

17 January 2025

## **Ensuring truth in elections: the challenge of misinformation for WA voters**

As the WA State election campaign gains momentum, the Western Australian Electoral Commission (WAEC) is taking action to combat the spread of misinformation and disinformation.

During elections, voters are often inundated with vast amounts of information, some of which may be unreliable or deliberately false.

Adding to these challenges, advances in artificial intelligence (AI) are creating new risks, such as the production of misleading text, imagery or video.

Misinformation undermines the integrity of the electoral process by amplifying voter confusion and eroding trust in the democratic process. Getting the right information allows voters to make an informed choice about their voting options and know that their vote counts in making their voice heard about the issues that matter to them.

The WAEC encourages voters to help stop the spread of misinformation by critically evaluating election-related information they encounter, particularly on social media channels.

WA Electoral Commissioner Robert Kennedy encourages voters to think about where the information came from.

“Ask yourself: is the information reliable, is it current, is it safe? When in doubt, come to us as we will always have accurate and up to date information,” Mr Kennedy said.

“By tackling misinformation head-on, we can ensure every voter has confidence in their participation, while protecting the integrity of the electoral process. The WA Electoral Commission is here to provide all the support and information you need before you vote.”

### **Key measures to combat misinformation**

The WAEC is actively educating voters and media outlets through the launch of the “Check the Facts” campaign. The new multi-platform advertising, social media and website campaign outlines how to identify false or misleading information relating to the operation of the election.

For verified election information and updates visit: [elections.wa.gov.au](https://elections.wa.gov.au).

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