



Shire of
Serpentine
Jarrahdale

2023 Local Government Ordinary Election Communication Strategy



2023 Local Government Ordinary Election - Communication Strategy

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2023 Local Government Ordinary Election - Communication Strategy

Introduction

The 2023 Ordinary Local Government Election will be held on Saturday, 21 October 2023.

On 15 May 2023, the Department of Local Government, Sport and Cultural Industries advised that the Shire's submission to the Local Government Advisory Board had been approved by the Minister. This reduces the number of elected members to seven comprising a Shire President elected at large and six Councillors.

At the 2023 Ordinary Local Government Election the following positions on Council will be contested:

- Office of the Shire President (Entire District)
- 1 x Office of Councillor (North West Ward)
- 1 x Office of Councillor (South Ward).

The *Local Government Amendment Bill 2023* also changes the timetable for election events, extending the election period by one week. These changes to dates have been factored into this Communication Strategy.

This Communication Strategy is comprised of two parts:

- **Part 1** – Communications up to the close of nominations, on Thursday, 7 September 2023. 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 Saturday, 21 October 2023. Includes key information on voting, election day and swearing in ceremony.

Optional preferential voting

The 2023 Ordinary Local Government election will be the first local government election in many years conducted via the Optional Preferential Voting system. The Optional Preferential Voting method means that electors will have the option to mark a preference for one candidate or mark additional preferences by numbering candidates in order of preference.

The WAEC, Department and WALGA have advised that they will be undertaking a campaign to inform electors about how to mark Optional Preferential Voting ballot papers. This campaign is schedule to commence in July 2023.

Where possible electoral materials in this communication strategy may be updated where possible to reflect the materials produced in the State Government's campaign.



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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 don't know what ward they are in	Provide tool to look up ward	Reputation	Possible	Minor	MODERATE	

2023 Local Government Ordinary Election - Communication Strategy

Part 1

Up to close of nominations (7 September 2023)



2023 Local Government Ordinary Election - Communication Strategy

Part 1 – Up to close of nominations up to Thursday, 7 September 2023

Milestones	<p>The Local Government election will be held on Saturday, 21 October 2023. The election will be a voting in-person election conducted by the WAEC. There will be 3 positions on Council available being:</p> <ul style="list-style-type: none"> • Office of the Shire President • 1 x Office of Councillor (North West Ward) • 1 x Office of Councillor (South Ward) <p>In the lead up to this date, there are a series of milestones:</p> <ul style="list-style-type: none"> • Tuesday, Tuesday, 18 July 2023 - website update and first communications about the election to commence • Mailout with Rates Notice of in-person election information (date TBC) • Tuesday, Tuesday, 8 August 2023 – State wide public notice advising the closing date and time for elector enrolments • Wednesday, 16 August 2023 – Prospective Candidate Information Session • Friday, 25 August 2023 – Close of rolls • Thursday, 31 August 2023 - Nominations open • Thursday, 7 September 2023 – 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: Election being an in-person election; • Electors can apply for a postal vote; • 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 and engagement of social media posts • Reach and engagement of mailout with rates notices • 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												
<p>All</p>	<p>A local government election is being held on Saturday, 21 October 2023. The election is being held as a voting in-person election. To receive a postal vote a separate application from the individual must be made. Early voting is available from no later than 25 September 2023 [date to be confirmed by the WAEC and coincides with the publication of the state-wide public notice] at the following locations and times:</p> <table border="1" data-bbox="284 674 1509 1312"> <thead> <tr> <th data-bbox="284 674 855 723">Venue</th> <th data-bbox="861 674 1509 723">Times</th> </tr> </thead> <tbody> <tr> <td data-bbox="284 732 855 943">Co-Working Space Room, Serpentine Jarrahdale Library</td> <td data-bbox="861 732 1509 943">Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm Wednesday, 18 October 2023 1pm – 4pm Thursday, 19 October 2023 1pm – 4pm Friday, 20 October 2023 1pm – 4pm</td> </tr> <tr> <td data-bbox="284 952 855 1037">Oakford Community Hall</td> <td data-bbox="861 952 1509 1037">Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm</td> </tr> <tr> <td data-bbox="284 1046 855 1131">Serpentine Jarrahdale Civic Centre</td> <td data-bbox="861 1046 1509 1131">Weekdays 9am – 4pm Saturdays 9am – 4pm</td> </tr> <tr> <td data-bbox="284 1140 855 1225">Serpentine St John Ambulance Hall</td> <td data-bbox="861 1140 1509 1225">Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm</td> </tr> <tr> <td data-bbox="284 1234 855 1319">Bruno Gianatti Hall</td> <td data-bbox="861 1234 1509 1319">Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm</td> </tr> </tbody> </table> <p>On election day, the polling places will be at the following locations:</p> <ul data-bbox="331 1368 1417 1491" style="list-style-type: none"> • Serpentine Jarrahdale Recreation Centre, 38 Mead Street Byford (North Ward) • Oakford Community Hall, 53 Foxtan Drive Oakford (North West Ward) • Serpentine Jarrahdale Civic Centre, 6 Paterson Street Mundijong (South Ward) 	Venue	Times	Co-Working Space Room, Serpentine Jarrahdale Library	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm Wednesday, 18 October 2023 1pm – 4pm Thursday, 19 October 2023 1pm – 4pm Friday, 20 October 2023 1pm – 4pm	Oakford Community Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm	Serpentine Jarrahdale Civic Centre	Weekdays 9am – 4pm Saturdays 9am – 4pm	Serpentine St John Ambulance Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm	Bruno Gianatti Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm
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<p>ALL</p>	<ul data-bbox="331 1512 1509 1780" 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 an in-person voting 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. 												
<p>Potential voters</p>	<p>An election is being held on Saturday, 21 October 2023. The election is being held as a voting in-person election. On Saturday, 21 October 2023 the polling place will be at the following locations:</p> <ul data-bbox="331 1937 1417 1962" style="list-style-type: none"> • Serpentine Jarrahdale Recreation Centre, 38 Mead Street Byford (North Ward) 												



