



Australian Broadcasting Corporation
2025 Federal Election
Report of the Chairman,
Election Coverage Review Committee

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1. Role of Election Coverage Review Committee

The Election Coverage Review Committee (ECRC) is convened for each federal, state and territory election. The committee monitors coverage and complaints week-by-week to ensure compliance with the requirements of the *Australian Broadcasting Corporation Act 1983* (“ABC Act”) and the ABC Editorial Policies, particularly impartiality. The ECRC also administers the ABC Board’s allocations of free broadcast time on radio and television for eligible political parties.

Editorial Director Gavin Fang was the ECRC Chair for the 2025 Federal Election. The ECRC comprised experienced ABC personnel from the main content-producing teams, as well as staff with expertise in communications, audience research and complaints handling.

2. Campaign period

The writs for the 2025 election were issued on 31 March 2025. Early voting opened on 22 April, and the election period ended with the close of polling on election day, 3 May 2025. The ALP campaign launch was held on 13 April in Perth, the Liberal launch took place on the same day in Sydney. There were four televised debates on Sky, ABC, Nine and Seven. All were extensively covered across ABC platforms. The campaign was dominated by several themes: cost of living pressures, the economy including US tariffs, housing, health and Medicare, energy (in particular the pathway to net zero, renewables and nuclear), public sector jobs and work from home, and foreign affairs. The death of Pope Francis and Anzac Day commemorations briefly slowed campaigning during the fourth week. Indigenous Affairs was prominent in the final week of the campaign with Anthony Albanese questioned over the future of the Uluru statement and Peter Dutton saying, ‘Welcome to Country’ ceremonies should not take place at Anzac Day dawn services.

3. Share-of-voice data

iSentia provided share-of-voice data for selected election coverage on the major ABC platforms of the candidates and party officials. The share-of-voice count began once the writs were issued and continued until polling day.

Share-of-voice data from each week’s election coverage was examined at weekly ECRC meetings. Relevant issues considered when reviewing the data included:

- The announcement and discussion about US tariffs dominated the latter part of the first week of the campaign and naturally focused on the responses of Mr Albanese and Mr Dutton as the ‘alternative Prime Ministers’.
- A focus on new Coalition announcements particularly on energy and working from home that occurred during the campaign period.

- The continuing and growing presence of a diverse range of independents
- The concentration of Greens House of Representatives seats in inner city Brisbane
- Anzac Day and the death of the Pope during the campaign period which led to a 'pause' in campaigning and a greater focus on the major party leaders
- ABC local radio teams reported gaining access to some Liberal candidates, particularly in Victoria, for interviews was difficult

The cumulative share-of voice data across ABC platforms is attached to this report and was within acceptable parameters. Anthony Albanese was the leading spokesperson for the campaign followed by Peter Dutton. David Littleproud and Adam Bandt were equal third. The Coalition had the greater share-of voice across radio and online news, while the ALP had a greater share of television.

On social media, tracked across Facebook, Instagram, Tik Tok and YouTube, Anthony Albanese ahead of Peter Dutton and Adam Bandt.

It is important to note that share-of voice data is only one measure of coverage and has significant limitation.

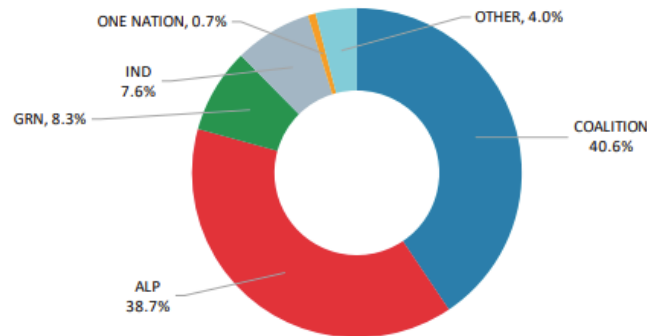
- Time on-air tells you nothing about what was discussed;
- Duration says nothing about tone or context;
- Some voices cut through with brevity, while others lack power despite length;
- Incumbents naturally tend to get more time (issues relating to provision of services and national security usually involve more government comment)
- Share of voice online included text content but not audio or video that had been included and counted on other platforms.
- The ABC News Channel provided extensive rolling coverage across the day, but monitoring covered limited periods of the day.
- Online stories could not be monitored 24 hours a day and were tagged and recorded at a specific time.

Across the 2025 Federal Election ABC teams contributed to an internal tracker of share-of voice. The internal tracker provides ABC content teams with real time data on who, how often, for what and for how long, politicians are appearing in their content. Records are also kept when interviews are sought with politicians and they do not respond or refuse to comment.

Below is an overview of the key external share-of-voice data for ABC platforms over the 2025 election campaign period. For further data, see **Attachment A – ABC Federal Election 2025 – Cumulative Report**.

ABC Federal Election monitoring Report, 8am 29 March – 6pm 3 May 2025

Combined Share of Voice – Cumulative

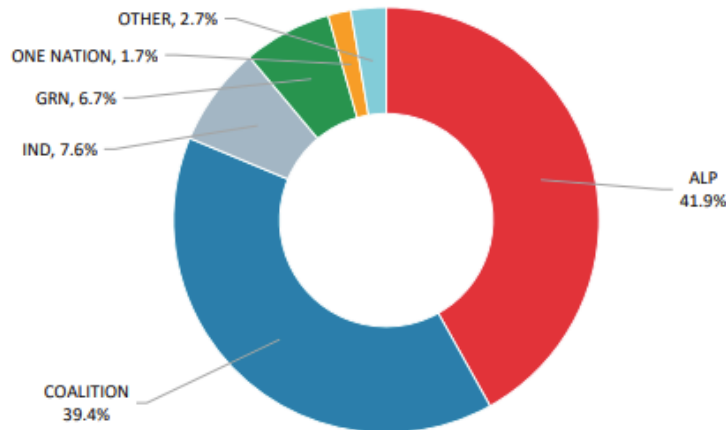


	RADIO		TELEVISION		ONLINE NEWS		TOTAL
	HRS:MIN: SEC	%	HRS:MIN: SEC	%	WORDS	%	
COALITION	27:47:35	38.1%	25:26:10	43.5%	21,275	40.9%	40.6%
ALP	25:03:43	34.4%	26:29:04	45.3%	17,720	34.1%	38.7%
GRN	7:41:16	10.5%	3:19:24	5.7%	3,942	7.6%	8.3%
IND	7:35:13	10.4%	2:04:29	3.6%	5,154	9.9%	7.6%
ONE NATION	0:29:32	0.7%	0:10:37	0.3%	1,520	2.9%	0.7%
OTHER	4:16:50	5.9%	0:56:07	1.6%	2,412	4.6%	4.0%
TOTAL	72:54:09	100.0%	58:25:51	100.0%	52,023	100.0%	100.0%

Leading Spokespeople – Cumulative

SPOKESPERSON	PARTYLIST	RADIO		TELEVISION		ONLINE NEWS		TOTAL
		HRS:MIN: SEC	%	HRS:MIN: SEC	%	WORDS	%	
ANTHONY ALBANESE	ALP	6:33:06	9.0%	14:21:34	24.6%	6,330	12.2%	15.6%
PETER DUTTON	COALITION	6:07:34	8.4%	12:55:28	22.1%	8,021	15.4%	14.6%
DAVID LITTLEPROUD	COALITION	1:58:18	2.7%	1:42:19	2.9%	456	0.9%	2.6%
ADAM BANDT	GRN	1:00:21	1.4%	2:17:12	3.9%	1,690	3.2%	2.6%
RICHARD MARLES	ALP	2:11:35	3.0%	0:57:46	1.6%	1,129	2.2%	2.4%
JIM CHALMERS	ALP	0:55:28	1.3%	1:47:41	3.1%	1,270	2.4%	2.1%
MICHAEL SUKKAR	COALITION	1:04:33	1.5%	1:30:14	2.6%	536	1.0%	1.9%
MARK BUTLER	ALP	0:57:33	1.3%	1:33:31	2.7%	246	0.5%	1.8%
JAMES PATERSON	COALITION	1:06:15	1.5%	1:04:36	1.8%	1,222	2.3%	1.7%
KATY GALLAGHER	ALP	1:10:06	1.6%	1:01:58	1.8%	570	1.1%	1.6%
TOTAL		72:54:09	100.0%	58:25:51	100.0%	52,023	100.0%	100.0%

Social Media SOV – Cumulative



PARTYLIST	YOUTUBE		FACEBOOK		INSTAGRAM		TIKTOK		X		TOTAL
	HRS:MIN:SEC	%	MIN:SEC	%	MIN:SEC	%	MIN:SEC	%	MIN:SEC	%	
ALP	4:29:51	42.2%	36:45	45.6%	27:03	37.3%	20:39	37.1%	07:47	49.2%	41.9%
COALITION	4:07:53	38.7%	36:06	44.8%	27:54	38.5%	22:14	39.9%	06:25	40.6%	39.4%
IND	59:48	9.3%	00:12	0.2%	03:18	4.6%	01:59	3.6%	00:25	2.6%	7.6%
GRN	28:38	4.5%	06:29	8.0%	12:04	16.7%	09:45	17.5%	01:03	6.6%	6.7%
ONE NATION	12:22	1.9%	00:52	1.1%	00:50	1.2%	00:50	1.5%	00:02	0.2%	1.7%
OTHER	21:15	3.3%	00:11	0.2%	01:17	1.8%	00:17	0.5%	00:07	0.7%	2.7%
TOTAL	10:39:47	100.0%	1:20:35	100.0%	1:12:26	100.0%	0:55:44	100.0%	15:49	100.0%	100.0%

Social Media Leading Spokespeople – Cumulative

SPOKESPERSON	PARTYLIST	YOUTUBE		FACEBOOK		INSTAGRAM		TIKTOK		X		TOTAL
		HRS:MIN:SEC	%	HRS:MIN:SEC	%	HRS:MIN:SEC	%	HRS:MIN:SEC	%	HRS:MIN:SEC	%	
ANTHONY ALBANESE	ALP	1:43:46	16.2%	0:29:54	37.1%	0:12:28	17.2%	0:10:00	17.9%	0:04:04	25.7%	18.5%
PETER DUTTON	COALITION	0:59:16	9.3%	0:31:29	39.1%	0:12:31	17.3%	0:09:59	17.9%	0:02:42	17.1%	13.4%
ADAM BANDT	GRN	0:25:49	4.0%	0:05:27	6.8%	0:10:20	14.3%	0:08:02	14.4%	0:00:58	6.1%	5.9%
MICHAEL SUKKAR	COALITION	0:37:36	5.9%	0:00:41	0.8%	0:02:07	2.9%	0:02:22	4.2%	0:01:40	10.5%	5.1%
CLARE O'NEIL	ALP	0:32:42	5.1%	0:01:41	2.1%	0:03:02	4.2%	0:02:13	4.0%	0:02:08	13.5%	4.8%
JAMES PATERSON	COALITION	0:34:20	5.4%		0.0%	0:00:45	1.0%	0:00:05	0.1%	0:00:05	0.5%	4.1%
DAVID LITTLEPROUD	COALITION	0:32:45	5.1%	0:00:36	0.7%	0:00:33	0.8%	0:00:33	1.0%	0:00:05	0.5%	4.0%
PENNY WONG	ALP	0:29:19	4.6%	0:00:09	0.2%	0:00:52	1.2%	0:00:52	1.6%	0:00:13	1.4%	3.6%
BRIDGET MCKENZIE	COALITION	0:25:25	4.0%	0:01:41	2.1%	0:01:40	2.3%	0:01:40	3.0%	0:00:01	0.1%	3.5%
MONIQUE RYAN	IND	0:28:25	4.4%	0:00:05	0.1%	0:00:35	0.8%	0:00:35	1.0%		0.0%	3.4%
TOTAL		10:39:47	100.0%	1:20:35	100.0%	1:12:26	100.0%	0:55:44	100.0%	0:15:49	100.0%	100.0%

4. Guidance for staff

The ABC provides guidance to staff on compliance with editorial policies for campaigns.

It explains the benefits and the limitations of the share-of-voice count, reminds content makers of the key editorial standards and recommends that staff keep notes on opportunities to appear on ABC platforms that are offered to candidates and party representatives and are declined or unable to be accepted. see **Attachment B - Elections Guidance Note**.

As well as reminding all staff of this guidance, refresher training was delivered in the lead-up to the 2025 campaign by editorial policies advisers. This training was provided to staff across all relevant divisions and program areas.

ABC staff were also provided with refresher guidance on reporting on opinion polls, their obligations under the Personal Use of Social Media Guidelines, remaining independent and ensuring objectivity in reporting and differentiating between analysis and opinion in reporting.

