

Vote 2016 Campaign on a page.

We are. LGNZ.

Local elections turnout in New Zealand has been declining since the 1980s. LGNZ's ten-month #Vote16NZ campaign, running until the 8 October polling date, aims to lift voter numbers above 50 per cent nationally for the first time since 1998. The campaign also encourages citizens with strong leadership qualities and a passion for their community to consider standing as candidates themselves.

"Local voter turnout varies significantly across different age groups and geographic areas but, overall, there are not enough New Zealanders currently participating in the local government process – by having their say on the issues that matter, by voting or by standing for office," says LGNZ President Lawrence Yule.

CAMPAIGN OBJECTIVE:

Voter turnout above 50 per cent.

CAMPAIGN PHASES

We will do this by listening, engaging and acting via social media through the following phases:

1. Community engagement
2. Encouraging candidates to stand
3. Encouraging voting

TARGET AUDIENCE

Research shows us there is a significant number of citizens who are interested in the local government process but don't vote, or, who want to vote but say it's too hard to find the information they need to make an informed decision. The campaign will focus on these citizens.

42% Of New Zealanders voted in the 2013 local elections



31% Didn't know enough about the candidates



14% Not interested in voting



24% Forgot or left it too late to vote



14% Felt they were too busy to vote

ISSUES THAT MATTER

Research also tells us it is the visible, tangible services that matter most to communities.

Most common themes

- > local services, infrastructure and rates
- > traffic, roading, parking, and public transport
- > waste, rubbish, recycling, water, and sewage
- > recreation facilities
- > value for money

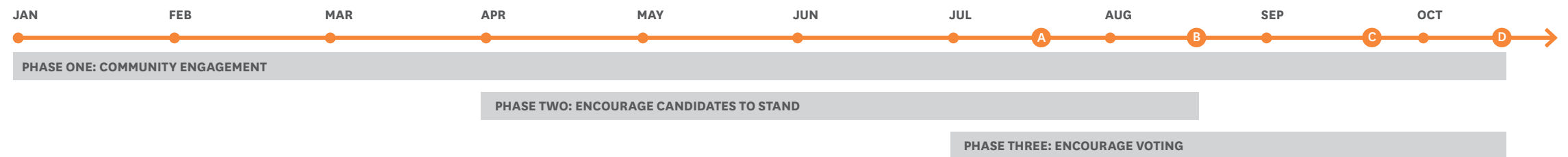
Common themes on the 'bigger issues'

- > environment
- > caring for the elderly
- > needs of young people/teenagers
- > child welfare/poverty
- > household living costs

Most important topics

- > services
- > value from rates
- > long term plan
- > budget

CRITICAL DATES



KEY DATES:

- A 15 July 2016** Nominations open for candidates. Nominations have to be sent to the electoral officer for the council, district health board or licensing trust. Rolls open for inspection at council offices and other sites locally.
- B 12 August 2016** Nominations close at 12 noon. Rolls close. After this date, anyone who is entitled to vote and who is not enrolled as an elector, or whose details are incorrectly recorded on the roll, will have to cast a 'special vote'.
- C 16-21 September 2016** Voting documents delivered to households. Electors can post the documents back to electoral officers as soon as they have voted.
- D 8 October 2016** Polling day — The voting documents must be at the council before voting closes at 12 noon. Preliminary results (i.e. once all 'ordinary' votes are counted) will be available as soon as possible afterwards.

CAMPAIGN COLLATERAL