2023 Local Government Ordinary Election - Communication Strategy

Audience	Message												
	<ul style="list-style-type: none"> • Oakford Community Hall, 53 Foxtan Drive Oakford (North West Ward) • Serpentine Jarrahdale Civic Centre, 6 Paterson Street Mundijong (South Ward) <p>Early voting is available from no later than 25 September 2023 [date to be confirmed by the WAEC and coincides with the publication of the state-wide public notice] at the following locations and times:</p> <table border="1" data-bbox="284 510 1505 1149"> <thead> <tr> <th data-bbox="284 510 855 562">Venue</th> <th data-bbox="855 510 1505 562">Times</th> </tr> </thead> <tbody> <tr> <td data-bbox="284 562 855 779">Co-Working Space Room, Serpentine Jarrahdale Library</td> <td data-bbox="855 562 1505 779">Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm Wednesday, 18 October 2023 1pm – 4pm Thursday, 19 October 2023 1pm – 4pm Friday, 20 October 2023 1pm – 4pm</td> </tr> <tr> <td data-bbox="284 779 855 869">Oakford Community Hall</td> <td data-bbox="855 779 1505 869">Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm</td> </tr> <tr> <td data-bbox="284 869 855 958">Serpentine Jarrahdale Civic Centre</td> <td data-bbox="855 869 1505 958">Weekdays 9am – 4pm Saturdays 9am – 4pm</td> </tr> <tr> <td data-bbox="284 958 855 1048">Serpentine St John Ambulance Hall</td> <td data-bbox="855 958 1505 1048">Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm</td> </tr> <tr> <td data-bbox="284 1048 855 1149">Bruno Gianatti Hall</td> <td data-bbox="855 1048 1505 1149">Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm</td> </tr> </tbody> </table> <p>To vote, you must be enrolled.</p> <p>Ensure your enrolment details are up to date by contacting the WA Electoral Commission. Enrolments close at 5pm on Friday, 25 August 2023.</p> <p>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>	Venue	Times	Co-Working Space Room, Serpentine Jarrahdale Library	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm Wednesday, 18 October 2023 1pm – 4pm Thursday, 19 October 2023 1pm – 4pm Friday, 20 October 2023 1pm – 4pm	Oakford Community Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm	Serpentine Jarrahdale Civic Centre	Weekdays 9am – 4pm Saturdays 9am – 4pm	Serpentine St John Ambulance Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm	Bruno Gianatti Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm
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<p>Prospective candidates</p>	<p>An election is being held on Saturday, 21 October 2023</p> <p>The election is being held as a voting in-person election</p> <p>A Prospective Candidate Information Session will be held at the Serpentine Jarrahdale Civic Centre on Wednesday, 16 August 2023.</p> <p>Nominations open on Thursday, 31 August 2023 and close on Thursday, 7 September 2023.</p> <p>There are 3 positions up for election:</p> <ul style="list-style-type: none"> • Shire President elected at large • 1 x Councillor (South Ward) • 1 x Councillor (North West Ward) 												



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Audience	Message
	<p>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.</p> <p>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.