5. Free time election broadcasts

The ABC Board granted free broadcast time on ABC TV and ABC Local Radio throughout Australia to eligible political parties, see **Attachment C - Free Time Election Broadcasts Policy 2025**.

The parties prepare their own material and are required to comply with guidelines established partly by law (ABC Act sections 79A and 79B) and partly by the ABC Board (see **Attachment D - ABC Election Production Guidelines**).

The largest portion of the free broadcast time is allocated to the parties with a prospect of forming the next government. Time is apportioned to minor parties according to their existing parliamentary representation, the extent to which they field candidates, and their support in recognised independent opinion polls.

In 2025, in addition to the free time granted to the Coalition and Labor, free time was also allocated to the Greens and One Nation. ABC television and radio prepared schedules for the free-time broadcasts that fairly distributed time-slots for policy announcements across the election period.

The order in which the parties were scheduled for broadcast on radio and television was determined by ballot. Overseen by News Editorial Policies Manager Mark Maley, the free-time broadcasting process proceeded as planned. In a one case material provided by parties was not compliant with technical standards and was re-submitted.

All announcements were consistent with the production guidelines. All free time election broadcasts were successfully completed on ABC television and local radio within the required time frame.

6. Audience contacts and complaints

The 2025 federal election campaign period commenced on 31 March 2025 and the election took place on 3 May 2025. Complaints received over the campaign and up to 12 May are included in this report.

The Ombudsman's Office (OO) received a total of 327 complaints relating to the federal election. **258** of these were assessed as being **content complaints**.

Programs/content that attracted the most content complaints were 7.30 (66), Election Night Coverage (41), ABC News Online (33) and Vote Compass (32).

The majority (223, or 86%) of content complaints were claims of bias. Of these, 120 (54%) were that coverage favoured Labor, 55 (25%) were that coverage favoured the Coalition and 48 (21%) claimed other bias.

The larger proportion of complaints claiming that coverage favoured Labor is explained by multiple complaints from audience members about some items of content. In particular, there were 49 complaints about a 7.30 debate between Housing Minister Clare O'Neil and Shadow Housing Minister Michael Sukkar on 17 April. Complainants considered that this debate reflected anti-Coalition bias and made specific reference to host Sarah Ferguson interjecting by asking Mr Sukkar "what would your mother think?" The Ombudsman's Office referred these complaints to the program team for direct response. There were 32 content complaints about a live-cross interview with Senator Jacinta Nampijinpa Price during election night coverage. The complainants were concerned that the interview was anti-Coalition in that Sarah Ferguson unfairly asked the Senator whether her embrace of Trump/MAGA was part of the reason for the Coalition loss, and pursued an answer on this question. These complaints were [investigated](#) with a finding that editorial standards were not breached. In terms of the bias complaints categorised as 'other', 26 were in relation to Vote Compass, mostly relating to and an omission of 'Israeli' as an ethnic origin and inclusion of a question on recognition of Palestinian statehood. The ABC Editorial Director responded ('Israeli' was added and the question on Palestinian statehood was justified).

For comparison, 508 content complaints were received about the 2022 federal election, including 396 claims of bias. Of these, 72% were that coverage favoured the Coalition, 15% were that coverage favoured Labor and 13% claimed other bias. (The skew towards pro-Coalition/anti-Labor bias in 2022 was due to multiple complaints about a small range of content, primarily 204 complaints about an *Afternoon Briefing* interview between Fran Kelly and Senator Penny Wong, which complainants said was biased against Labor).

Subject of content complaints relating to each week of the campaign.

Category	Subcategory	Week						Total
		One	Two	Three	Four	Five	Post	
Bias	Anti Coalition/Pro Labor	10	6	36	24	23	21	120
	Anti Labor/Pro Coalition	9	12	8	12	13	1	55
	Other	26	8	3	1	4	6	48
	Sub total	45	26	47	37	40	28	223
Factual inaccuracy		5	6	7	3	4	1	26
Balance		1		1	1	1		4
Inappropriate content		1				1	1	3
Unfair treatment		1		1				2
Total		53	32	56	41	46	30	258

Outcomes of investigated complaints

95 content complaints (raising 102 issues) were investigated by the OO, 156 content complaints were referred to content teams for their direct response, and seven complaints did not warrant investigation (and either received a response from the OO or did not require a response).

Of the 102 issues that were investigated, **no breaches** of editorial standards were found and **6** (6%) were **resolved** after content areas took appropriate steps to remedy the cause of complaint. All resolved complaints went to accuracy. Two of the resolved issues were about the same item of content, raised by different audience members.

Resolved

- ABC NEWS Online | Q+A Poll outcome headline error | 31 March 2025**
 Two complaints about an inaccurate headline in an [online story](#) were resolved – Investigation report [here](#).
- ABC NEWS online | Brisbane electorate | 4 April 2025**
 One complaint about an inaccurate headline in an [online story](#) was resolved – Investigation report [here](#).
- ABC NEWS | Incorrect Description of Political Candidate | 2 May 2025**
 Independent candidate for Casey complained that the content [How major parties want you to number the ballot in your electorate](#) implied that Climate 200 is a political party and that she is a member. The article was updated to add additional context which clarified that Climate 200 is not a political party and that some independents receive donations from it and other sources. An editor's note was added. Investigation report [here](#).
- ABC NEWS | Urgent Care Clinics | 24 March 2025**
 A News Online [story](#) inaccurately referred to Labor's \$650 pre-election pledge to open 50 new urgent care clinics. The story was amended to refer to \$650 million. Investigation report [here](#).
- ABC NEWS Online | Reference to ACT Liberal | 24 April 2025 | Resolved**
 An [article](#) incorrectly referred to an "ACT Liberal senator" when the ACT remains the only senate electorate that has no Liberal senators. It was corrected to read "ACT Liberal Senate candidate". Investigation report [here](#).

Ombudsman reviews

The OO received 12 requests for review of complaints related to the federal election. Five were in relation to the 7.30 housing debate between Clare O’Neil and Michael Sukkar as noted above and two were in relation to Vote Compass about Israel/Palestine as noted. One review request was from the Libertarian Party candidate for the Victorian Senate. His complaint was that an episode of 7.30 broadcast on 22 April 2025 and the associated online article [Liberal candidate for Kooyong Amelia Hamer accuses Monique Ryan of releasing 'dirt file' on her](#) failed to provide him with an opportunity to respond and unnecessarily referred to his past criminal record. This was declined as the OO was satisfied that the response from the 7.30 team addressed the complainant’s concerns and that the content raised no issues.

Six requests for review were declined and the 5 about the 7.30 housing debate were investigated (no breach, report [here](#)). One other request for review was investigated with no breach finding.

7. Election debate coverage

The ABC hosted an election debate between the ALP and Coalition leaders on 16 April.

The prime-time debate between Prime Minister Anthony Albanese and Opposition Leader Peter Dutton recorded a total average national TV audience of just over 1 million people and had a national reach of more than 1.7 million across scheduled broadcast and ABC iview.

The *Insiders: Debate Analysis Special* achieved an average national TV audience of 730,000 and had a national TV reach of 1.1 million.

Many more Australians were listening across ABC Local Radio and ABC NewsRadio. The debate was also available live in Auslan on ABC iview. Across the day the ABC NEWS web and app had 2.2 million users.

Other audience highlights included:

- 140,000 live streams of capital city ABC Local Radio on the ABC listen app and 59,000 live streams of ABC NewsRadio
- 167,000 live streams on the ABC NEWS YouTube, Facebook, Instagram and TikTok* (As of 9am AEST, 17 April, 2025)
- 107,000 live streams of the ABC NEWS Channel on the website and app

Source: OzTAM VOZ National Total TV, Overnight Wednesday 16th April 2025, each Viewing threshold is >60 seconds for Broadcast TV Reach and > 15 seconds for BVOD; Snowplow Digital Analytics; YouTube Analytics; Meta Native Analytics; TikTok Native Analytics

8. Election night coverage

The ABC's Australia Votes 2025 federal election night coverage achieved record audiences across platforms.

The ABC Network and ABC iview dominated prime-time viewing on election night with prime-time share of 48.4%.

Australia Votes 2025: Election Results Live (8.30pm-10pm AEST) was the #1 election night program with a Total TV national reach of 4.1 million Australians and Total TV national average audience of 2.4 million viewers.

Election Night Live (7pm-8.30pm): Total TV national Reach of 3.8 million and Total TV national average audience of 2 million viewers (#2 FTA program)

The People's Decision (10pm-11.30pm): Total TV national reach of 3.2 million and Total TV national average audience of 2.0 million viewers (#3 FTA program)

Election Latest (11pm-11:30pm): Total TV national reach of 2 million and Total TV national average audience of 1.5 million viewers (#7 FTA program)

The ABC NEWS Channel live stream on the web and app accumulated 1.67 million streams overnight

On YouTube, the live stream of the results program accumulated 1,040,443 views on election night, while the TikTok the live stream on the [@abcnewsaus](#) account accumulated 186,000 total views.

Source: OzTAM VOZ National Total TV, Overnight Sunday 3rd May 2025, each Viewing threshold is >60 seconds for Broadcast TV Reach and > 15 seconds for BVOD. All programs were simulcast on ABC NEWS Channel, TX times are in AEST. VOZ FTA Network Share based on When Watched 6pm – Midnight (share excludes Sky News Regional); Snowplow Digital Analytics; YouTube Analytics; TikTok Native Analytics

Gavin Fang

Editorial Director

Chairman, Election Coverage Review Committee



8am 28 March – 6pm 03 May 2025

Media Coverage Report

ABC Federal Election Monitoring

Contents

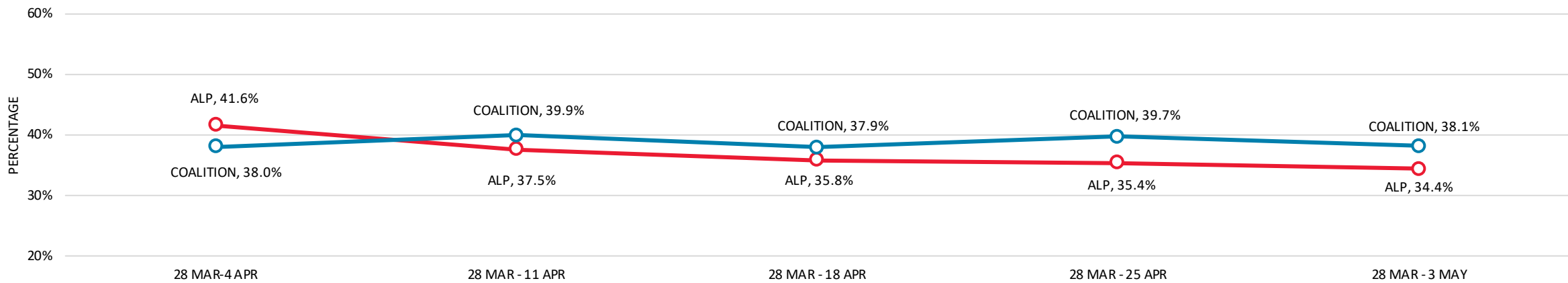
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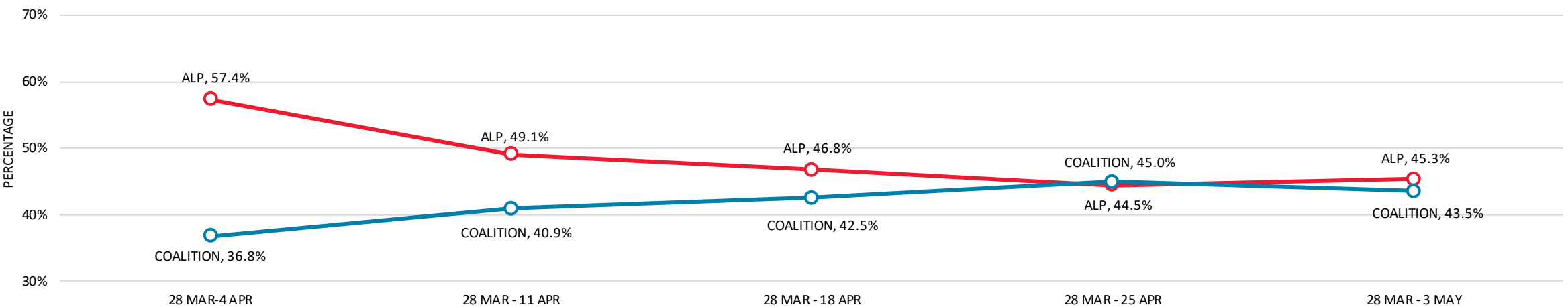
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Share of Voice by Platform Trend Analysis – Comparative Cumulative

