

Subject: FW: LGOIMA Request: Council spending on election promotion and voter engagement
Attachments: Communications and Marketing plan Elections 2019.docx

From: Bruce Hodgins
Sent: Friday, 29 November 2019 3:23 PM
To: [REDACTED]
Subject: LGOIMA Request: Council spending on election promotion and voter engagement

Hi [REDACTED]
In answer to your questions I advise the following.

Local Elections Promotion		Turnout	Total Budget
2019	43.0%	\$	12,000.00
2016	37.5%	\$	10,000.00
2013	36.6%	\$	10,000.00
2010	40.0%	\$	8,000.00
2007	41.0%	\$	5,000.00
2004	39.0%	\$	5,000.00
2001	46.0%	\$	5,000.00

1.

I haven't broken down into categories which you have requested as I think the marketing campaign is multipurpose and overlapping in terms of promotion, education, and publicity.

2. Attached is the communications and marketing plan for the election. In general terms HCC joins with Wellington CC and other Councils in the region to run a regional campaign led by WCC. This has happened at the last few elections. The campaign is divided into three parts; that is, standing for election, enrolling for the election and voting in the election. We put most of our emphasis on the voting aspect and some on the standing for election. We left the enrolment aspect to the Electoral Commission to do doing little in this space.

3. New initiatives.

The main new initiatives were;

- the use of the Wellington Railway Station to collect votes and have a visual presence to thousands of daily commuters, reminding them to get their votes back. We did this in conjunction with the Electoral Commission and all Councils in the region. Good results from this.
- Greater use of social media to promote the election.

Happy to discuss any of this. As I said in my earlier email my experience has been that candidate activity, particularly a keen mayoral race, will have a much greater impact on participation than anything we can do.

Cheers

Bruce (0274 820 461)

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.

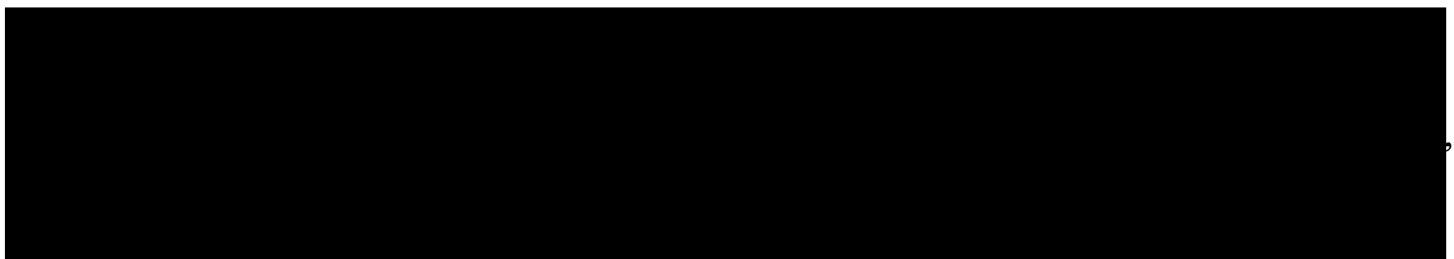
I understand that a decision on a request for information under the LGOIMA should be made within 20 working days of receiving that request.

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,







Bruce Hodgins
Strategic Advisor / Electoral Officer

Hutt City Council, 30 Laings Road, Private Bag 31912, Lower Hutt 5040, New Zealand
T 04 570 6839, M 027 4820 461, W www.huttcity.govt.nz



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COMMUNICATIONS PLAN



TRIENNIAL LOCAL ELECTIONS

Electoral Officer – Bruce Hodgins

Communications – Laura Dalby and Grace Christison

Budget: \$12,000

PURPOSE

To promote the triennial local elections ensuring a high level of awareness and greater participation in them.

BACKGROUND

The triennial general elections for the Mayor and Council, Community Boards, the Hutt Valley District Health Board, Mana Charitable Trust and the Greater Wellington Regional Council will be held in October 2019.

The official election period runs from Friday 19 July and concludes on the Saturday 12 October. From a communications and marketing perspective it is broken into three phases: Enrol, Stand and Vote.

Phase one: Enrol will be incorporated into the same period as Phase two: Stand – Friday 19 July to Friday 16 August.

Phase three: Vote will be completed separately. A separate action plan will be provided for this.

