



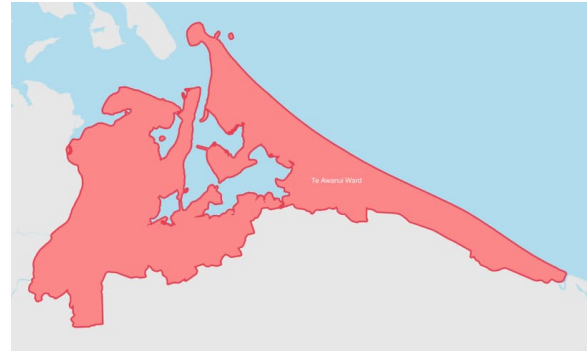
# Election Campaigns July 2024

Strategy, Finance and Risk Committee 18 September 2023



*Tauranga City*

# Ward map – 9 Councillors + Mayor 8 general wards, 1 Māori ward



# Timeline

26 April  
2024

**Nominations open  
Māori electoral option  
closes**

24 May  
2024

**Nominations close**

29 June-  
20 July  
2024

**Three week postal voting  
Special voting opens**

20 July  
2024

**Election day voting  
closes at 12 noon –  
progress results in  
afternoon**

25 July  
2024

**Final election results  
available (5 days after  
election)**

Early  
August  
2024

**Inaugural Council meeting**

Mid  
August  
2024

**Governance structure new  
council decided**

## Two distinct parts of campaign

Part 1.

### **Encourage quality candidates to stand for election**

Led by Commissioners – part of their TOR

“work with the Council to encourage quality candidates to stand for election”

Attributes of a quality candidate defined – see handout

Part 2.

### **Increase voter participation – goal is 50% voters (approx 105,000 voters) (40.3% 2019)**

Led by staff

Target voters who don't usually vote.

Tell people we are having an election with new wards and for the first time there is a Māori ward.

Make it easy to vote. Get people to know their candidates and make an informed choice.

Commissioners part distinctive – can say what they like –  
Staff – the CE has obligation under S42 of the LGA to facilitate and foster participation in elections (staff)

1. To design a campaign to help drive voter turnout among all eligible Tauranga residents - Tauranga City Council's objective is to reach 50 percent.
2. To communicate some of the attributes and experience that could make for a strong quality candidate as described by the Commissioners.
3. To authentically engage with Māori, youth, the disabled community, and Tauranga's ethnic communities

4. To help people understand the election process and returning to an elected council
5. To create and use accessible and relatable collateral
6. To present candidate information in a way that's easy for voters to understand.
7. To raise awareness of voting in an STV system, so voters know how their choices play a part in electing Tauranga's new Council.
8. To share more about what the Council does and manages in Tauranga
9. To bring people along on the election journey by sharing good news stories (like ease of voting, voting for the first time) to get people interested in voting

## Encourage quality candidates

- Candidate College: a mini-conference day
    - Attributes of a quality candidate, what we're looking for, collective responsibility, strategic direction – Commissioners – Q & A session
    - What does good governance look like? - Dr Jim Mather (IOD) TBC
    - Relationships with tangata whenua and representation in decision-making at TCC – Matire Duncan (TBC)
    - Previous councillors talk about their experiences and motivation – Andrew Turner (ex CCC) and Matemoana McDonald
    - First three months – what to expect, time commitments, induction and professional development – Marty Grenfell
    - Election campaigning – rules, safety, signage, election results – Warwick Lampp (Electoral Officer)
- Candidates to register, get information pack, sessions recorded, stalls with GMs major projects in LTP
- Commissioners guest presentations at community events: Tauranga Business Chamber, ethnic events, Priority One, Youth Breakfasts, Disabled Assembly
  - Inform potential candidates what is expected from them if elected
  - Candidates can book a time: 1:1 clinic with Commissioners

Objective: get quality candidates interested and nominated, caring about the future of Tauranga

Social media campaign to drive interest among quality candidates keen to stand for Council

Bespoke campaign driving registrations for Candidate College - advertising across major and weekly Tauranga publications

Priming stage: Short videos sharing information on:

1. What Council does
2. How Council makes decisions
3. What does Council look after in Tauranga

Quality candidate stage:

1. Day in the life

Commissioner's pitch for why you should stand

# Reasons people don't stand

## Reason

- Can't identify with anyone
- Interested but unsure

## Actions

- Priming information
  - day in the life of a councillor
  - how does council work
  - consultation and decision making
  - what is an LTP?
- Videos of Commissioners
- Position descriptions
- Candidate information translated into Te Reo, and other languages
- Social media campaign to drive interest
- Promotional material features diversity