Major Parties Only – Radio

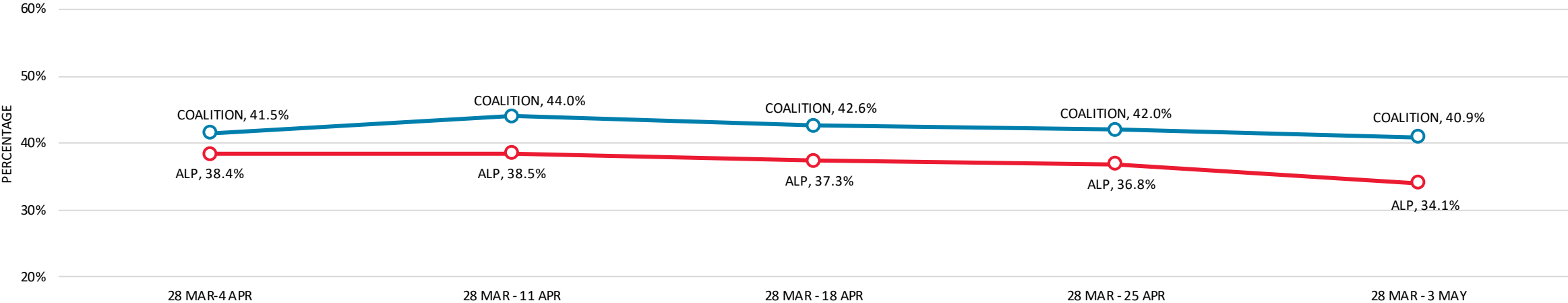


Major Parties Only – Television



Share of Voice by Platform Trend Analysis – Comparative Cumulative

Major Parties Only – Online News



Program Share of Voice – Cumulative

Radio

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	ALP	COALITION	GRN	IND	ONE NATION	OTHER	TOTAL
RADIO										
	ABC NEWS	BREAKFAST	1:36:07	64.6%	24.8%	5.5%	0.2%	4.6%	0.3%	100.0%
	ABC NEWS Total		1:36:07	64.6%	24.8%	5.5%	0.2%	4.6%	0.3%	100.0%
	COUNTRY HOUR	NSW	0:32:46	22.0%	46.6%	0.0%	31.4%	0.0%	0.0%	100.0%
		NT	0:19:25	39.1%	32.3%	28.6%	0.0%	0.0%	0.0%	100.0%
		QLD	0:38:05	32.3%	47.8%	18.7%	0.7%	0.0%	0.6%	100.0%
		SA	0:23:50	38.5%	56.9%	4.6%	0.0%	0.0%	0.0%	100.0%
		TAS	0:22:35	29.1%	45.8%	17.0%	6.7%	0.0%	1.4%	100.0%
		VIC	0:52:19	33.5%	43.8%	21.6%	0.5%	0.0%	0.6%	100.0%
		WA	0:21:35	23.3%	54.9%	21.8%	0.0%	0.0%	0.0%	100.0%
	COUNTRY HOUR Total		3:30:35	31.1%	46.7%	16.0%	5.9%	0.0%	0.4%	100.0%
	LOCAL RADIO DRIVE	ABC RADIO ADELAIDE	0:41:21	48.8%	31.9%	19.3%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO BRISBANE	1:20:40	46.7%	29.8%	19.6%	2.4%	0.4%	1.2%	100.0%
		ABC RADIO CANBERRA	0:52:55	57.4%	23.3%	14.6%	4.1%	0.6%	0.0%	100.0%
		ABC RADIO DARWIN	0:49:29	44.0%	32.4%	15.4%	3.7%	0.0%	4.6%	100.0%
		ABC RADIO HOBART	0:12:08	82.3%	11.1%	0.0%	3.4%	2.3%	0.8%	100.0%
		ABC RADIO MELBOURNE	3:15:50	37.2%	36.0%	7.7%	15.1%	2.3%	1.6%	100.0%
		ABC RADIO PERTH	4:26:46	32.5%	55.0%	1.7%	4.4%	0.0%	6.4%	100.0%
		ABC RADIO SYDNEY	2:04:39	40.1%	39.7%	5.7%	14.1%	0.0%	0.5%	100.0%
	LOCAL RADIO DRIVE Total		13:43:48	40.0%	40.5%	8.0%	7.9%	0.7%	2.9%	100.0%

Program Share of Voice – Cumulative

Radio

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	ALP	COALITION	GRN	IND	ONE NATION	OTHER	TOTAL
RADIO										
	LOCAL RADIO MORNINGS	ABC RADIO ADELAIDE	1:13:01	24.3%	38.8%	18.6%	6.4%	0.0%	11.8%	100.0%
		ABC RADIO BRISBANE	2:27:38	30.1%	41.5%	12.4%	5.8%	0.0%	10.1%	100.0%
		ABC RADIO CANBERRA	0:30:30	28.1%	37.1%	10.9%	23.9%	0.0%	0.0%	100.0%
		ABC RADIO DARWIN	1:56:31	28.3%	21.6%	9.4%	15.4%	0.0%	25.2%	100.0%
		ABC RADIO HOBART	2:45:25	30.9%	21.7%	12.1%	24.0%	2.4%	9.0%	100.0%
		ABC RADIO MELBOURNE	4:07:49	39.3%	30.8%	11.2%	9.4%	0.0%	9.2%	100.0%
		ABC RADIO PERTH	2:14:24	33.3%	35.5%	21.2%	4.4%	0.0%	5.6%	100.0%
		ABC RADIO SYDNEY	2:22:32	31.4%	40.4%	5.6%	22.4%	0.0%	0.3%	100.0%
	LOCAL RADIO MORNINGS Total		17:37:50	32.3%	32.5%	12.3%	13.2%	0.4%	9.3%	100.0%
	LOCAL RADIO NEWS 10PM	ABC RADIO PERTH	0:05:42	35.4%	40.1%	9.9%	9.4%	0.0%	5.3%	100.0%
		ABC RADIO SYDNEY	0:08:54	41.2%	46.1%	9.6%	1.5%	0.0%	1.7%	100.0%
	LOCAL RADIO NEWS 10PM Total		0:14:36	38.9%	43.7%	9.7%	4.6%	0.0%	3.1%	100.0%
	LOCAL RADIO NEWS 12PM	ABC RADIO ADELAIDE	0:10:37	56.2%	38.5%	0.3%	3.5%	0.0%	1.6%	100.0%
		ABC RADIO BRISBANE	0:04:55	42.0%	52.5%	5.4%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO CANBERRA	0:09:25	47.4%	44.1%	2.3%	6.2%	0.0%	0.0%	100.0%
		ABC RADIO DARWIN	0:08:12	35.0%	43.1%	2.6%	8.5%	0.0%	10.8%	100.0%
		ABC RADIO HOBART	0:09:45	48.0%	42.9%	3.1%	4.4%	0.0%	1.5%	100.0%
		ABC RADIO MELBOURNE	0:07:56	52.7%	41.8%	3.8%	1.7%	0.0%	0.0%	100.0%
		ABC RADIO PERTH	0:07:20	43.2%	42.0%	7.3%	4.3%	0.0%	3.2%	100.0%
		ABC RADIO SYDNEY	0:06:35	45.6%	54.4%	0.0%	0.0%	0.0%	0.0%	100.0%
	LOCAL RADIO NEWS 12PM Total		1:04:45	46.9%	44.0%	2.9%	3.9%	0.0%	2.2%	100.0%

Program Share of Voice – Cumulative

Radio

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	ALP	COALITION	GRN	IND	ONE NATION	OTHER	TOTAL
RADIO										
	LOCAL RADIO NEWS 6PM	ABC RADIO ADELAIDE	0:04:19	53.3%	34.7%	0.0%	12.0%	0.0%	0.0%	100.0%
		ABC RADIO BRISBANE	0:04:00	39.2%	47.5%	7.1%	6.3%	0.0%	0.0%	100.0%
		ABC RADIO CANBERRA	0:04:30	47.8%	40.7%	0.0%	11.5%	0.0%	0.0%	100.0%
		ABC RADIO DARWIN	0:04:36	27.5%	44.2%	0.0%	10.9%	0.0%	17.4%	100.0%
		ABC RADIO HOBART	0:03:00	34.4%	44.4%	3.3%	17.8%	0.0%	0.0%	100.0%
		ABC RADIO MELBOURNE	0:03:54	39.7%	53.8%	0.0%	6.4%	0.0%	0.0%	100.0%
		ABC RADIO PERTH	0:03:11	43.5%	34.6%	10.5%	7.3%	0.0%	4.2%	100.0%
		ABC RADIO SYDNEY	0:03:39	35.6%	51.1%	6.8%	6.4%	0.0%	0.0%	100.0%
	LOCAL RADIO NEWS 6PM Total		0:31:09	40.3%	43.9%	3.1%	9.7%	0.0%	3.0%	100.0%
	LOCAL RADIO NEWS 8:00AM	ABC RADIO ADELAIDE	0:02:09	61.2%	38.8%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO BRISBANE	0:03:14	51.0%	49.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO CANBERRA	0:02:56	54.5%	39.2%	1.7%	4.5%	0.0%	0.0%	100.0%
		ABC RADIO DARWIN	0:04:10	48.0%	40.0%	6.8%	0.0%	0.0%	5.2%	100.0%
		ABC RADIO HOBART	0:04:33	37.7%	51.3%	4.8%	6.2%	0.0%	0.0%	100.0%
		ABC RADIO MELBOURNE	0:05:01	51.5%	48.5%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO PERTH	0:08:06	46.5%	43.6%	3.1%	3.7%	3.1%	0.0%	100.0%
		ABC RADIO SYDNEY	0:05:30	52.4%	42.7%	4.8%	0.0%	0.0%	0.0%	100.0%
	LOCAL RADIO NEWS 8:00AM Total		0:35:39	49.1%	44.6%	3.0%	2.0%	0.7%	0.6%	100.0%

Program Share of Voice – Cumulative

Radio

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	ALP	COALITION	GRN	IND	ONE NATION	OTHER	TOTAL
RADIO										
	NATIONAL CURRENT AFFAIRS PROGRAMS	AM	0:44:25	41.7%	55.9%	1.0%	1.4%	0.0%	0.0%	100.0%
		PM	0:32:50	45.5%	45.8%	5.2%	2.0%	0.0%	1.4%	100.0%
		THE WORLD TODAY	0:24:25	40.3%	47.6%	1.3%	8.0%	0.0%	2.9%	100.0%
	NATIONAL CURRENT AFFAIRS PROGRAMS Total		1:41:40	42.6%	50.7%	2.4%	3.2%	0.0%	1.1%	100.0%
	RADIO NATIONAL PROGRAMS	BREAKFAST	6:28:52	42.3%	39.2%	4.6%	9.8%	1.9%	2.2%	100.0%
		SATURDAY EXTRA	0:01:27	41.4%	56.3%	0.0%	0.0%	0.0%	2.3%	100.0%
		THE RADIO NATIONAL HOUR	0:45:18	30.6%	28.4%	1.5%	39.1%	0.0%	0.3%	100.0%
	RADIO NATIONAL PROGRAMS Total		7:15:37	41.1%	38.1%	4.3%	12.8%	1.7%	2.0%	100.0%
	REGIONAL LOCAL RADIO DRIVE	ABC FAR NORTH CAIRNS QLD	0:03:25	52.7%	39.0%	0.0%	0.0%	8.3%	0.0%	100.0%
		ABC GOLD COAST QLD	0:47:39	13.6%	37.7%	14.9%	30.4%	0.6%	2.7%	100.0%
		ABC NEWCASTLE	0:31:00	65.1%	31.6%	2.4%	0.0%	0.9%	0.0%	100.0%
		ABC NORTH & WEST SA	0:29:50	34.0%	36.9%	27.4%	0.7%	0.9%	0.0%	100.0%
		ABC NSW STATEWIDE DRIVE	0:12:53	47.3%	48.6%	4.0%	0.0%	0.0%	0.0%	100.0%
		ABC NTH. TAS REGIONAL RADIO	2:33:09	39.1%	20.5%	15.7%	6.5%	4.1%	14.0%	100.0%
		ABC SUNSHINE COAST	0:17:24	35.9%	33.7%	1.5%	0.0%	1.6%	27.2%	100.0%
		ABC VIC STATEWIDE DRIVE	1:27:53	21.7%	55.3%	11.4%	10.8%	0.3%	0.4%	100.0%
		ABC WA STATEWIDE DRIVE	0:50:01	21.6%	40.3%	1.8%	19.9%	0.0%	16.4%	100.0%
	REGIONAL LOCAL RADIO DRIVE Total		7:13:14	32.5%	35.2%	12.0%	10.2%	1.9%	8.3%	100.0%

