

North Ward Extraordinary Election - Communication Strategy

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North Ward Extraordinary Election - Communication Strategy

Introduction

An extraordinary election will be held in the North Ward on Saturday, 23 March 2024 to fill a vacancy for one Councillor position.

This Communication Strategy is comprised of two parts:

- **Part 1** – Communications up to the close of nominations, on 8 February 2024. Includes key information regarding eligibility to vote and eligibility to stand for Council.
- **Part 2** – Communications post close of nominations and up to election result advertisement on 23 March 2024.

Risk Assessment

Risk Number	Risk Description	Controls	Principal Consequence Category	Risk Assessment			Risk Mitigation Strategies (to further lower the risk rating if required)
				Likelihood	Consequence	Risk Rating	
1	Misinformation shared from external people about the election	Develop Communications Strategy, including approved content and FAQs, for external distribution	Reputation	Likely	Minor	MODERATE	Implement Communications Strategy
2	Residents and ratepayers are not informed in a timely manner about election and their opportunity to vote and/or nominate	Develop Communications Strategy, including key dates of election, for external distribution	Reputation	Possible	Minor	MODERATE	Implement Communications Strategy
3	People in other wards believe that they need to vote.	Provide tool to look up ward	Reputation	Possible	Minor	MODERATE	



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Part 1

Up to close of nominations (8 February 2024)



North Ward Extraordinary Election - Communication Strategy

Part 1 – Up to close of nominations up to 8 February 2024

Milestones	<p>An extraordinary election will be held in the North Ward on Saturday, 23 March 2024.</p> <p>The election will be a postal election conducted by the WAEC.</p> <p>The extraordinary election is to fill the single vacancy in the North Ward.</p> <p>In the lead up to this date, there are a series of milestones:</p> <ul style="list-style-type: none"> • January 2024 - website update and first communications about the election to commence • 20 January 2024 – State wide public notice advising the closing date and time for elector enrolments • 29 January 2024 – Close of rolls • 1 February 2024 – Nominations open • 8 February 2024 – Nominations close <p>The list of activities details the communication activities associated with these key dates.</p>
Prepared by:	Manager Governance and Strategy
Nature of activity:	Awareness raising
Objective/s:	<ul style="list-style-type: none"> • Increased voter participation rate • Raise awareness of postal election • Raise awareness that it is only for the North Ward • Election will be an Optional Preferential Voting election • Opportunity to enrol to vote; • Opportunity to nominate to stand for Council; and • Enrolling and nominating for Council.
Evaluation:	<ul style="list-style-type: none"> • Reach of social media posts • Reach of Digital advertising (Facebook and Instagram) • Website page views • Number of people who nominate for Council election
Audience/s:	<p><u>Internal</u></p> <ul style="list-style-type: none"> • All staff • Elected Members <p><u>External</u></p> <ul style="list-style-type: none"> • Electors • Potential electors

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Key Messages

Audience	Message
All	<p>An extraordinary election is being held in the North Ward on 23 March 2024. The election is being held as a postal election. The election is only being held in the North Ward. From mid-February be on the look out for your postal ballot. If you live in the North Ward and don't receive your postal ballot you can attend the Shire Administration Office or on election day visit the polling place.</p>
ALL	<ul style="list-style-type: none"> • Are your details up to date on the electoral roll? Via WAEC • If you've turned 18 since the State Election, you're eligible to enrol • If you are a property owner but not a SJ resident, you're still eligible to enrol • The election will be a postal election • As an Optional Preferential Voting Election, electors will have the opportunity to mark a preference for one candidate or mark additional preferences by numbering candidates in order of preference.
Potential voters	<p>An extraordinary election is being held in the North Ward on 23 March 2024. The election is being held as a postal election. To vote, you must be enrolled. Ensure your enrolment details are up to date by contacting the WA Electoral Commission. Enrolments close at 5pm on 8 February 2024. The election is an Optional Preferential Voting Election. You have the option to:</p> <ul style="list-style-type: none"> • mark a preference for one candidate or • mark additional preferences by numbering candidates in order of preference <p>To find out more visit https://www.sjshire.wa.gov.au/council/council/council-elections</p>
Prospective candidates	<p>An extraordinary election is being held in the North Ward on 23 March 2024. The extraordinary election is to fill the single vacancy in the North Ward. Nominations open on Thursday, 1 February 2024 and close on Thursday, 8 February 2024 There is a single vacancy. To be eligible to nominate, you must first complete an online induction. This will be available on the Department of Local Government, Sport and Cultural Industries website. To find out more visit https://www.sjshire.wa.gov.au/council/council/council-elections</p>