# Increase voter turnout



## Reasons for not voting

- Council not relevant to everyday life
- Other life priorities, family and work commitments
- Social norm of non-voting in families, neighbourhoods
- Distrust council

## Actions

- Highlight influence mayor and councillors have on important local issues (transport, climate change) and encourage people to vote if they care about these issues
- Appeal to people's sense of civic duty – democracy depends on you voting and thanking them for doing so
- Network nudge – people encourage others in their social networks to vote
- Use influencers to promote all of the above
- Messages on voting envelopes  
Outer envelope  
*"Join the thousands of Tauranga residents who vote!"*  
Freepost return envelope  
*"Put me with your keys and remember to post me or drop me off at your local supermarket"*

Tauranga City Council

- 2019 Auckland Council campaign I am a voter – core feature. Inspired by behaviour research by Bryan et al 2011 paper on motivating voter turnout by invoking the self! Talk about priming phase we need to educate the public about what the council does, and the role elected members play compared to staff. For this priming stage we want to create content and collateral that can be easily distributed and shared such as videos (no longer than 60s) and print collateral – both of which can be translated into other languages.

## Increase voter turnout (continued)

### Reason for not voting

- Don't know enough about the candidates to make an informed choice

### Actions

- Video each candidate – response to key questions
  - What are your top 3 priorities for the city?
  - What do you offer the city?
  - Do you support the strategic direction set by the Commissioners?
- Interactive ward maps – put in your address and candidates pop up – click link back to information on website
- Encourage community groups to host candidate debates – livestream/record debates

## Increase voter turnout (continued)

### Reason

- Voting is too complex and hard
- Don't know how to vote

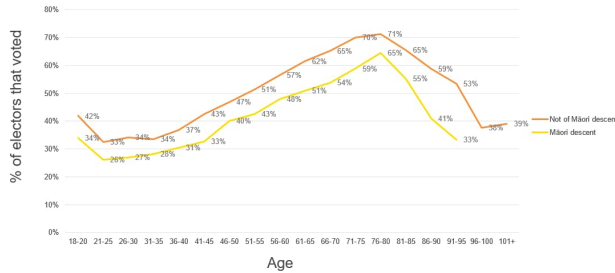


### Actions

- Make voting easy and publicly visible
- Highly visible voting bins - big orange bins in 19 supermarkets, Tauranga hospital
- Highly visible special voting booths at 4 libraries
- STV videos – how it works - STV is as easy as 1,2,3
- How wards work
- How Māori electoral option works
- How to register and vote in a local government election

# Targeting voters less likely to vote

## Wellington City Council 2022



## Māori

- community liaison person from Electoral Commission in Tauranga informing about Māori electoral option
- Te Reo translation of material
- Specific campaigns develop with Te Rangapu – print, digital, radio, marae facebook pages

## Youth

- Youth hosting candidate debate
- Orientation week – universities and Te Pukenga
- Specific campaigns aimed at participation

## 25-40 year olds

- Specific campaigns 25-40 years – lowest turnout

Tauranga City Council

- Wellington
- Voting turnout lowest in 20-40 year olds - Voting 18-20 year olds higher – voting higher over 50 year olds and declines 90s - Maori pattern similar to non maori across age groups- Maori less likely to vote 35% maori voted compared to 46% (non maori). Wellington new Maori ward in 2022 – 41% of people of Maori descent enrolled in new Maori ward – 33% of people enrolled in the maori ward voted. 37% of people of Maori descent enrolled in the other wards voted.
- Voter turnout in Auckland notably lower in some suburbs – strong correlation between socio-economic deprivation areas and voter turnout – those high socio-economic deprivation area were less likely to vote than those living in lower deprivation areas. Auckland similar patterns to 2019 election data.  
<https://www.knowledgeauckland.org.nz/publications/2022-auckland-local-election-voter-turnout-who-did-and-did-not-vote/>

**Wellington City Council** 2 d · 🌐

It's the final week to cast your vote!  
Here are some key dates to be aware of:

✉️ Postal votes need to be in the mail by Tuesday 4 October. ... [See more](#)



**Wellington City Council** 20 September at 16:31 · 🌐

Voting doesn't need to be a hassle.  
It can be done in three easy steps 📄 🗳️ 🗳️

Here's a short guide on how to exercise your democratic right in the simplest way p... [See more](#)



WELLINGTON.GOVT.NZ

**Elections 101: A quick guide to make voting easy**  
Voting doesn't have to be a chore. It's as simple as three easy steps...

Social media posts – final week to cast your vote - Wellington CC use of social media  
Voting is easy