Program Share of Voice – Cumulative

Radio

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	ALP	COALITION	GRN	IND	ONE NATION	OTHER	TOTAL
RADIO										
	REGIONAL LOCAL RADIO MORNINGS/BREAKFAST PROGRAMS	ABC CAPRICORNIA QLD	0:42:33	30.7%	48.6%	15.9%	0.0%	0.0%	4.7%	100.0%
		ABC CENTRAL WEST NSW	1:33:22	27.0%	31.7%	5.0%	36.3%	0.0%	0.0%	100.0%
		ABC FAR NORTH CAIRNS QLD	0:29:59	36.7%	36.2%	27.1%	0.0%	0.0%	0.0%	100.0%
		ABC GIPPSLAND VIC	1:10:16	15.2%	31.9%	13.7%	30.3%	0.0%	8.9%	100.0%
		ABC GOLD COAST	0:41:04	28.4%	34.0%	22.0%	12.3%	0.0%	3.2%	100.0%
		ABC GOULBURN MURRAY ALBURY/WODONGA VIC	0:23:56	14.1%	46.0%	12.8%	27.0%	0.0%	0.0%	100.0%
		ABC ILLAWARRA-WOLLONGONG NSW	2:05:32	42.4%	29.4%	14.1%	8.9%	0.0%	5.2%	100.0%
		ABC MID NORTH COAST	1:10:26	22.6%	31.0%	11.4%	22.1%	0.0%	13.0%	100.0%
		ABC NEWCASTLE	0:22:51	6.3%	52.4%	11.2%	0.0%	0.0%	30.1%	100.0%
		ABC NORTH & WEST SA	0:29:36	4.4%	25.9%	23.2%	34.0%	0.0%	12.5%	100.0%
		ABC NORTH COAST NSW	2:40:04	24.3%	54.8%	20.9%	0.0%	0.0%	0.0%	100.0%
		ABC NORTH QLD TOWNSVILLE	0:41:49	21.9%	41.8%	14.1%	0.0%	0.0%	22.2%	100.0%
		ABC SOUTH EAST NSW	1:37:59	34.4%	43.4%	14.1%	8.1%	0.0%	0.0%	100.0%
		ABC SOUTHERN QLD	0:46:48	13.3%	25.3%	11.6%	10.0%	0.0%	39.8%	100.0%
		ABC SUNSHINE COAST	0:41:29	27.4%	54.1%	0.0%	15.7%	0.0%	2.9%	100.0%
		ABC TROPICAL NORTH QLD	0:21:43	11.1%	45.6%	0.0%	0.0%	0.0%	43.3%	100.0%
		ABC WIDE BAY BUNDABERG QLD	0:51:40	28.8%	45.6%	7.5%	0.0%	0.0%	18.2%	100.0%
	REGIONAL LOCAL RADIO MORNINGS/BREAKFAST PROGRAMS Total		16:51:07	26.1%	39.8%	13.7%	12.1%	0.0%	8.3%	100.0%

Program Share of Voice – Cumulative

Radio

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	ALP	COALITION	GRN	IND	ONE NATION	OTHER	TOTAL
RADIO										
	TRIPLE J	HACK	0:58:02	21.1%	53.0%	15.8%	9.9%	0.0%	0.3%	100.0%
	TRIPLE J Total		0:58:02	21.1%	53.0%	15.8%	9.9%	0.0%	0.3%	100.0%
RADIO Total			72:54:09	34.4%	38.1%	10.5%	10.4%	0.7%	5.9%	100.0%

Program Share of Voice – Cumulative

Television

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	ALP	COALITION	GRN	IND	ONE NATION	OTHER	TOTAL
TELEVISION										
	ABC NEWS	ABC NEWS BREAKFAST	5:12:42	50.4%	37.3%	5.1%	4.9%	0.0%	2.3%	100.0%
		ABC NEWS MORNINGS	14:52:48	52.2%	44.3%	1.2%	1.7%	0.0%	0.6%	100.0%
		WEEKEND BREAKFAST	4:14:43	45.5%	51.8%	2.3%	0.3%	0.0%	0.1%	100.0%
	ABC NEWS Total		24:20:13	50.7%	44.1%	2.2%	2.1%	0.0%	0.9%	100.0%
	NATIONAL TV NEWS & CURRENT AFFAIRS	7:30	3:18:13	42.3%	33.5%	4.9%	8.5%	3.8%	7.0%	100.0%
		ABC NEWS AT NOON	4:07:01	38.0%	61.9%	0.1%	0.0%	0.0%	0.0%	100.0%
		ABC NEWS HOUR	0:55:30	34.9%	32.7%	30.3%	1.1%	0.0%	0.9%	100.0%
		ABC NEWS TONIGHT	0:42:15	37.2%	40.7%	2.8%	4.7%	1.5%	13.1%	100.0%
		ABE NIGHTLY NEWS	0:00:34	64.7%	35.3%	0.0%	0.0%	0.0%	0.0%	100.0%
		AFTERNOON BRIEFING	8:20:15	41.0%	40.0%	6.8%	9.4%	0.0%	2.7%	100.0%
		FOUR CORNERS	0:14:49	46.6%	52.9%	0.0%	0.0%	0.0%	0.6%	100.0%
		INSIDERS	2:19:16	44.8%	40.4%	7.9%	6.8%	0.0%	0.0%	100.0%
		LANDLINE	0:00:05	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		LEADERS DEBATE	0:46:28	47.8%	52.2%	0.0%	0.0%	0.0%	0.0%	100.0%
		NATIONAL PRESS CLUB ADDRESS	5:33:43	41.2%	41.6%	17.2%	0.0%	0.0%	0.0%	100.0%
		Q&A	1:54:48	40.7%	37.4%	16.2%	5.7%	0.0%	0.0%	100.0%
		YOUR SAY	0:17:02	5.2%	94.8%	0.0%	0.0%	0.0%	0.0%	100.0%
	NATIONAL TV NEWS & CURRENT AFFAIRS Total		28:29:59	40.7%	43.4%	8.7%	4.8%	0.5%	2.0%	100.0%

Program Share of Voice – Cumulative

Television

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	ALP	COALITION	GRN	IND	ONE NATION	OTHER	TOTAL
TELEVISION										
	STATE TV NEWS 7PM	ADELAIDE	0:44:41	47.6%	44.5%	3.7%	1.1%	0.7%	2.3%	100.0%
		BRISBANE	0:43:23	44.6%	40.2%	12.9%	0.4%	0.1%	1.8%	100.0%
		CANBERRA	0:51:15	45.1%	38.7%	2.9%	10.8%	0.7%	2.0%	100.0%
		DARWIN	0:39:23	45.7%	37.5%	4.2%	3.2%	1.4%	8.0%	100.0%
		HOBART	0:39:08	43.3%	45.2%	7.8%	2.0%	0.0%	1.7%	100.0%
		MELBOURNE	0:36:12	47.1%	42.8%	4.3%	1.0%	0.9%	3.8%	100.0%
		PERTH	0:43:09	46.6%	43.5%	3.4%	3.0%	1.0%	2.5%	100.0%
		SYDNEY	0:38:28	47.3%	43.3%	4.2%	2.5%	1.0%	1.8%	100.0%
	STATE TV NEWS 7PM Total		5:35:39	45.9%	41.9%	5.4%	3.2%	0.7%	2.9%	100.0%
TELEVISION Total			58:25:51	45.3%	43.5%	5.7%	3.6%	0.3%	1.6%	100.0%

Program Share of Voice – Cumulative

Online News

MEDIA TYPE	MEDIA STATE	MEDIA REGION	TOTAL DURATION/ WORDS	ALP	COALITION	GRN	IND	ONE NATION	OTHER	TOTAL
ONLINE NEWS										
	ABC.NET.AU	ABC.NET.AU	52,023	34.1%	40.9%	7.6%	9.9%	2.9%	4.6%	100.0%
	ABC.NET.AU Total		52,023	34.1%	40.9%	7.6%	9.9%	2.9%	4.6%	100.0%
ONLINE NEWS Total			52,023	34.1%	40.9%	7.6%	9.9%	2.9%	4.6%	100.0%

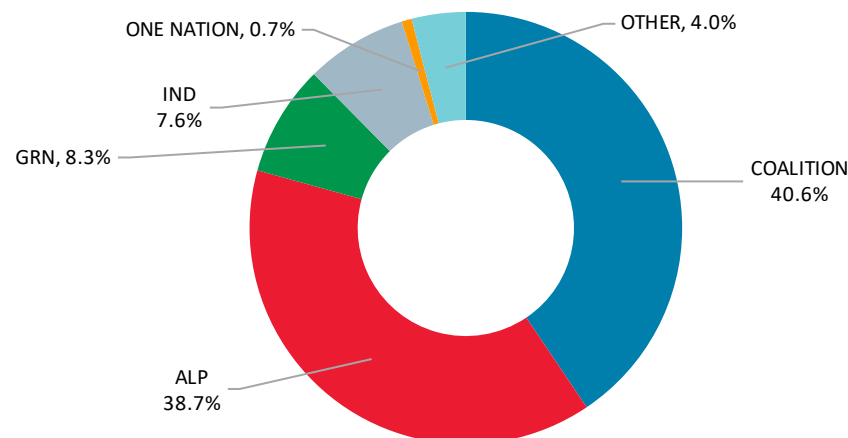
Commentary on the Campaign

- The Coalition had the highest SOV cumulatively across the campaign with 40.6%, ahead of the ALP at 38.7%.
- Cumulatively, the ALP had the highest share on ABC News Breakfast (64.6% compared to 24.8% for the Coalition), ABC News television programs (50.7%, compared to 44.1%) and State TV News (45.9% compared to 41.9%).
- The Coalition cumulatively had the highest share on County Hour (46.7%, compared to 31.1% for the ALP), National Current Affairs radio programs (50.7%, compared to 42.6%) and Regional Mornings/Breakfast programs (39.8% compared to 26.1% for the ALP).
- Cumulatively, the two major parties had similar proportions of coverage in Local Radio Mornings (32.3% ALP and 32.5% Coalition), Local Radio Drive (40.0% ALP and 40.5% Coalition), Radio National programs (41.1% ALP and 38.1% Coalition), Regional Drive programs (32.5% ALP and 35.2% Coalition) and National TV and Current Affairs programs (40.7% ALP and 43.4% Coalition).
- Cumulatively, the Greens had their highest share on Country Hour (16.0%), Local Radio Mornings (12.3%), Regional Breakfast/Mornings programs (13.7%) and Regional Drive (12.0%).
- Independents had their highest cumulative SOV on Local Mornings programs (13.2%), Radio National (12.8%), Regional Breakfast/mornings programs and Regional Drive programs (12.1% and 10.2%, respectively).
- Indigenous Affairs issues were prominent following matters brought up on ANZAC Day, while budget costings were also more prominent this week with the costings of some announcements being released.
- Cumulatively, policies relating to housing, energy, health, defence, foreign affairs and the economy were the most prominent areas of discussion.

NOTE

All programs analysed contained at least some discussion of the campaign over the five week period.

Combined Share of Voice – Cumulative



- The Coalition had the highest SOV cumulatively across the campaign with 40.6%, ahead of the ALP at 38.7%.
- Cumulatively, the Coalition had the highest share across radio and online, while the ALP had the highest share in television.
- Greens had the third highest overall share with 8.3%, with their highest share in radio programs.
- Independents had the fourth highest SOV cumulatively with 7.6%, with their highest share also in radio programs.