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Materials

All materials to be available electronically on the Shire's website for download and distribution by anyone.

- Coreflute
- Tear-drop banner
- Social media graphics (3)
- Digital ads (Facebook & Instagram)
- Website banner
- Newspaper ad full page
- Newspaper ad half page
- 3 x roadside Variable Message Boards

Activities

The activities listed here are subject to election timing and operational arrangements and may be amended.

Activities		
Action	Channel	Due
Update elections webpage	Website	Initial update to occur following December Ordinary Council Meeting.
Design for election materials		December 2024
Confirm design brief	Printed and electronic material	December 2024
Design assets finalised		January 2024
Printing of assets finalised		January 2024
Social Media Post #1 <ul style="list-style-type: none"> • Extraordinary local government election – Saturday, 23 March 2024 • North Ward only • Postal election • Optional preferential voting • Be on the lookout for your postal ballot in the mail from mid-February 	Facebook	Thursday, 8 January 2024
Social Media Post #2	Facebook	Thursday, 18 January 2024



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Activities		
Action	Channel	Due
<ul style="list-style-type: none"> • Extraordinary local government election – Saturday, 23 March 2024 • Postal election • Optional preferential voting • North Ward only • Enrolment date • Mandatory induction 		
<p>Public Notice advising of the election</p> <ul style="list-style-type: none"> • North Ward Extraordinary Election – Saturday, 23 March 2024 • Postal election <p>Nominations open 1 February 2024</p>	Examiner Newspaper	Saturday, 20 January 2024 appears in the Examiner on Thursday, 25 January 2024
<p>Launch of 2-3 Digital ads promoting</p> <ul style="list-style-type: none"> • An election is occurring on Saturday, 23 March 2024 • How to enrol to vote (WAEC) / Why it's important • To become Councillor / when nominations open <p>The content will be agreed on prior and run for 8 weeks until Election Day on 23 March 2024. Can be the same content as the organic content already in the planner.</p>	Facebook and Instagram	Thursday, 25 January 2024
<p>Social Media Post #3</p> <ul style="list-style-type: none"> • Extraordinary local government election – Saturday, 23 March 2024 • Postal election • Optional preferential voting 	Facebook	Thursday, 25 January 2024



North Ward Extraordinary Election - Communication Strategy

Activities		
Action	Channel	Due
<ul style="list-style-type: none"> North Ward only Enrolment date Mandatory induction 		
Update website to include returning officer's details.	Website	Following confirmation from the WAEC
Roll closes: 5pm Monday, 29 January 2024		
Social Media Post #4 <ul style="list-style-type: none"> Rolls closed 	Facebook	Monday, 29 January 2024
All staff information alert: <ul style="list-style-type: none"> Remind staff of their responsibilities in the lead up to the local government elections 		Monday, 29 January 2024
Nominations Open: Thursday, 1 February 2024		
Social Media Post #5 <ul style="list-style-type: none"> Nominations are now open Returning Officer Details Mandatory Induction 	Facebook	Thursday, 1 February 2024
Social Media Post #6 <ul style="list-style-type: none"> Nominations close soon Returning Officer Details Mandatory Induction 	Facebook	Monday, 5 February 2024
Nominations Close: Thursday, 8 February 2024		
Social Media Post #7 <ul style="list-style-type: none"> Nominations closed 	Facebook	Friday, 9 February 2024 [Actual nominations close on Thursday, 8 February 2024]

Social Media Post #1 – Thursday, 8 January 2024

 Council Election 

An extraordinary election is being held in the North Ward on 23 March 2024.

