re: Request for meeting with EIAT representatives [SEC=OFFICIAL]
Categories: s47F

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 reaching out to s47F and myself in relation to preparation for the upcoming Federal Election.

We would be pleased to meet with the EIAT team and welcome the opportunity to continue our engagement with the DDU and AEC more broadly.

The time provided works for us and we would be happy to work from the agenda as provided by you in your email.

Look forward to speaking with you soon and feel free to reach out with anything further.

Cheers,



s47F

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s47F

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On Thu, Jan 16, 2025 at 4:58 PM EIAT <s47E> wrote:

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.

21th 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
- Google / YouTube update
 - Any changes in policy settings
 - Confirmation of referral and escalation pathways
- Google / YouTube'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 Google / YouTube 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

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From: [REDACTED] s47F
Sent: Wednesday, 18 September 2024 10:45 AM
To: Defending Democracy Unit
Cc: [REDACTED] s47F
Subject: Re: Request for October meeting with AEC Defending Democracy Unit
[SEC=OFFICIAL]

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Not a problem!

Are there any times after 9am? With the kids it can be a bit challenging to make at 8am work.

Cheers,

[REDACTED] s47F



[REDACTED] s47F

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[REDACTED] s47F

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On Wed, 18 Sep 2024 at 10:19 AM, Defending Democracy Unit [REDACTED] s47E wrote:

Hi [REDACTED] s47F

My absolute sincerest apologies, I thought I had replied to your email about timings. Unfortunately, we ended up having another meeting in that timeslot, but we are still very keen to catch up.

Please let me know if any of the following times suit:

- Monday, 30 September 8am to 9am
- Tuesday, 1 October 8am to 9am
- Thursday, 3 October 8am to 9am
- Friday, 4 October 8am to 9am

Thanks for being kind enough to follow up and looking forward to hearing from you.

Cheers,

[REDACTED] s47F | Assistant Director

Defending Democracy Unit | Electoral Integrity and Media Branch

s47F



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From: **s47F**

Sent: Tuesday, September 17, 2024 9:31 PM

To: Defending Democracy Unit **s47E**

Cc: **s47F** Matthew Haigh **s47F**

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

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Hi **s47F**

Just wanted to check in on this? Let us know when would work for us to meet again.

Cheers,

s47F



s47F

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Google Australia

s47F

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On Mon, Sep 9, 2024 at 1:54 PM **s47F** wrote:

Hi **s47F**

Thank you for contacting us and we would welcome the opportunity to meet again to discuss these matters with you.

Could we please lock in Wednesday 18 September from 9-10am?

Let us know if you need anything further from **s47F** or I in the meantime.

Cheers,

s47F



s47F

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On Mon, Sep 9, 2024 at 8:53 AM Defending Democracy Unit s47F wrote:

Good morning s47F and 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 Google/YouTube about your observations and lessons learned from recent elections around the globe and how these experiences are shaping your work
- how Google/YouTube 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 Google/YouTube 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



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From: s47F
Sent: Tuesday, 4 February 2025 9:40 AM
To: s47F ; EIAT
Cc: s47F Matthew Haigh; s47F ; Defending Democracy Unit
Subject: RE: Rescheduling request [SEC=OFFICIAL]

Categories: s47F

Good morning s47F

Thank you for getting back to us so quickly!

I will update the calendar invite now.

I hope you have a great 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

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From: s47F
[REDACTED] 2025 9:35 AM
To: EIAT
Cc: s47F Matthew Haigh ; s47F ; Defending Democracy Unit
Subject: Re: Rescheduling request [SEC=OFFICIAL]

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Thanks for reaching out and hope you've been well!

Not a problem from our end.

Look forward to meeting on the 26th of Feb.

Cheers,

s47F



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On Tue, Feb 4, 2025 at 9:32 AM EIAT **s47E** wrote:

Hi **s47F** and **s47F**

I hope you are having a great start to your year!

Unfortunately, we have to reschedule our Electoral Integrity Assurance Taskforce (EIAT) meeting, currently scheduled for the 21st of February at 1:00pm – 2:00pm AEDT.

Are you both available to meet on 26th February at 1:00pm – 2:00pm AEDT instead?

Thank you for your understanding and assistance. Looking forward to meeting.

Kind Regards,

s47F | Project Officer

Defending Democracy Unit | Electoral Integrity and Media Branch

Australian Electoral Commission

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

Email: **s47F**

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