	RADIO		TELEVISION		ONLINE NEWS		TOTAL
	HRS:MIN: SEC	%	HRS:MIN: SEC	%	WORDS	%	
COALITION	27:47:35	38.1%	25:26:10	43.5%	21,275	40.9%	40.6%
ALP	25:03:43	34.4%	26:29:04	45.3%	17,720	34.1%	38.7%
GRN	7:41:16	10.5%	3:19:24	5.7%	3,942	7.6%	8.3%
IND	7:35:13	10.4%	2:04:29	3.6%	5,154	9.9%	7.6%
ONE NATION	0:29:32	0.7%	0:10:37	0.3%	1,520	2.9%	0.7%
OTHER	4:16:50	5.9%	0:56:07	1.6%	2,412	4.6%	4.0%
TOTAL	72:54:09	100.0%	58:25:51	100.0%	52,023	100.0%	100.0%

Issues – Cumulative

ISSUE	RADIO	TELEVISION	ONLINE NEWS	TOTAL
ELECTION CAMPAIGN	1,083	1,181	158	2,422
HOUSING	252	222	12	486
ENERGY POLICIES	261	192	17	470
USA TARIFFS	215	147	9	371
DEFENCE	154	176	9	339
HEALTH	116	171	10	297
FOREIGN AFFAIRS	121	160	5	286
ECONOMY	108	162	3	273
PUBLIC SECTOR JOBS	124	84	7	215
ENVIRONMENT	100	70	13	183
EDUCATION	79	48	7	134
COST OF LIVING	85	38	6	129
INDIGENOUS AFFAIRS	66	55	1	122
TAXES	78	34	7	119
LAW AND ORDER	58	48	3	109
BUDGET COSTINGS	56	49	2	107
INFRASTRUCTURE	59	22	7	88
ROADS/TRANSPORT	50	27	2	79
ANZAC DAY	39	35		74
MINING/RESOURCES	32	35	4	71
POPE FRANCIS	29	38		67

ISSUE	RADIO	TELEVISION	ONLINE NEWS	TOTAL
PRIMARY INDUSTRIES ISSUES	60	5		65
IMMIGRATION	33	24	1	58
TERRORISM/SECURITY	17	38	2	57
INDUSTRIAL RELATIONS	30	15	10	55
REGIONAL DEVELOPMENT	29	15	1	45
TRADE/EXPORTS	29	3		32
CHILD CARE	18	6	1	25
COMMUNICATIONS/INTERNET	8	11	1	20
LEADERSHIP	11	7		18
EMERGENCY MANAGEMENT	4	11		15
SPORT/EVENTS	14	1		15
WELFARE	7	7		14
QLD FLOODING	8	4		12
GAMBLING	8	3	1	12
COMMUNITY SERVICES	4	6		10
WATER ISSUES	5	2		7
SOCIAL/RIGHTS	2	2		4
SCIENCE/TECHNOLOGY/INNOVATION	1	2	1	4
LOCAL GOVERNMENT	2			2
DROUGHT			1	1
NEW ISSUE			1	1

Leading Spokespeople – Cumulative

SPOKESPERSON	PARTYLIST	RADIO		TELEVISION		ONLINE NEWS		TOTAL
		HRS:MIN: SEC	%	HRS:MIN: SEC	%	WORDS	%	%
ANTHONY ALBANESE	ALP	6:33:06	9.0%	14:21:34	24.6%	6,330	12.2%	15.6%
PETER DUTTON	COALITION	6:07:34	8.4%	12:55:28	22.1%	8,021	15.4%	14.6%
DAVID LITTLEPROUD	COALITION	1:58:18	2.7%	1:42:19	2.9%	456	0.9%	2.6%
ADAM BANDT	GRN	1:00:21	1.4%	2:17:12	3.9%	1,690	3.2%	2.6%
RICHARD MARLES	ALP	2:11:35	3.0%	0:57:46	1.6%	1,129	2.2%	2.4%
JIM CHALMERS	ALP	0:55:28	1.3%	1:47:41	3.1%	1,270	2.4%	2.1%
MICHAEL SUKKAR	COALITION	1:04:33	1.5%	1:30:14	2.6%	536	1.0%	1.9%
MARK BUTLER	ALP	0:57:33	1.3%	1:33:31	2.7%	246	0.5%	1.8%
JAMES PATERSON	COALITION	1:06:15	1.5%	1:04:36	1.8%	1,222	2.3%	1.7%
KATY GALLAGHER	ALP	1:10:06	1.6%	1:01:58	1.8%	570	1.1%	1.6%
TOTAL		72:54:09	100.0%	58:25:51	100.0%	52,023	100.0%	100.0%

- Anthony Albanese was the leading spokesperson overall in the election campaign with a 15.6% share, followed closely by Peter Dutton with a 14.6% share.
- David Littleproud was third overall with a 2.6% share, having steady quotes across the campaign.
- He was followed closely by the Greens' Adam Bandt also with a 2.6% share, moving up the list due to a higher proportion of quotes in week 5.
- The Coalition's Michael Sukkar and James Paterson were also among the leading spokespersons across the campaign, along with the ALP's Richard Marles, Jim Chalmers, Mark Butler and Katy Gallagher.
- Cumulatively, there were five ALP and four Coalition spokespersons, and one Greens spokesperson in the top 10.

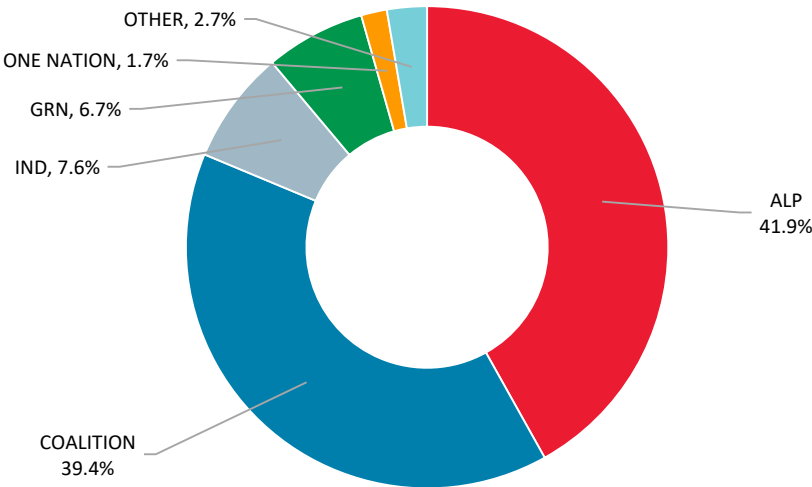
Social Media Partylist – Cumulative

PARTYLIST	YOUTUBE	INSTAGRAM	FACEBOOK	TIKTOK	X	TOTAL
ALP	240	54	46	46	25	411
COALITION	221	57	52	47	26	403
GRN	29	13	6	11	3	62
IND	37	7	3	5	1	53
ONE NATION	5	1	2	1	1	10
OTHER	25	2	3	2	2	34
TOTAL	557	134	112	112	58	973

INTERNET ARTICLE LINKS	FACEBOOK	X	YOUTUBE	INSTAGRAM	TIKTOK	TOTAL
Leaders' debate: Albanese wins as cost of living dominates forum — as it happened	3	1				4
Leaders debate: Dutton promises a 'safer, more prosperous' country, Albanese pledges 'diplomatic approach'	4					4
Federal election 2025: PM calls May 3 poll as Dutton looks to curb 'wasteful' spending — as it happened	2	1				3
How political parties can legally spam voters during the federal election	2	1				3
TOTAL	520	259	207	87	73	1,146

- An analysis of social media posts without direct quotes from spokespeople found that cumulatively the ALP was the most mentioned party (referenced 411 times), followed by the Coalition, mentioned 403 times. The Greens were mentioned 62 times, Independents 53 times, One Nation ten times and other smaller parties 34 times.
- The leading online reports cumulatively shared across social media posts involved discussion of both the leaders debates, with each of these shared four times.

Social Media SOV – Cumulative



- Cumulatively, the ALP had the highest share of voice on social platforms with 41.9%, followed by the Coalition with 39.4%. Both parties had similar shares across Facebook and Instagram, while the ALP had the higher share in YouTube and X, and the Coalition had the highest share on TikTok.
- Independents had their highest share in YouTube clips, while the Greens had their highest share in TikTok posts.

PARTYLIST	YOUTUBE		FACEBOOK		INSTAGRAM		TIKTOK		X		TOTAL
	HRS:MIN:SEC	%	MIN:SEC	%	MIN:SEC	%	MIN:SEC	%	MIN:SEC	%	
ALP	4:29:51	42.2%	36:45	45.6%	27:03	37.3%	20:39	37.1%	07:47	49.2%	41.9%
COALITION	4:07:53	38.7%	36:06	44.8%	27:54	38.5%	22:14	39.9%	06:25	40.6%	39.4%
IND	59:48	9.3%	00:12	0.2%	03:18	4.6%	01:59	3.6%	00:25	2.6%	7.6%
GRN	28:38	4.5%	06:29	8.0%	12:04	16.7%	09:45	17.5%	01:03	6.6%	6.7%
ONE NATION	12:22	1.9%	00:52	1.1%	00:50	1.2%	00:50	1.5%	00:02	0.2%	1.7%
OTHER	21:15	3.3%	00:11	0.2%	01:17	1.8%	00:17	0.5%	00:07	0.7%	2.7%
TOTAL	10:39:47	100.0%	1:20:35	100.0%	1:12:26	100.0%	0:55:44	100.0%	15:49	100.0%	100.0%

Social Media Leading Spokespeople – Cumulative

SPOKESPERSON	PARTYLIST	YOUTUBE		FACEBOOK		INSTAGRAM		TIKTOK		X		TOTAL
		HRS:MIN: SEC	%	HRS:MIN: SEC	%	HRS:MIN: SEC	%	HRS:MIN: SEC	%	HRS:MIN: SEC	%	%
ANTHONY ALBANESE	ALP	1:43:46	16.2%	0:29:54	37.1%	0:12:28	17.2%	0:10:00	17.9%	0:04:04	25.7%	18.5%
PETER DUTTON	COALITION	0:59:16	9.3%	0:31:29	39.1%	0:12:31	17.3%	0:09:59	17.9%	0:02:42	17.1%	13.4%
ADAM BANDT	GRN	0:25:49	4.0%	0:05:27	6.8%	0:10:20	14.3%	0:08:02	14.4%	0:00:58	6.1%	5.9%
MICHAEL SUKKAR	COALITION	0:37:36	5.9%	0:00:41	0.8%	0:02:07	2.9%	0:02:22	4.2%	0:01:40	10.5%	5.1%
CLARE O'NEIL	ALP	0:32:42	5.1%	0:01:41	2.1%	0:03:02	4.2%	0:02:13	4.0%	0:02:08	13.5%	4.8%
JAMES PATERSON	COALITION	0:34:20	5.4%		0.0%	0:00:45	1.0%	0:00:05	0.1%	0:00:05	0.5%	4.1%
DAVID LITTLEPROUD	COALITION	0:32:45	5.1%	0:00:36	0.7%	0:00:33	0.8%	0:00:33	1.0%	0:00:05	0.5%	4.0%
PENNY WONG	ALP	0:29:19	4.6%	0:00:09	0.2%	0:00:52	1.2%	0:00:52	1.6%	0:00:13	1.4%	3.6%
BRIDGET MCKENZIE	COALITION	0:25:25	4.0%	0:01:41	2.1%	0:01:40	2.3%	0:01:40	3.0%	0:00:01	0.1%	3.5%
MONIQUE RYAN	IND	0:28:25	4.4%	0:00:05	0.1%	0:00:35	0.8%	0:00:35	1.0%		0.0%	3.4%
TOTAL		10:39:47	100.0%	1:20:35	100.0%	1:12:26	100.0%	0:55:44	100.0%	0:15:49	100.0%	100.0%

- Among the leading spokespeople cumulatively, three were ALP, five were Coalition, and one each for the Greens and Independents.
- Anthony Albanese was the leading spokesperson cumulatively in social media coverage with an 18.5% share, followed by Peter Dutton with a 13.4% share. Albanese was most prominent in X posts, while Dutton was more prominent in Facebook posts.
- The Greens' Adam Bandt was the third leading spokesperson in social media cumulatively, with more prominent quotes in week 4 and 5. His highest share was across Instagram and TikTok.
- Independent Monique Ryan had the tenth highest share cumulatively, with her highest share in YouTube clips.

Methodology

Each reference has been individually assessed using the following methodology:

Television & Radio

All election material is individually assessed in the following manner:

- Identification of party spokespeople in each reference;
- All reported references tallied; and
- Share of voice determined for each of the identified parties.

Length of direct quotes (min:sec) is determined on all relevant references to determine share of voice by issue, spokespeople and political party.

Internet

The <https://www.abc.net.au/news/elections/federal-election-2025> site is monitored daily. All election material is individually assessed in the following manner:

- Identification of party spokespeople in each reference;
- All reported references tallied; and
- Share of voice determined for each of the identified parties.

Word counts of direct quotations and paraphrasing of identified parties are conducted on all relevant published references to determine share of voice by issue, spokespersons and political party.

Share of Voice

Comments by candidates/party spokespeople* are timed (radio and television) and counted (internet) to calculate the share of voice. This form of report does not take into account comment by ABC presenters or non-party commentators.

Percentages have been rounded to the nearest single decimal place.