- Poster (A3/A4)
- DL flyer (2 sided, to insert into rates notice; glossy paper)
- Coreflute
- Pull-Up banner
- Tear-drop banner
- Social media graphics (3) (1 promoting to become a Councillor)
- Website banner
- Email Signature
- Hard stand signs (5)
- Newspaper ad full page
- Newspaper ad half page
- 9 x roadside Variable Message Boards

Printed materials will be made available at Shire facilities including mobile library.

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 Council's resolution on the method of conducting the 2023 Ordinary Local Government election. Further updates to occur as soon as possible following confirmation of the seats on Council to be contested.
Design for election material <ul style="list-style-type: none"> • Flyer / postcard for rates notice mailout • Signage for message boards 		30 June 2023
Confirm design brief	Printed and electronic material	30 June 2023



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Activities		
Action	Channel	Due
Design assets finalised		30 June 2023
Printing of assets finalised		30 June 2023
Information Sheet	Rates Notice mailout	August 2023
Social Media Post #1 <ul style="list-style-type: none"> • Ordinary local government election – Saturday, 21 October 2023 • Voting in-person election • Optional preferential voting • Early voting • Enrolment date • Prospective Candidate Information Session to be held at the Serpentine Jarrahdale Civic Centre on Wednesday, 16 August 2023 • Mandatory induction 	Facebook	Tuesday, 18 July 2023
Video animated explainer video	ALL channels	Thursday, 20 July 2023
Social Media Post #2 <ul style="list-style-type: none"> • Ordinary local government election – Saturday, 21 October 2023 • Voting in-person election • Early voting • Optional preferential voting • Enrolment date • Prospective Candidate Information Session to be held at the Serpentine Jarrahdale Civic Centre on Wednesday, 16 August 2023 	Facebook	Tuesday, 1 August 2023
Video animated explainer video	ALL channels	Thursday, 3 August 2023
Public Notice advising of the election	Examiner Newspaper	Tuesday, 8 August 2023



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Activities		
Action	Channel	Due
<ul style="list-style-type: none"> • Ordinary local government election – Saturday, 21 October 2023 • In-person election. To vote, you must attend a polling place, or complete a postal vote application • Enrolment closes soon • Nominations open Thursday, 31 August 2023 		
<p>Advertisement advising of the election</p> <ul style="list-style-type: none"> • Ordinary local government election – Saturday, 21 October 2023 • In-person election. To vote you must attend a polling place, or complete a postal vote application • Optional preferential voting • Enrolment closes soon • Nominations open Thursday, 31 August 2023 	Examiner Newspaper	Tuesday, 8 August 2023
<p>Social Media Post #3</p> <ul style="list-style-type: none"> • Enrolment Reminder – closes Friday, 25 August 2023 • Voting in-person election • Optional preferential voting • Early voting 	Facebook	Tuesday, 8 August 2023
Video animated explainer video	ALL channels	Thursday, 10 August 2023
Video animated explainer video	ALL channels	Thursday, 17 August 2023
<p>Social Media Post #4</p> <ul style="list-style-type: none"> • Enrolment Reminder – closes Friday, 25 August 2023 • Voting in-person election 	Facebook	Monday, 21 August 2023



2023 Local Government Ordinary Election - Communication Strategy

Activities		
Action	Channel	Due
<ul style="list-style-type: none"> Optional preferential voting Nominations are opening - reminder Returning Officer Details Ward information Mandatory Induction 		
Update website to include returning officer's details.	Website	Following confirmation from the WAEC
Roll closes: 5pm Friday, 25 August 2023		
Social Media Post #5 <ul style="list-style-type: none"> Rolls closed Ward information 	Facebook	Saturday, 26 August 2023
As above	Newsletter	Saturday, 26 August 2023
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, 4 September 2023
Nominations Open: Thursday, 31 August 2023		
Social Media Post #6 <ul style="list-style-type: none"> Nominations are now open Returning Officer Details Ward information Mandatory Induction 	Facebook	Thursday, 31 August 2023
As above	Newsletter	Thursday, 31 August 2023
Social Media Post #7 <ul style="list-style-type: none"> Nominations close soon Returning Officer Details Ward information Mandatory Induction 	Facebook	Monday, 4 September 2023
Nominations Close: Thursday, 7 September 2023		
Social Media Post #8 <ul style="list-style-type: none"> Nominations closed 	Facebook	Friday 8 September 2023 [Actual nominations close on Thursday, 7 September 2023]