The election is being held as a postal election.

From mid-February be on the look out for your postal ballot.

To be included on the electoral roll for the election, you must enrol no later than 5pm Monday. 29 January 2024. For more information and to check your enrolment

 <https://bit.ly/3pqU3hX>



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
North Ward Extraordinary Election - Communication Strategy

Nominations

Nominations for the extraordinary election in the North Ward open Thursday, 1 February 2024 and close 4pm, Thursday, 8 February 2024. To learn more, visit our Information for Candidates webpage

 www.sjshire.wa.gov.au/candidates

Online induction

Part 4 of the *Local Government Act 1995* requires all persons seeking to nominate for council to complete an induction. To complete the induction, click here  <https://bit.ly/2P014GN>

Social Media Post #2 – Thursday, 18 January 2024

Council Election

An extraordinary election is being held in the North Ward on 23 March 2024.

The election is being held as a postal election.

From mid-February be on the look out for your postal ballot.

To be included on the electoral roll for the election, you must enrol no later than 5pm Monday, 29 January 2024. For more information and to check your enrolment


 <https://bit.ly/3pqU3hX>

Nominations

Nominations for the extraordinary election in the North Ward open Thursday, 1 February 2024 and close 4pm, Thursday, 8 February 2024. To learn more, visit our Information for Candidates webpage

 www.sjshire.wa.gov.au/candidates

Online induction

Part 4 of the *Local Government Act 1995* requires all persons seeking to nominate for council to complete an induction. To complete the induction, click here  <https://bit.ly/2P014GN>

Social Media Post #3 – Thursday, 25 January 2024

An extraordinary election is being held in the North Ward on 23 March 2024.

The election is being held as a postal election.

From mid-February be on the look out for your postal ballot.

To be included on the electoral roll for the election, you must enrol no later than 5pm Monday, 29 January 2024. For more information and to check your enrolment

 <https://bit.ly/3pqU3hX>

Nominations

Nominations for the extraordinary election in the North Ward open Thursday, 1 February 2024 and close 4pm, Thursday, 8 February 2024. To learn more, visit our Information for Candidates webpage

 www.sjshire.wa.gov.au/candidates

Online induction





North Ward Extraordinary Election - Communication Strategy

Part 4 of the *Local Government Act 1995* requires all persons seeking to nominate for council to complete an induction. To complete the induction, click here <https://bit.ly/2P014GN>

Social Media Post #4 – Monday, 29 January 2024

Council Election – Rolls closed!

Enrolment to vote in the North Ward extraordinary local government election being held on Saturday, 23 March 2024, is now closed.

Social Media Post #5 – Thursday, 1 February 2024

Council Election – Nominations open!

Nominations for the 2024 extraordinary local government election are now open.

Please contact the Shire's **Returning Officer, [insert name, insert number]** to make an appointment and lodge your nomination.

Nominations close 4pm, Thursday, 8 February 2024.

All persons seeking to nominate for council must complete the Department of Local Government and Communities Local Government Candidate Induction <https://bit.ly/2P014GN>

Social Media Post #6- Monday, 5 February 2024

Council Election – Nominations closing soon!

Time is running out to nominate for the North Ward extraordinary local government election being held on Saturday, 23 March 2024. Nominations close 4pm, Thursday, 8 February 2024.

Please contact the Shire's **Returning Officer, [insert name, insert number]** to make an appointment and lodge your nomination.

All persons seeking to nominate for council must complete the Department of Local Government and Communities Local Government Candidate Induction >> <https://bit.ly/2P014GN>

Social Media Post #7- Friday, 9 February 2024

Council Election – Nominations closed!