Official party spokespeople are defined as:

- Current federal MPs and Senators, and all candidates for the upcoming federal election; or
- “Party officials”, including a person who is an office-holder (or former office-holder) of the party (eg the President, Director, Secretary, Treasurer); or
- Designated spokespeople (eg someone who is identified as an authorised spokesperson); or
- Current state or territory politicians, or former premiers, chief ministers or state ministers or state opposition leaders who comment on federal election issues; or
- Former federal party leaders (ex-prime ministers and ex-leaders of the opposition) or former federal ministers who comment on federal election issues.



Editorial Policies

Elections

NB: This guidance note is provided to assist interpretation of the Editorial Policies in the context of coverage of Federal, State and Territory Elections (see “Status of guidance note”).

Key editorial standards

Excerpts of key editorial standards relevant to this guidance note are set out below. Other editorial standards may also be relevant, depending on the specific circumstances applying in each case.

2 Accuracy

- 2.1 Make reasonable efforts to ensure that material facts are accurate and presented in context.
- 2.2 Do not present factual content in a way that will materially mislead the audience. In some cases, this may require appropriate labels or other explanatory information.

4 Impartiality and diversity of perspectives

- 4.1 Gather and present news and information with due impartiality.

5 Fair and honest dealing

- 5.3 Where allegations are made about a person or organisation, make reasonable efforts in the circumstances to provide a fair opportunity to respond.

9 Public access and participation

- 9.1 Free broadcast time or publication space may be provided to enable individuals or organisations to communicate directly with the ABC, the audience and each other, provided that:

- a the content is broadcast or published as a public service;
- b the content is relevant and suitable in the context in which it appears;

c the ABC maintains editorial control; and

d ABC independence and integrity are maintained.

9.2 Opportunities to participate must be administered fairly and respectfully.

9.3 Do not knowingly mislead audiences about the nature of the content.

9.4 Clearly distinguish content generated and submitted to the ABC from content produced, commissioned or acquired by the ABC.

9.5 Do not accept money or other benefit in exchange for broadcasting or publishing the content generated through public access and participation.

Introduction

The ABC's coverage of federal, state and territory elections is determined by the duties, standards and guidance contained in the ABC Act, the [ABC Editorial Policies](#) (as updated from time to time), and associated materials.

The challenges of providing accurate and impartial election coverage create a particular need for interpretation and advice. When questions arise, the usual processes of upward referral should be followed. Content-makers and editorial managers are also able to seek advice from members of the [Election Coverage Review Committee \(ECRC\)](#) which is brought together for each state and federal election. All relevant Divisions are represented on the ECRC, which contains people with long experience of the ABC's standards and how to apply them.

One of the key roles of the ABC is to facilitate the democratic process in Australia. This conception of the ABC's role, together with the Editorial Policies, particularly section 9, provide the foundation for the detailed advice that the ECRC gives on the issues that may arise in campaign coverage. The ABC's obligations relating to accuracy, impartiality and providing an opportunity to respond are also relevant.

These key editorial standards are set out at the end of this Guidance Note. You should also be familiar with the guidance notes on [Impartiality](#), [Accuracy](#) and [Fair Opportunity to Respond](#).

The ABC expects that the Editorial Policies will be upheld with particular care during election campaigns with the overarching aim of providing high quality coverage through:

- the reasoned application of news values;
- responsiveness to events and issues as and when they arise; and
- good-faith efforts to fairly and accurately obtain, scrutinise and report the actions and policies of those seeking election, especially those parties with a practical prospect of forming the next Government.
- thoughtful attention to issues of style and tone which may inadvertently colour perceptions of impartiality. For instance, don't sign off an interview with a candidate with a phrase like

‘good luck’. While you’re only meaning to be polite, it could well sound too encouraging to some of your audience.

Legal obligations

Election blackout

The ABC is not required to comply with the electronic media blackout that runs from midnight on the Wednesday before polling day until the end of polling on the Saturday.¹ Nevertheless, the ABC has decided as a matter of policy to observe the election blackout and accordingly will not schedule free time election broadcasts to run after midnight on the Wednesday before polling day. The ABC’s editorial coverage, including news, current affairs and set pieces like Press Club events, is unaffected by the blackout.

Identifying electoral commentary published on ABC websites and ABC social media accounts

The ABC is not required to name or identify individuals posting comments on the ABC’s website or on its official social media pages.² However, it would nevertheless be good practice to ensure that every ABC webpage and ABC social media account (e.g., on Facebook or Twitter) that posts or hosts electoral material relating to a federal, state or territory election clearly identify the ABC as the responsible operator. This can be done by including the ABC’s name and contact details on the site or otherwise making clear that the space is an official ABC one.

Use of social media

Use of personal social media accounts during the election period

During election periods, there can be particular scrutiny of the ABC and the way it upholds its standards. ABC staff and contractors are reminded of the [ABC’s Personal Social Media Standards](#) and the five standards set out in that policy:

- Do not damage the ABC’s reputation for impartiality and independence.
- Do not undermine your effectiveness at work.
- Do not mix the professional and the personal in ways likely to bring the ABC into disrepute.
- Do not imply ABC endorsement of your personal views.
- Do not disclose confidential information obtained through work

As always, take care not to make comments or post content on official or personal accounts that might compromise the ABC’s impartiality or bring the ABC into disrepute. Editorial staff should avoid advocating for a group or cause, or expressing a partisan view on political or controversial issues, where this is likely to create a reasonable perception of bias that may compromise their ability/credibility to report or cover these issues for the ABC.

More detailed guidance is available on managing [personal social media accounts](#) and [Operating Official ABC Social Media Accounts](#).

Moderation of ABC accounts on social media sites (e.g. Facebook)

The ABC Editorial Policies provide latitude in moderating ABC social media accounts – see the Guidance Note on [Moderating User Generated Content](#), which states:

As social networking sites and other forms of user interactivity are evolving, the ABC needs to take a flexible approach to assessing when and how it intervenes. The approach adopted by the ABC in each case should be sensitive to the expectations, customs and conventions of existing users of the third party site, and to the ABC's need to maintain its own reputation as an innovator with integrity.

In considering how to handle particular circumstances it can be helpful to refer back to the Principles in section 9 of the Editorial Policies, especially the reference to editorial responsibility being proportionate to the level of control.

It says, 'The ABC takes editorial responsibility in proportion to its control of the media environment in which it operates. The ABC expects those who participate also to exercise responsibility for what they can control.'

ABC social media accounts which actively encourage political debate should consider more active moderation during the election period. It may be necessary to respond quickly, especially to content that defames, racially vilifies, or is otherwise unlawful. The ABC must exercise appropriate editorial control to ensure that unlawful or otherwise inappropriate content is not posted or is removed as soon as the ABC becomes aware. This requires judgement, since it is the ABC's role to facilitate and allow the sort of robust debate and discussion that is likely to occur during an election period. If in doubt, refer up.

It may also be appropriate to moderate the ABC's account to ensure it is a forum for robust debate and not dominated by an organised campaign of one particular group or party. And, as in talkback radio, there may be occasions when it is appropriate to ask a candidate who posts to declare themselves as being a candidate.

The ABC may determine it is appropriate to moderate UGC on any of its social media accounts. This may include deleting, disabling or restricting comments. It may be appropriate to communicate this decision to the audience. This can be done by referring or linking to the relevant sections of the [ABC's Terms of Use](#) and, where appropriate, the House Rules or Moderation Statement associated with the particular ABC page. Before establishing rules for moderation of an ABC account on a third party site, consideration must be given to the site's terms and conditions and, where appropriate, Legal should be consulted.

Fair and balanced coverage

Keeping good notes

Staff are required to take care to keep a note of their efforts to offer candidates and party officials opportunities to appear on ABC platforms. It will usually be sufficient to keep a brief note of date, time, the person's name/party, the issue they are being approached about and, if relevant, the reason the opportunity was not taken up.

Divisions may wish to develop templates to circulate to staff to promote the keeping of consistent and transparent records.

The purpose of the note-taking requirement is to assist the ABC to respond adequately in cases where it may be claimed later that a given candidate or party was not given a fair go. The reason an opportunity was not taken up may be that the person could not be contacted or declined to comment. The notes show the efforts to reach them and to provide an opportunity to comment or to be interviewed or otherwise participate. It is evidence of efforts to be fair, accurate and impartial. In some instances, of course, deadlines and other factors make it impossible to obtain material relevant to coverage of a given story or issue in the same program or on the same day. That understanding of the practicalities is reflected in the relevant sections of the Editorial Policies, for example through the use of terms such as "reasonable efforts" in sections 2.1 and 5.3.

Notes kept by program teams and content areas should also include any other relevant matters which may affect balance and impartiality during election campaign coverage (for example, a major international event or natural disaster during a campaign may require extensive coverage from a Foreign Minister or Prime Minister that could distort normal balanced coverage of daily political issues. Alternatively, a scandal involving a particular politician may lead to a particular focus on one individual).

All notes should be preserved in case they are required in future to respond to claims of unfair or partial treatment. They are not required to be forwarded to the ECRC unless sought.

State and territory politicians commenting on federal election issues and vice versa

Staff should keep notes of the opportunities they extend to politicians from other jurisdictions to speak on election issues.

State and territory politicians, especially Ministers, from other jurisdictions are constantly appearing on ABC platforms to speak and be questioned about a wide variety of matters, mostly to do with their specific responsibilities. They might speak – whether solicited or unsolicited – about federal election issues at least some of the time. In this way, they become part of the federal campaign, even though they serve in a parliament elsewhere. Likewise, a federal politician appearing on ABC platforms may comment on a current state or territory campaign, particularly if they hail from that state or territory.

Where the ABC considers it appropriate to seek a response or include an unsolicited response about an election issue from a politician from another jurisdiction, it is important to keep a note of whether the opportunity to respond was taken up and, if not, why. Conversely, if a politician's comment on an election issue is considered to require an opportunity to respond be given to a candidate or party official, keep a note of whether the opportunity to respond was taken up and, if not, why.

Former party leaders (ex-Prime Ministers, Premiers and Chief Ministers and ex-Leaders of the Opposition)

Coverage of former leaders is relevant to the overall assessment of fairness and balance of our coverage. Staff should keep notes of the opportunities they extend to former party leaders to speak on election issues. It is recognised that not all ex-leaders make public comments that align with the contemporary views of their party.

Some become regular commentators on politics and may express views that differ from those their party currently espouses. Some may intervene on specific issues only, stating a view from which their party may have moved. So it is not automatic that an ex-leader backs their party's current position on every issue. When these situations arise, think about what an ex-leader is saying in the contemporary context. If in doubt in particular circumstances, refer up.

Not “making up the difference” when candidates decline invitations to participate

In some elections, candidates and party officials from a major party repeatedly decline invitations to participate in ABC programs for a range of reasons. This can lead to a temptation by ABC staff to “make up the difference” to balance coverage, even when there is no formal count of share-of-voice. This could include limiting comment by the opposing side or by providing greater coverage to that party during the final weeks or days of the campaign to achieve balance, regardless of news values. Such an approach would seriously distort our coverage and should be resisted.

Free-time party election broadcasts

Allocation to eligible parties

Eligible political parties may be allocated free broadcast time on ABC1 and ABC Local Radio to broadcast policy announcements. Major parties are also eligible for broadcast time for their final pitches at the end of the campaign period. Additional allocations may be made for minor or new parties who meet threshold criteria. Once election broadcasts have gone to air, they are usually posted on the ABC's Election site. For more information about eligibility criteria and broadcast allocations, see the [ABC Board's policy statement](https://www.abc.net.au/edpols/elections/13644770).

Independents

The ABC does not allocate free election broadcast time to independent candidates. The ABC – in its allocation of free broadcast time and its general news and information coverage – strives for balanced treatment for the major parties over the course of the campaign, but this does not require equal treatment across all candidates, including independents and those from minor parties.

The broad principles behind the allocation of free broadcast time are:

- the bulk of the time is given to the parties which, if successful, would be in a position to form government; and
- the criteria to determine time given to minor or new parties deal not just with existing representation but also consider the party's degree of formal participation in the election (seats contested) and support state-wide (polls). For details, see [ABC Board's policy statement on allocating free election broadcast time to political parties](#).

As a public broadcaster, the ABC views the allocation of free time from a jurisdiction wide perspective (whether federal, state or territory-wide), rather than from a local electorate perspective. Independent members and candidates are quintessentially locals, whose fortunes – unlike those of parties – are determined within the boundaries of a single electorate.

Minor party candidates and Independents may of course be newsworthy. Leaving to one side the free broadcast time issue, in approaching election coverage in news and information programs, ABC staff are advised to determine coverage of minor parties and independents according to news value, and to provide coverage that is proportionate to the role of minor parties and independents in the campaign or in particular issues before the electorate.