2019 Local Government Election Timetable

DATE	
From 1 July (Monday)	2019 nomination documents available
12/13 July (Tuesday/Wednesday)	Public notice of election – Dominion Post and Hutt News
19 July (Friday)	Nominations open, electoral roll open for inspection
23 July (Tuesday)	Candidate Information Presentation – 5.30pm. See details below.
16 August (Friday)	Nominations close at 12 noon, electoral roll closes
From 21 August (Wednesday)	Further public notice of election – Dominion Post and Hutt News
By 23 August (Friday)	EO receives final electoral roll data
16 September (Monday)	EO compiles and certifies final electoral roll
20 September (Friday)	Enrolment Services letter sent to electors on unpublished roll
20 September (Friday)	Delivery of ordinary voting documents starts Ordinary and special voting opens

20 September to 12 October	Voting period
11 October (Friday)	Last day for appointment of scrutineers–by 12 noon
12 October 2019 (Saturday)	Election Day –voting closes at 12 noon Progress results available as soon as practicable after close of voting
12 – 17 October	Official count – process special votes
17 October to 27 October (as soon as practicable)	Final results announced Public notice of official declaration of election result – Dominion Post and Hutt News (or as soon as practicable thereafter)
By 18 December (Wednesday)	Return of election expense declaration forms (55 days after date of Declaration of Results)

COMMUNICATIONS OBJECTIVES

To support the successful delivery of the Local Government Elections 2019

Primary objectives

- To champion and promote standing as a candidate and voting
- To encourage use of elections webpage
- To raise awareness of, and support for, the 2019 elections

Secondary objectives

- Raise the regional and national profile of Lower Hutt
- Actively engage participants
- To mitigate risk on a number of issues

AUDIENCE

STAKEHOLDERS (PRIMARY)	INTEREST
Hutt City rate payers and residents	<ul style="list-style-type: none"> • Want to see good use of rates • Want to see a successful Lower Hutt • Want a qualified range of candidates
General public regional/national	<ul style="list-style-type: none"> • Opportunity to raise awareness of Hutt City as a great place to live, work and play
Hutt City businesses	<ul style="list-style-type: none"> • Interested in the direct and indirect benefits • Need to know about any impact on the way they work
Hutt City Councillors and candidates	<ul style="list-style-type: none"> • Will be actively campaigning • Need to be mitigated (election protocols)

HCC staff especially those in service delivery – libraries, hubs.	<ul style="list-style-type: none"> ▪ Need to know about any impact on the way they work
Media	<ul style="list-style-type: none"> ▪ Will be interested in campaign race

RISKS AND MITIGATION

RISKS	LIKELIHOOD	IMPACT	MITIGATION
Interaction with candidates and current office	Medium	Medium	See electoral protocols
Concerns are raised publically over the cost	Moderate	Medium	Proactive messaging regarding the long-term return on investment
The election is delayed	Low	High	Comms lead to keep in close contact with project owner.

APPROACH

USING MORE THAN JUST WORDS TO TELL THE STORY

Using videos and photos (I stand for...)

TARGETED, REGULAR PROMOTION

Using digital platforms, we can target the marketing to specific groups and areas of interest.

SPECIFIC ONE-OFF ENGAGEMENT OPPORTUNITIES

Between now and October there are a variety of different events happening that we can use to promote the elections.

AMBIENT MARKETING

Using print media we can promote the elections at all of our facilities, in local shops and in areas of increased interest.

PROJECT BRANDING

Aligned with other Local Government campaigns – I stand for...

MEDIA RELEASE

A variety of different media releases around the campaign milestones – opening, closing, points of interest etc.

WEB PRESENCE AND PRINT MEDIA

Our webpage for the local government elections 2019 needs some work.

KEY MESSAGES

PRIMARY MESSAGE

Will you stand for your... (Community, Whānau, Tamariki, Environment)

CALL TO ACTION

City Councils are about so much more than rubbish and roads. Help us shape the city you love and stand for Lower Hutt.

FOOTER

Applications open 19 July - 16 August , huttcity.govt.nz/elections2019

PRIMARY MESSAGE

I vote for...

CALL TO ACTION

- I vote for my community
- I vote for whānau
- I vote for the environment
- I vote for our tamariki's future

FOOTER

Local elections 2019

Voting period 20 September - 12 October

huttcity.govt.nz/elections2019

ROLES AND RESPONSIBILITIES

GRACE CHRISTISON

- Organise the communications plan, assist with the collateral rollout and re-draft the webpage.

LAURA DALBY

- Oversight of the elections communication and marketing plan. Responsible for media releases and media enquiries.

BRUCE HODGINS

- Provides information for the webpages, the communications and the marketing.

PHASE TWO: STAND

COMMUNICATION TOOLS / CHANNELS

GL Code: 1.7951.5502

ACTIVITY	MEDIUM	COST	COMMENTS
Specific One-off Engagement opportunities	Pending	0	Pending
Project branding	Design	\$986.70	I stand for...
Media release	Media outlets	0	Time commitment
Update Web presence	huttcity.govt.nz/elections2019	0	Time commitment
Targeted, regular promotion	Hutt@Heart stories	0	July
	Hutt@Heart Newsletter	0	July
	Social media	\$500	July - August
	Neighbourly	\$380.80	Negotiable.
	Stuff Social cards	Pending	Late July