Nominations for the extraordinary local government election being held on Friday, 9 February 2024 are now closed.



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PART 2

**Post close of nominations
Thursday, 8 February 2024**



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Part 2 – Post close of nominations after Thursday, 8 February 2024

Date/s of activity:	<p>An extraordinary election will be held in the North Ward on Saturday, 23 March 2024.</p> <p>The election will be a postal election conducted by the WAEC.</p> <p>The extraordinary election is to fill the single vacancy in the North Ward.</p> <p>Part 2 of this Strategy details the communications strategy for the period following the close of nominations, Thursday, 8 February 2024, to the election result advertisement.</p> <p>During this period the key dates include:</p> <ul style="list-style-type: none"> • Last day for the electoral rolls to be finalised • Last day for the Returning Officer to give Statewide public notice of the election – 26 February 2024 (date to be confirmed) • Election day – Saturday, 23 March 2024 • Election Result (formal advert) – April 2024
Prepared by:	Manager Governance and Strategy
Nature of activity:	Awareness raising
Objective/s:	<p>The main objectives are:</p> <ul style="list-style-type: none"> • To raise awareness that an election is being held in the North Ward on 23 March 2024 • To raise awareness that the election is an Optional Preferential Voting Election and that electors have the option to mark a preference for one candidate, or mark additional preferences by numbering candidates in order of preference. • To raise awareness that the election is being held as a postal election and electors in the North Ward should be on the look out for their postal ballot from mid-February 2024. • Electors who do not receive their postal ballot can receive one on election day by attending the polling place (TBC)
Evaluation:	<ul style="list-style-type: none"> • Reach and engagement of social media posts • Voter participation rate of at least 25%
Audience/s:	<p><u>Internal</u></p> <ul style="list-style-type: none"> • Staff <p><u>External</u></p> <ul style="list-style-type: none"> • Voters • Candidates
Budget:	N/A

Materials

Per materials listed in Part 1



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Activities

The activities listed here are subject to election timing and operational arrangements and may be amended.

Activities		
Action	Channel	Due
Update website with Council Member nominees	Website	From Thursday, 1 February 2024
Variable message boards (See details regarding deployment below)	Road signage	Thursday, 1 February 2024
Expression of Interest to work on election day all staff email	Email	Friday, 9 February 2024
Social Media Post #1 <ul style="list-style-type: none"> • Extraordinary local government election – Saturday, 23 March 2024 • Postal election • Optional Preferential Voting • North Ward only • Link to Candidate Profiles 	Facebook	Friday, 9 February 2024
Local public notice of the election	Examiner Notice Boards Website	Between 9 February 2024 and 26 February 2024
All staff information alert <ul style="list-style-type: none"> • Remind staff of their responsibilities in the lead up to the local government elections and notification that nominations are now closed. 	Email Grapevine TEAMS	Thursday, 15 February 2024
Social Media Post #2	Facebook	Thursday, 15 February 2024

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Activities		
Action	Channel	Due
<ul style="list-style-type: none"> If you are in the North Ward be on the look out for your postal ballot 		
Social Media Post #3 <ul style="list-style-type: none"> If you are in the North Ward be on the look out for your postal ballot 	Facebook	Thursday, 22 February 2024
Social Media Post #4 <ul style="list-style-type: none"> If you are in the North Ward be on the look out for your postal ballot 	Facebook	Thursday, 29 February 2024
Social Media Post #5 <ul style="list-style-type: none"> If you live in the North Ward and haven't received your postal ballot yet you can received one by visiting the Shire. 	Facebook	Thursday, 7 March 2024
Examiner: <ul style="list-style-type: none"> Election Saturday, 23 March 2024 North Ward only Postal election. If you live in the North Ward and you have not received your ballot paper you can receive one from [TBC] 	Examiner Newspaper	Thursday, 14 March 2024
Social Media Post #6 If you live in the North Ward and haven't received your postal ballot yet you can received one by visiting the Shire.	Facebook	Thursday, 14 March 2024
Social Media Post #7 <ul style="list-style-type: none"> Today is election day 	Facebook	Saturday, 23 March 2024
Social Media Post #8 <ul style="list-style-type: none"> Election result 	Facebook	Saturday, 23 March 2024