Requests for assistance in producing free time party election broadcasts

When a party representative asks to use ABC studio facilities to produce a free-time party election broadcast that will air on ABC TV or ABC Radio, refer to the [ABC's Production Guidelines for Free Broadcasts by Political Parties](#), a copy of which is provided to parties prior to the allocation of free time. These Guidelines state:

Subject to production commitments and studio availability, and provided adequate notice is given, ABC studio facilities in capital cities may be made available for speakers to pre-record their material. The ABC will make available studios for the straightforward recording of a speaker only. ABC staff will not assist or advise in relation to the content or presentation style nor otherwise act in any way that may compromise ABC independence and integrity. The ABC will charge for the use of its resources on a cost-recovery basis.

Except as set out in these Production Guidelines, the ABC will not edit material provided by the parties unless for technical reasons. If editing is required for technical reasons, the relevant party will be asked to approve it in writing.

If you have any question about providing production assistance, refer upwards.

Related material

- Australian Communications and Media Authority, [Election Guidelines](#), updated May 2023.
- Australian Electoral Commission, [Electoral Backgrounder – Electoral Advertising](#), updated January 2025.

Endnotes

1. The blackout period under the Broadcasting Services Act 1992 (Cth) bans community and commercial broadcasters from airing election advertisements “Election advertisements” are defined to include paid broadcasts that are directed at soliciting votes for a candidate or commenting on a party or election issue. The blackout applies in relation to elections to the Commonwealth Parliament, a State Parliament, or a Territory legislature. This election advertising blackout does not apply to the ABC because:

- national broadcasters like the ABC are not in the list of broadcast licensees who are subject to the blackout provision; and, in any event, the ABC does not broadcast paid election advertisements. Election broadcasts on the ABC – that is, the time the ABC makes available to the parties for campaign launches and short announcements created by the parties themselves – are regulated under the ABC Act, which does not expressly restrict or “black out” election matters on the ABC at any time.

2. The Commonwealth Electoral Act requires that any announcement on the internet intended to affect voting in a federal election must identify the name and address of the person who authorised the announcement. (Similar obligations are generally imposed by state and territory electoral laws.) The ABC is not required to comply with these provisions because:

- the ABC does not broadcast or publish paid electoral advertisements;
- the ABC has a broad discretion under section 79A(1), ABC Act, to determine the manner and extent to which it broadcasts political matters;
- national broadcasters like the ABC are not subject to the licence conditions in Schedule 2, Broadcasting Services Act, that apply to commercial, community and subscription broadcasters;
- in relation to election broadcasts (or “political matter [broadcast] at the request of another person”), the ABC is instead required to comply with similar identification provisions under section 79A(2)-(5), ABC Act; and

- in relation to electoral material published online, the Commonwealth legislation does not apply in any event to material that forms part of a general commentary on a website: section 328A, Commonwealth Electoral Act 1918. This exclusion of online commentary is consistent with the treatment of “letters to the editor” in newspapers and talkback callers on radio – none of which are required by law to be identified during an election.

Status of guidance note

This guidance note, authorised by the Managing Director, is provided to assist interpretation of the Editorial Policies in the context of coverage of the federal, state and territory elections. The Editorial Policies contain the standards enforceable under the ABC’s internal management processes and under the ABC’s complaints-handling procedures.

It is expected that the advice contained in guidance notes will normally be followed. In a given situation there may be good reasons to depart from the advice. This is permissible so long as the standards of the Editorial Policies are met. In such situations, the matter should ordinarily be referred upwards.

Issued: 14 February 2014, Revised: 26 March 2021

ALLOCATION OF FREE BROADCAST TIME TO POLITICAL PARTIES DURING ELECTION PERIODS

Statement of policy approved by the
Australian Broadcasting Corporation Board



LEGISLATIVE AND POLICY BACKGROUND

Under Section 79A of the *Australian Broadcasting Corporation Act 1983*, the ABC may determine to what extent and in what manner it will broadcast political matter.

The ABC supports fundamental democratic principles, among them parliamentary democracy. Since its inception in 1932, the national public broadcaster has facilitated the democratic process by making broadcast time available to registered political parties so that they may have an opportunity to explain directly to the electorate the policies for which they are seeking voters' support.

The ABC Board has determined that free broadcast time shall be allocated to political parties during election periods according to the eligibility and allocation criteria set out in this document.

The criteria and guidelines to be applied in allocating free election broadcast time are founded on some basic propositions:

- For the proper functioning of representative government in a democracy, it is essential that the public are fully informed on issues of current debate and on the policies of those parties competing for political office.
- The public is entitled to hear a range of principal relevant perspectives on matters of public importance.
- Providing opportunities for the expression of a diversity of perspectives is inherent in the concept of impartiality, which is among the ABC's statutory duties.
- Exchange of opinion is one of the safeguards of free institutions and of democracy itself.

The ABC Board reserves the right to grant or withhold free broadcast time to political parties, including those not currently represented in the Parliament, on the basis of the number of seats contested, the measure of demonstrated public support and any other factors deemed relevant.

Free time election broadcasts are quite separate from the ABC's news and current affairs coverage of elections. Their transmission does not imply ABC support for the views contained in them.

SCHEDULING AND PRODUCTION

Free time election broadcasts comprise parties' policy announcements and, for the Government and official Opposition, final pitches in the last week of the election period. The ABC aims to give eligible parties maximum possible freedom in how they use their time, consistent with the proper operation of a public broadcaster. Production guidelines issued by the ABC from time to time set out conditions for the lawful and efficient administration of free time election broadcasts.

Allocations are made in general election campaign periods and not in by-elections, local elections or elections involving only the upper house of a parliament.

An “election period” runs from the day the writ is issued until the close of polling on election day. Although the ABC is not required to comply with the election blackout under the *Broadcasting Services Act 1992 (Cth)*, the ABC has determined as a matter of policy to observe the blackout period and accordingly will not schedule free time election broadcasts after midnight on the Wednesday before polling day.

Free time election broadcasts are broadcast on ABC1 Television and ABC Local Radio. Once broadcast on ABC1 Television or ABC Local Radio, the ABC may at its discretion post or otherwise make available the election broadcast on any of the ABC’s other broadcasting or digital media services. If the party agrees and it is practicable, the ABC may make an election broadcast available on a digital media service, such as abc.net.au, earlier than its formal scheduled broadcast time on the television or radio service for which it was made.

ALLOCATION OF FREE BROADCAST TIME TO THE GOVERNMENT AND THE OFFICIAL OPPOSITION

1. Automatic eligibility for grant of time

The Government and the official Opposition in an outgoing Federal, State or Territory Parliament or Assembly are granted equal time by the ABC for election broadcasts within the relevant jurisdiction during election campaigns. When political parties are in coalition, either as a Government or as the official Opposition, the ABC will provide an equal allocation of time to the Government and to the official Opposition, leaving it to the parties which are in coalition to divide the time between them as they see fit.

The “official Opposition” means the second largest political party or coalition of parties after the Government in the Lower House which stands ready to form a government should it win a majority at a general election.

In assessing whether a minor party is “in coalition” with the Government or official Opposition parties, regard will be given to factors such as any formal agreement in place between the parties, public statements about the nature of the parties’ affiliation, and the extent to which the parties have agreed to act in a unified way on legislative and policy matters.

2. Time allocated

In **federal elections**, the Government and official Opposition parties will be granted 25 minutes 30 seconds of free time on ABC1 Television and 25 minutes 30 seconds on ABC Local Radio. The time is allocated as follows:

- 12 minutes for policy announcements on television and radio, divided into twelve 60-second spots on ABC1 and twelve 60-second spots on ABC Local Radio; and
- 13 minutes 30 seconds for the party’s final pitch in the last week of the election period.

In **state and territory elections**, the Government and official Opposition parties will be granted 18 minutes of free time on ABC1 Television and 18 minutes on ABC Local Radio. The 18 minutes are allocated as follows:

- 8 minutes for policy announcements on television and radio, divided into eight 60-second spots on ABC1 and eight 60-second spots on ABC Local Radio; and
- 10 minutes for the party’s final pitch in the last week of the election period.

Parties will not be permitted to divide up or combine their allocations, for example to make one 60-second spot into two 30-second spots or to make two 60-second spots into a 2-minute spot.

ALLOCATION OF FREE BROADCAST TIME TO ELIGIBLE MINOR PARTIES

The following criteria have been established by the ABC Board to determine whether a minor party is eligible for a grant of free election broadcast time.

1. Threshold Criteria: Registered political party standing a requisite number of candidates

To qualify for an allocation of free election broadcast time, a political party must be registered with the electoral commission in the jurisdiction in which the election is to be held. Parties must stand candidates in at least 10% of vacant seats in the House of Parliament in which the party is contesting seats.

In a Federal Election, there is an additional criterion. Parties must stand candidates in the majority of States and Territories. This means that parties must stand candidates in at least five of the eight States and Territories.

2. Additional Criteria: Demonstrated public support

A minor party, whether it is already established or a new party, must satisfy the threshold criteria and also demonstrate electoral support in the jurisdiction in which the election is being held according to the criteria set out below.

Established minor parties – being parties, other than those in coalition with the Government or the official Opposition, which have contested a previous election in the jurisdiction in which the election is being held – must demonstrate electoral support according to any one of the following criteria:

- election of at least one member to the Parliament concerned at the immediately preceding election or in the case of the Senate, at the previous Senate election; or
- the polling of at least 5% of first preference votes cast for either House at the immediately preceding election for the Parliament concerned; or
- having at least 5% nationwide, State-wide or Territory-wide support (depending on the election concerned) in a recent, recognised, and published independent poll.

New parties – being those parties which have not previously contested an election in the jurisdiction in which the election is being held – must demonstrate:

- at least 5% nationwide, State-wide or Territory-wide support (depending on the election concerned) in a recent, recognised, and published independent poll.

3. Time allocated

If an eligible minor or new party meets the twin criteria of contesting at least 10% of vacant seats in an election and demonstrates at least 5% public support in votes cast or in a recent recognised and published independent poll, then the party may be granted two 60-second spots on ABC1 Television and two 60-second spots on ABC Local Radio for policy announcements.

If an eligible minor or new party meets the twin criteria of contesting at least 20% of vacant seats in an election and demonstrates at least 10% public support in votes cast or in a recent recognised and published independent poll, then the party may be granted two additional 60-second spots on ABC1 Television and two additional 60-second spots on ABC Local Radio for policy announcements.

FACTORS THE BOARD MAY CONSIDER IN EXERCISING ITS DISCRETION TO ALLOCATE FREE BROADCAST TIME

Whether or not a party meets the criteria set out above and is granted one or an additional allocation, the ABC Board retains a discretion to allocate free election broadcast time.

In assessing whether – and how much – time to grant to a minor party, the Board has determined factors relevant to the exercise of its discretion include:

- the number of candidates the party fielded in the immediately preceding election in one or both Houses of Parliament;
- the percentage (above 10%) of vacant seats the party is contesting in the current election;
- the percentage of first preference votes obtained at the immediately preceding election in the House in which the party stood candidates;
- the proportion of electorates in which the party obtained at least 5% of first preference votes at the immediately preceding election;
- the number of seats won by the party at the immediately preceding election;
- whether seats were won in the lower House of Parliament where government is formed;
- any change, since the immediately preceding election, in the number of sitting members of Parliament who were members of that political party;
- any relationships that exist between a political party and any other political party, such as an agreement to enter into or withdraw from an affiliation with another party;
- any special recognition given to the party under the relevant Parliamentary rules and orders in force during the immediate past session of Parliament, such as questions allotted to the party during Question Time or the time allocated to the party's members for Private Members Business;
- the results of any recent, recognised and published independent poll;
- any change in poll results since the immediately preceding election; or
- the desirability of providing a fair opportunity – relative to each party's level of demonstrated public support – to eligible political parties to convey their policies to the electorate;
- and ABC Editorial Standards:

Public Access (9.1) - *Free broadcast time or publication space may be provided to enable individuals or organisations to communicate directly with the ABC, the audience and each other, provided that –*

the content is broadcast or published as a public service;

the content is relevant and suitable in the context in which it appears;

the ABC maintains editorial control: and

ABC independence and integrity are maintained.

