

Case Study

Federal Election media campaign

The federal election is one of Australia's largest logistical events. True North was proud to support the 2019 election through providing media expertise.

Project

As soon as a federal election is called, Australian Electoral Commission staff hit the ground running, and the media swiftly follow. True North was engaged through Horizon Communication Group to provide media services to the AEC Northern Territory office for the duration of the election campaign.

Delivering a federal election, particularly in the Territory, is a complex task that requires significant coordination to ensure all voters in our regional hubs and remote communities have a chance to vote. True North briefed local media before the election to establish our role as the main point of contact and we responded to the daily media requests so the AEC team could focus their time on delivering the election.

We worked to proactively promote the work of the AEC as well as key milestones of the election campaign through setting up regular radio interviews and producing targeted media releases. The AEC NT office's remote area mobile polling (RAMP) program delivers voter services to more than 200 remote communities across the Territory and covers 35 000 kilometres by 4WD, plane, helicopter and boat over the two weeks the program is delivered.

To highlight the importance of RAMP, the Australian Electoral Commissioner Tom Rogers flew to the Top End to visit the community of Nauiyu, along with the Australian Electoral Officer for the Northern Territory Geoff Bloom. True North organised the trip which included inviting media to attend to showcase the immense effort that goes into making sure all Territorians have an opportunity to have their say.

Challenges

The election period is a busy time for AEC staff whose main focus is planning for and delivering an election to more than 138 000 Territorians on the electoral roll. To ensure media requests were dealt with promptly, we compiled written responses for approval by the AEC and negotiated interview times that worked in with staff schedules.

One element of a good news story is how it appeals to the local audience. Media like to hear from someone who is based where their audience is. This meant we had to tailor our approach to suit media throughout the Territory. We pitched stories locally in Darwin and drew on our Alice Springs office to identify talent based in Central Australia.



Outcome

True North achieved local, interstate, national and international coverage as a result of its media support and activities during the election period.

True North set up 56 individual interviews with AEC spokespeople including live radio crosses, live in-studio interviews, pre-recorded and live telephone interviews. We also facilitated a number of interviews with local television networks and print publications based in Darwin and Central Australia.

Our proactive efforts generated two front page stories and included 25 stories on early voting, 24 on remote polling, nine on information about the vote count and 16 stories covered voter turnout on polling day and places to vote.



True North
strategic communication

p 08 8981 6445
e admin@truenorthcomm.com.au
www.truenorthcomm.com.au

big thinking . building relationships . storytelling

