

9 October 2024

Funding and Disclosure

Australian Electoral
Commission
Locked Bag 4007
Canberra
ACT 2601

Re: Objection to the application from Tammy Tyrrell for Tasmania

Dear Australian Electoral Commission,

As [REDACTED] I am writing on behalf of the Jacqui Lambie Network (JLN) to raise an objection to the proposed logo for 'Tammy Tyrrell for Tasmania'.

The JLN opposes the registration of the 'Tammy Tyrrell for Tasmania' proposed logo based on the following two points:

1. Per s 129(1)(c) of the Electoral Act, the proposed logo so nearly resembles the logo of the JLN to the point that it is likely to be confused with or mistaken for the JLN logo. Notably, the proposed logo includes a silhouette in the shape of Tasmania, which is a key feature of the JLN logo. This is the JLN's established logo, which its supporters have long associated with the brand. Further, the hierarchy of font weights follows the same styling as the JLN. For example, the proposed logo uses the JLN's styling of fonts from regular, followed by bold. The confusion only worsens the smaller the logo, which will inevitably result in voter confusion when placed on a ballot paper.
2. Per s 129(1)(d) of the Electoral Act, the resemblance of the proposed logo with the JLN logo would cause a reasonable person to think that the 'Tammy Tyrrell for Tasmania' Party has a connection or relationship with the JLN when, in fact, no such relationship exists. Senator Tyrrell's former association with JLN gives greater weight to this consideration. As aforementioned, on a ballot paper, a reasonable person may be challenged to distinguish the proposed logo from the JLN's logo. It is inevitable that a reasonable person, by way of a Tasmanian elector, would confuse the proposed logo with the registered JLN logo. To this end, the JLN strongly believes that registering the proposed logo would be detrimental to the JLN and risks the fairness and integrity of electoral campaigns, most notably on a ballot paper.

Based on the preceding points outlined consistently with ss 129(1)(c) and 129(1)(d) of the Electoral Act, the JLN urges the Australian Electoral Commission to refuse to enter into the Register the proposed logo of 'Tammy Tyrrell for Tasmania'.

The JLN is grateful for the opportunity to raise this objection and appreciates the Australian Electoral Commission's consideration of the issues we have outlined.

For further information or to further discuss the JLN concerns please feel welcome to contact me at [REDACTED] or on [REDACTED].

Kind regards,

[REDACTED]

[REDACTED]
[REDACTED]

Jacqui Lambie Network
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[REDACTED]