Harm & Offence (7.7) - *Avoid the unjustified use of stereotypes or discriminatory content that could reasonably be interpreted as condoning or encouraging prejudice.*

Enquiries about the details of the allocation of election free time on ABC radio and television should be directed to Gavin Fang, Chair, ABC Election Coverage Review Committee, on telephone (02) 8333 4717 or by email to fang.gavin@abc.net.au



FREE TIME ELECTION BROADCASTS

2025 Edition

Production Guidelines

Note: These Production Guidelines apply to all Federal, State & Territory Elections. The ABC may revise these election production guidelines from time to time, at the ABC's sole discretion.

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Free Time Election Broadcasts

PRODUCTION GUIDELINES FOR FEDERAL, STATE & TERRITORY ELECTIONS

INTRODUCTION

This document sets out the ABC's production guidelines for party broadcasts during election campaigns, including our technical and other requirements.

These guidelines have been drafted in accordance with the [ABC Act](#), our [Editorial Policies](#) and the [policy statement of the ABC Board](#).

FORM AND PRESENTATION OF YOUR BROADCAST

Guiding principles and obligations

The ABC is obliged to ensure that:

- the ABC acts in accordance with principles of fairness and objectivity in our election coverage;
- the national broadcasting service is not used as a medium for personal attack, as distinguished from criticism of a party and its policies;
- the ABC does not broadcast material which, in the opinion of the ABC, is defamatory or otherwise unlawful; and
- the ABC does not broadcast election advertisements, as distinct from broadcasts of political matters.

Subject to the matters set out above, accuracy is the responsibility of the parties making the broadcasts. The parties must use the time on ABC platforms for announcements of policy on particular issues and, for the major parties, the party's final pitch.

Material must inform and not be in the nature of an advertisement

Since the ABC is not permitted to broadcast advertisements, the material provided by each political party must be in the form of a political comment or statement only and must not be in the nature of an advertisement.

Policy announcements and final pitches must aim to inform voters about election policy matters. In determining whether material submitted for a party election broadcast is "political matter" or is an "advertisement", the ABC will take into account:

- the content; and
- the presentation of the material, including style, tone and emphasis.

Material that is in the nature of an advertisement might include: stylised images, misleading non-verbal impressions or unduly frequent or unduly prominent use of catchwords, slogans or jingles.

The ABC reserves the right at its sole discretion to refrain from broadcasting any material which it considers may constitute an advertisement.

Speakers must be candidates or sitting members

A party's policy announcements must be made by one or more speakers who are sitting members or candidates at the relevant election. (The formal introductory and closing announcements may be in a different voice but must be identified.)

A party's final pitch must be made predominantly by the leadership team, but other speakers may be used provided they are candidates or sitting members.

News and current affairs style interviews

News and current affairs style interview presentations will not be permitted where this may create a misleading impression that the interview is being carried out by the ABC or using a style associated with ABC news and current affairs programs.

Use of graphics etc.

Use of graphics or vision to illustrate key points is permitted provided they are informative and not accompanied by sound effects or other characteristics of advertising. Where a party proposes to include a drawing or illustration of an identifiable person who is not the party's candidate, that person's permission must be obtained and evidenced to the satisfaction of the ABC as and when required—see "Participants' consent" below.

Use of music

Use of music is permitted provided it is non-intrusive background music only and does not include lyrics, prominent musical stings or any other intrusive elements which drive the narrative of the announcement.

Telephone numbers, website addresses etc.

Telephone or text numbers, email addresses and references to web pages or other services must not be included in announcements or final pitches.

CONSENTS AND CLEARANCES

Indemnity

The ABC requires that each political party executes a suitable form of release and indemnity in favour of the ABC in respect of any liability which may arise out of any such election broadcast. The ABC shall also retain the right in its absolute discretion to refrain from broadcasting or publishing online any material which it considers may be of a defamatory nature or unlawful in any other respect.

Participants' consent

Where a political party proposes to use any material in which an identifiable person appears and that person is not that party's candidate, the party must obtain permission of the person concerned and provide evidence of that permission to the ABC as and when required. If the identifiable person is a child, the child's parents or guardian's permission must be obtained.

Consent is not required for those individuals who appear in footage shot at policy launches or other events held for party supporters, in which case permission from audience members is implicit.

ABC content containing vision or sound of an identifiable person will not be released for use in political party advertisements unless that political party has obtained permission from the person concerned.

To minimise any administrative delay in material being approved for broadcast, parties should—at or prior to the time of delivery—provide an assurance to the ABC that all necessary consents have been obtained.

Copyright clearance

Where a political party proposes to use any material (such as stock photos) in which it does not own copyright, it is the responsibility of that political party to obtain copyright clearance and to ensure the use of the material in a political broadcast—including when posted online—complies with all relevant license terms and conditions set by the copyright owner.

As a general rule, the ABC does not license any of its own identifiable ABC content for use in either free time announcements or political advertising.

LENGTH OF BROADCAST – FEDERAL ELECTIONS

The duration of each broadcast includes opening and closing party identification announcements (see “Identification as a party election broadcast” below).

Government and Opposition parties

For **Federal Elections**, the ABC has determined that Government and Opposition parties will each be granted approximately 25 minutes 30 seconds of free time on ABC1 Television and on ABC Local Radio:

	ABC Local Radio	ABC Television
Policy announcements	(12 x 56 seconds*)	(12 x 60 seconds)
Final pitch	13 minutes 26 seconds*	13 minutes 30 seconds

*For technical reasons, policy announcements on Radio must not exceed 56 seconds, and final pitches on Radio must not exceed 13 minutes 26 seconds. Note that if the audio from a television broadcast is to be used in the party’s radio broadcast, editing may be required to meet this technical requirement and to allow time for the closer to include identifying the name of the person doing the voiceover.

Minor and new parties

If a minor or new party meets the minimum eligibility criteria for free broadcast time, then the party may be granted time on ABC1 Television and on ABC Local Radio for broadcasting policy announcements:

	ABC Local Radio	ABC Television
Initial allocation	2 x 56 seconds**	2 x 60 seconds
Further allocation	2 x 56 seconds**	2 x 60 seconds
Additional allocation of time is at the discretion of the ABC Board		

**For technical reasons, policy announcements on Radio must not exceed 56 seconds. Note that if the audio from a television broadcast is to be used in the party’s radio broadcast, editing may be required to meet this technical requirement and to allow time for the closer to include identifying the name of the person doing the voiceover.

LENGTH OF BROADCAST – STATE AND TERRITORY ELECTIONS

The duration of each broadcast includes opening and closing party identification announcements (see “Identification as a party election broadcast” below).

Government and Opposition parties

For **State and Territory Elections**, the ABC has determined that Government and Opposition parties will each be granted approximately 18 minutes of free time on ABC1 Television and on ABC Local Radio:

	ABC Local Radio	ABC Television
Policy announcements	(8 x 56 seconds*)	(8 x 60 seconds)
Final pitch	9 minutes 56 seconds*	10 minutes

*For technical reasons, policy announcements on Radio must not exceed 56 seconds, and final pitches on Radio must not exceed 9 minutes 56 seconds. Note that if the audio from a television broadcast is to be used in the party's radio broadcast, editing may be required to meet this technical requirement and to allow time for the closer to include identifying the name of the person doing the voiceover.

Minor and new parties

If a minor or new party meets the minimum eligibility criteria for free broadcast time, then the party may be granted time on ABC1 Television and on ABC Local Radio for broadcasting policy announcements:

	ABC Local Radio	ABC Television
Initial allocation	2 x 56 seconds**	2 x 60 seconds
Further allocation	2 x 56 seconds**	2 x 60 seconds
Additional allocation of time is at the discretion of the ABC Board		

**For technical reasons, policy announcements on Radio must not exceed 56 seconds. Note that if the audio from a television broadcast is to be used in the party's radio broadcast, editing may be required to meet this technical requirement and to allow time for the closer to include identifying the name of the person doing the voiceover.

SCHEDULING AND TRANSMISSION OF BROADCASTS

Transmission on ABC Television and ABC Local Radio

Party election broadcasts will be scheduled on the ABC Television main channel and on ABC Local Radio.

Publication on ABC Online

Following or at the same time as broadcast on television or radio, the ABC may, at its discretion, post on ABC Online the video or audio of any party election broadcast.

Any party election broadcast material posted online by the ABC will be presented in such a manner as to preserve the independence and integrity of the ABC.

The ABC reserves the right to remove any such party election broadcast material.

The broadcast schedule

The ABC will prepare a schedule of available time-slots for policy announcements. The schedule will not be varied where a party fails to provide its material in time to fill its scheduled spots. The allocation of schedule times among the parties will be determined randomly and in a transparent manner at a meeting of Party representatives and the ABC.

Final pitches will be broadcast during the final week of the election period. The ABC follows, as a matter of policy, the "election blackout" period which runs from midnight on the Wednesday before polling day.

Broadcast times may be altered at the ABC's discretion.

Parties may elect to waive or reduce their time

A party may elect to waive its final pitch broadcast or any of its 60-second announcement broadcasts but cannot convert the final pitch broadcast into extra 60-second announcements. Parties will not be permitted to divide up or combine their allocations, for example to make one 60-second spot into two 30-second spots, or to make two 60-second spots into a 2-minute spot. Any decision not to proceed with a broadcast, or to submit material that will run significantly less than the allocated time, must be notified to the ABC in advance. This is to ensure that the ABC can deal appropriately with the scheduling and/or technical consequences of such a decision.

Repeat broadcasts

A party may choose to repeat a previously approved announcement if it misses a deadline or otherwise wishes to repeat. Where material is to be repeated, the party should advise the ABC of this no later than 9.30 am (AEST) on the day before scheduled transmission.

IDENTIFICATION AS A PARTY ELECTION BROADCAST

The party must include the following Opener and Closer as part of its policy announcements and final pitch. Announcements with incomplete or missing openers or closers will not be broadcast.

Radio openers and closers

The Radio Opener must state that the broadcast is by a named person or persons speaking on behalf of the party for the coming election. To illustrate:

RADIO OPENER:

“Here is a broadcast by [Name of candidate/s who speak] for the [Name of party] for the (Name of election) Election.”

The Radio Closer must announce the name of the natural person authorising the broadcast for the party, the name of the party, the town/ city/ suburb where the party’s principal office is situated, the names of the candidate/s speaking and the name of the person voicing the opening and closing announcements. To illustrate:

RADIO CLOSER:

“Authorised by [Name of party official authorising] for the [Name of party], [Town/city/suburb where party’s principal office is situated].

Spoken by [Name of candidate/s who speak and name of the person who does the voiceover].”

All names identified in the Opener and Closer must be clearly audible to the average listener. If a party intends to use the audio from its television broadcast as its radio broadcast, editing may be required to ensure all names in the closer are clearly audible. Note that, in contrast to television broadcasts, radio closers have to include an additional name (that of the person doing the voiceover) and, for technical reasons, radio broadcasts are reduced by 4 seconds (see the “Length of Broadcast” section).

TV openers and closers

The TV Opener must include an image of the party’s identification logo or graphic and be accompanied by a voiceover that states the broadcast is by a named person or persons speaking on behalf of the party for the coming election. To illustrate:

TV OPENER:

Voiceover says, **“Here is a broadcast by [Name of candidate/s who speak] for the**

[Name of party] for the (name of election) Election.”

Show on-screen image of party logo/graphic.

The TV Closer must include a voiceover that announces the name of the natural person authorising the broadcast for the party, the name of the party, and the town/ city/ suburb where the party’s principal office is situated. This must be accompanied by text on-screen conveying the same information, as well as the names of the candidate/ s speaking and the name of the person voicing the opening and closing announcements. To illustrate:

TV CLOSER:

**Voiceover says, “Authorised by [Name of party official authorising] for the [Name of party],
[Town/city/suburb where party’s principal office is situated].”**

Show on-screen the text:

**Authorised by [Name of party official authorising] for the [Name of party],
[Town/city/suburb where party’s principal office is situated].**

**Spoken by [Name of candidate/s who speak
and name of the person who does the voiceover].**

Allowing for on-screen crawls in TV broadcasts

The ABC will insert into a party’s final pitch and policy announcements an on-screen crawl stating:

“This is an election broadcast for the <Party Name>”.

In the 60-second policy announcements, the crawl will run once at approximately 30 seconds into the announcement.

Federal Elections: In the major parties’ final pitch, the crawl will run two times: at approximately 3 minutes and at 6 minutes into the pitch.

State & Territory Elections: In the major parties’ final pitch, the crawl will run three times: at approximately 3 minutes, at 6 minutes, and at 10 minutes into the pitch.

Delivery deadlines

All recordings for television and radio must be available at the ABC for checking no later than 9.30 am (AEST) on the day before scheduled transmission. Where announcements are scheduled for Saturdays, Sundays or Mondays, recordings must be available to the ABC by 9.30 am (AEST) on the preceding Friday.