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Variable message Board Signage – Thursday, 1 February 2024 to Saturday, 23 March 2024

A total of three variable message boards will be located across the Shire. The variable message boards will be at the following locations:

- 38 Mead St, Byford (Serpentine Jarrahdale Recreation Centre) (North Ward)
- Cnr of Tourmaline Boulevard and Abernethy Road, Byford (North Ward)
- 858 South Western Highway, Byford (Serpentine Jarrahdale Library) (North Ward)

Social Media Post #1 – Friday, 9 February 2024

📬 Announcement of candidates for election! 📬

An extraordinary election is being held in the North Ward on Saturday, 23 March 2024.

There are **XX** candidates who have nominated for the single vacancy.

You can view the candidate profiles on our website here

👉 <https://www.sjshire.wa.gov.au/candidateprofiles>

💡 To find out which ward your property resides in, use our online search tool available here

👉 <https://bit.ly/3Th6tqe>

If you live in the North Ward be on the look out for your postal ballot from mid-February 2024.

Social Media Post #2 – Thursday, 15 February 2024

An extraordinary election is being held in the North Ward on Saturday, 23 March 2024.

If you live in the North Ward be on the look out for your postal ballot from mid-February 2024.

The election is an Optional Preferential Voting Election. You have the option to:

- mark a preference for one candidate, or
- mark additional preferences by numbering candidates in order of preference.

Social Media Post #3 – Thursday, 22 February 2024

An extraordinary election is being held in the North Ward on Saturday, 23 March 2024.

If you live in the North Ward be on the look out for your postal ballot from mid-February 2024.

The election is an Optional Preferential Voting Election. You have the option to:

- mark a preference for one candidate, or
- mark additional preferences by numbering candidates in order of preference.

If you live in the North Ward and have not received your ballot paper, please contact the Shire.

Social Media Post #4 – Thursday, 29 February 2024

An extraordinary election is being held in the North Ward on Saturday, 23 March 2024.



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If you live in the North Ward be on the look out for your postal ballot from mid-February 2024.

The election is an Optional Preferential Voting Election. You have the option to:

- mark a preference for one candidate, or
- mark additional preferences by numbering candidates in order of preference.

If you live in the North Ward and have not received your ballot paper, please contact the Shire.

Social Media Post #5 – Thursday, 7 March 2024

An extraordinary election is being held in the North Ward on Saturday, 23 March 2024.

If you live in the North Ward be on the look out for your postal ballot from mid-February 2024.

The election is an Optional Preferential Voting Election. You have the option to:

- mark a preference for one candidate, or
- mark additional preferences by numbering candidates in order of preference.

If you live in the North Ward and have not received your ballot paper, please contact the Shire.

Social Media Post #6 – Thursday, 14 March 2024

An extraordinary election is being held in the North Ward on Saturday, 23 March 2024.

If you live in the North Ward be on the look out for your postal ballot from mid-February 2024.

The election is an Optional Preferential Voting Election. You have the option to:

- mark a preference for one candidate, or
- mark additional preferences by numbering candidates in order of preference.

If you live in the North Ward and have not received your ballot paper, please contact the Shire.

Social Media Post #7 – Saturday, 23 March 2024

Today is election day for the Ordinary Local Government Election.

The election is an Optional Preferential Voting Election. You have the option to:

- mark a preference for one candidate, or
- mark additional preferences by numbering candidates in order of preference.

If you live in the North Ward and have not received your postal ballot please attend (TBC)

Social Media Post #8 – Saturday, 23 March 2024

The results of the North Ward Extraordinary Election declared by the Returning Officer.

The successful candidates is **Surname, First Name**

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