

From: lgoima
To: ["Harry Lock"](#)
Subject: RE: LGOIMA Request: Council spending on election promotion and voter engagement
Date: Tuesday, 18 February 2020 06:01:00 p.m.
Attachments: [Summary of election advertising.xlsx](#)

Dear Harry

I am writing in response to your LGOIMA request, the answers of which are provided below. Please accept my apology for the delay in my reply to you.

- *The total amount spent by the Council that went into promoting the election, and increasing voter turnout - for every council election since 2000*
Please see the attached spreadsheet. We have been able to access information back to 2004, but not for the 2001 election costs. At this time we had a change in our financial systems and so the data for 2001 is not available.
- *A breakdown of the spending that went into promoting the election and increasing voter turnout (e.g. through comms, publicity campaign, education campaign) - for every council election since 2000 (- if the information exists. If it is too time-expensive, then can I request the information just for the 2016 & 2019 election).*

Please see the attached spreadsheet. Please note that the expenditure does not include the public notices that were required to be provided in the local newspapers, and it does not include the cost of staff time which included an additional full time person for this election, over and above all previous years resourcing.

Staff time spent promoting the elections included numerous attendances at meetings with groups including community groups, youth council, and the Otago University Student Association, local radio interviews and slots promoting voting and explaining STV, and staffing a roaming polling booth daily over the two week period prior to election day (see below).

- *An outline of the strategy that was used by the Council to promote voting in this election*

Our strategy included the following:

- A greater use of social media – reaching more people in a cost effective way.
- Greater use of the web to advertise candidate evenings, and promote voting with timely reminders to vote, and how to vote.
- Publicised candidates, with website information on each.
- Provision of a video promoting being a candidate.
- Providing information on how STV works as a voting system.
- Roaming polling booth – on a daily basis, having a polling booth at locations throughout the Dunedin City area, to issue special votes, and providing voting boxes for people to “post” their votes. This was to encourage voter turnout by making voting more accessible.
- Providing sign language services at candidate events, and in the Elections room at the DCC.

- Providing voting boxes on the library buses.
 - Having a “drive through” for dropping off votes on the last morning of the election.
- *A list of **new** initiatives thought up by the Council this year that would promote voter turnout and voter engagement*
 - Providing sign language services at candidate events, and at the election room at the DCC
 - Providing information on how STV works as a voting system.
 - We undertook more of the previously successful initiatives such as the use of the roaming polling booth, and our social media campaign.
 - *Evidence of efforts made by the Council to encourage and increase voter engagement e.g. a “meet the candidates” event, a Mayoral debate, working with local news outlets to increase election coverage*
 - We undertook a higher level of advertising with newspapers, community papers and magazines, and radio advertising.
 - We provided support to meet the candidate events, through advertising the events on our website and providing sign language services when requested.

We note the high turnout in voting relative to other local authorities across New Zealand.

I trust this is of assistance.

Kind regards

Sharon Bodeker

TEAM LEADER CIVIC

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From: Harry Lock <Harry.Lock@rnz.co.nz>

Sent: Thursday, 28 November 2019 5:09 p.m.

To: officialinformation@hcc.govt.nz; council@hdc.govt.nz; info@hauraki-dc.govt.nz; info@adc.govt.nz; info@adc.govt.nz; anna.kellett@aucklandcouncil.govt.nz; info@bdc.govt.nz; maria.decort@codc.govt.nz; info@cic.govt.nz; mediaenquiries@ccc.govt.nz; help.desk@cluthadc.govt.nz; Official Information <officialinformation@oa.dcc.govt.nz>; ask.us@fndc.govt.nz; service@gdc.govt.nz; info@goredc.govt.nz; info@greydc.govt.nz; media@hcc.govt.nz; nickih@hdc.govt.nz; Info@hauraki-dc.govt.nz;

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Subject: LGOIMA Request: Council spending on election promotion and voter engagement

Dear Sir/Madam,

I am looking for information regarding how much the Council spent, and what sort of initiatives went into promoting turnout and voter engagement, for the recent council elections in October, compared with previous elections?

Please supply the following information under the Local Government Official Information and Meetings Act (LGOIMA).

In particular, I am looking for:

- The total amount spent by the Council that went into promoting the election, and increasing voter turnout - for every council election since 2000
- A breakdown of the spending that went into promoting the election and increasing voter turnout (e.g. through comms, publicity campaign, education campaign) - for every council election since 2000 (- if the information exists. If it is too time-expensive, then can I request the information just for the 2016 & 2019 election).
- An outline of the strategy that was used by the Council to promote voting in this election
- A list of **new** initiatives thought up by the Council this year that would promote voter turnout and voter engagement
- Evidence of efforts made by the Council to encourage and increase voter engagement e.g. a "meet the candidates" event, a Mayoral debate, working with local news outlets to increase election coverage

Can the information please be collated into a spreadsheet - with rows divided by year, and columns divided by: total spend and breakdown of expenditure into separate categories. Please note the examples listed for categories in point 2 are not exhaustive.

I understand that a decision on a request for information under the LGOIMA should be made within 20 working days of receiving that request.

If you need any more information from me, please let me know as soon as possible. You can get in touch with me either via email, or on 04 474 1928.

Many thanks,

Harry

Harry Lock | RNZ Reporter

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<https://www.rnz.co.nz/>

@lockharry

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Promotional spending on 2019 election						
Year	Social Media	Web	Newspaper / Mags	Radio	TV	Total
2019	1,850	2,000	3,710	7,010	-	14,570
2016	1,500		2,280	5,800	2,500	12,080
2013	-		2,370	7,560	1,800	11,730
2010						12,104
2007						8,550
2004						10,395