Ambient Marketing	DNB	0	Design WCC
	Posters	\$17	30 x A3, 1 x A0

TOTAL: \$1884.50

ACTIVITIES AND TIMELINE

DATE	ACTION	RESPONSIBILITY	Y/N
Week of 01/07/19	Update webpage	Grace, Niki and Bruce	<input checked="" type="checkbox"/>
Week of 08/07/19	Completion of collateral	Grace, Laura and Michelle (WCC)	<input checked="" type="checkbox"/>
	Rollout: <ul style="list-style-type: none"> Hutt@Heart story (12/07/19) Hutt@Heart Newsletter (12/07/19) Organise: <ul style="list-style-type: none"> Stuff social card Neighbourly advertising Printing posters 	Grace and Laura	<input checked="" type="checkbox"/>
Week of 15/07/19	Rollout: <ul style="list-style-type: none"> Media release (candidate evening) Facebook posts (candidate evening) Neighbourly posts (candidate evening) Facebook advertising Media release (Candidate period commences) 	Grace and Laura	<input checked="" type="checkbox"/>
From the week of 22/07/19	Ongoing: <ul style="list-style-type: none"> Facebook advertising published Facebook banner published Stuff social card published Neighbourly advertising published Posters distributed DNB running Media releases (ongoing) 	Grace and Laura	<input checked="" type="checkbox"/>
Week of 05/08/19	Final push: <ul style="list-style-type: none"> Facebook posts (closing soon) Neighbourly posts (closing soon) Media release (closing soon) Update:	Grace and Laura	<input checked="" type="checkbox"/>

	<ul style="list-style-type: none"> Facebook advertising (closing soon) 		
Week of 12/08/19	Summarising: <ul style="list-style-type: none"> Facebook posts (who are the candidates?) Neighbourly posts (who are the candidates?) 	Grace and Laura	<input type="checkbox"/>

PHASE THREE: VOTE

Hutt City Councillors make important decisions about the future of our city and matters that affect your daily life – from recycling, roads and water to libraries, parks and sports grounds.

You only have one chance every three years to decide who you want to represent you on Council so make sure you have your say.

COMMUNICATION TOOLS / CHANNELS

ACTIVITY	MEDIUM	COST	COMMENTS
Using more than just words to tell the story	Videos and photos	Pending	Only if we have capacity
Specific One-off Engagement opportunities	Pending	0	Pending
Project branding	Design	\$1250est	I stand for...
Media release	Media outlets	0	Time commitment
Update Web presence	huttcity.govt.nz/elections2019	0	Time commitment
Targeted, regular promotion	Hutt@Heart stories	0	July
	Hutt@Heart Newsletter	0	July
	Social media advertising	\$500	July - August
	Neighbourly	\$1295	Negotiable.
Ambient Marketing	Signboards	\$1,140	4 locations, 8 instances, four production fees
	DNB	0	Design WCC
	Posters	\$17	30 x A3, 1 x A0
Print media	Hutt News (How to...)	\$3008	2 X half pages (4x8)
	Hutt@Heart magazine ad (Full page)	\$1,000	September edition

	Dominion Post (How to...)	\$1,944	1 x 3x8
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TOTAL: \$10,154

ACTIVITIES AND TIMELINE

DATE	ACTION	RESPONSIBILITY	Y/N
26/07/19	Ad for Hutt@Heart Magazine	Grace and Laura	<input checked="" type="checkbox"/>
14/08/19	Signboards booked for 16-22 September and 30-6 October	Grace and Laura	<input checked="" type="checkbox"/>
19/08/19	Organise design: <ul style="list-style-type: none"> Social Media, Instagram size + Banner DNB (used for Neighbourly too) Signboard (x4) Posters (A3 Hutt News version included) 	Grace and Laura	<input checked="" type="checkbox"/>
09/09/19	Organise: <ul style="list-style-type: none"> Neighbourly advertising Printing posters Facebook advertising Hutt@Heart story (13/09/19) Hutt@Heart Newsletter (13/09/19) 	Grace and Laura	<input checked="" type="checkbox"/>
16/09/19	<ul style="list-style-type: none"> Media release (voting opens) Facebook posts Neighbourly posts Facebook banner published Neighbourly advertising published Posters distributed DNB running Signboards, side A 	Grace and Laura	<input type="checkbox"/>
30/09/19	<ul style="list-style-type: none"> Signboards, side B 	Grace and Laura	<input type="checkbox"/>
07/10/19	Final push: <ul style="list-style-type: none"> Facebook posts (closing soon) Neighbourly posts (closing soon) Media release (closing soon) Update: <ul style="list-style-type: none"> Facebook advertising (closing soon) 	Grace and Laura	<input type="checkbox"/>
14/10/19 onwards	Summarising:	Grace and Laura	<input type="checkbox"/>

	<ul style="list-style-type: none"> • Facebook posts • Neighbourly posts • Media release 		
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EVALUATION

Success of the Communications and Marketing campaign will be measured using candidate numbers; analytics and estimated audience reach (print media).

SIGN-OFF

SIGNED	
DATE	
SIGNED	
DATE	
SIGNED	
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