2023 Local Government Ordinary Election - Communication Strategy

Activities		
Action	Channel	Due
• Ward information		
As above	Newsletter	Friday 8 September 2023 [Actual nominations close on Thursday, 7 September 2023]

Social Media Post #1 – Tuesday, 18 July 2023

Council Election

An ordinary local government election is being held on Saturday, 21 October 2023. The election will be conducted as a voting in-person election. As a voting in-person election, votes are to be cast at a polling place. To receive a postal vote, a separate application by the individual must be made.

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.

Early voting will be available at specified locations approximately one month before the election.

To be included on the electoral roll for the election, you must enrol no later than 5pm Friday, 25 August 2023. For more information and to check your enrolment


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

Nominations

Nominations for the ordinary local government election open Thursday, 31 August 2023 and close 4pm, Thursday, 7 September 2023. To learn more, visit our Information for Candidates webpage  www.sjshire.wa.gov.au/candidates

Prospective Candidate Information Session to be held at the Serpentine Jarrahdale Civic Centre on Wednesday, 16 August 2023

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 – Tuesday, 1 August 2023

Council Election

An ordinary local government election is being held on Saturday, 21 October 2023. The election will be conducted as a voting in-person election. As a voting in-person election, votes are to be cast at a nominated polling place. To receive a postal vote, a separate application by the individual must be made.

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



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

Early voting will be available at specified locations approximately one month before the election.

To be included on the electoral roll for the election, you must enrol no later than 5pm Friday, 25 August 2023. For more information and to check your enrolment

👉 <https://bit.ly/3pqU3hX>

Prospective Candidate Information Session to be held at the Serpentine Jarrahdale Civic Centre on Wednesday, 16 August 2023

Social Media Post #3 –Tuesday, 8 August 2023

📦 Council Election 📦

Time is running out to enrol to vote in the ordinary local government election being held on Saturday, 21 October 2023. To be eligible to vote you must be enrolled on either the State electoral roll (Residents Roll) or the Shire of Serpentine Jarrahdale's Non-resident Owners and Occupiers Roll.

The roll closes 5pm Friday, 25 August 2023.

The election will be conducted as a voting in-person election. As a voting in-person election, votes are to be cast at a nominated polling place. To receive a postal vote, a separate application by the individual must be made.

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.

Early voting will be available at specified locations approximately one month before the election.

For more information and to check your enrolment 👉 <https://bit.ly/3pqU3hX>

Social Media Post #4 –Monday, 21 August 2023

📦 Council Election – The Roll is closing soon! 📦

Time is running out to enrol to vote in the ordinary local government election being held on Saturday, 21 October 2023. To be eligible to vote you must be enrolled on either the State electoral roll (Residents Roll) or the Shire of Serpentine Jarrahdale's Non-resident Owners and Occupiers Roll.

The roll closes 5pm Friday, 25 August 2023.

The election will be conducted as a voting in-person election. As a voting in-person election, votes are to be cast at a nominated polling place. To receive a postal vote, a separate application by the individual must be made.

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.

👉 Nominations 👉



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2023 Local Government Ordinary Election - Communication Strategy

Nominations for the ordinary local government election being held on Saturday, 21 October 2023 open Thursday, 31 August 2023 and close 4pm, Thursday, 7 September 2023.

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>

To find out which ward your property resides in, use our online search tool, available here <https://bit.ly/3Th6tqe>

For more information about the election, visit <https://bit.ly/3pqU3hX>

Social Media Post #5 – Saturday, 26 August 2023

📦 Council Election – Rolls closed! 📦

🕒 Enrolment to vote in the ordinary local government election being held on Saturday, 21 October 2023, is now closed.

To find out which ward your property resides in, use our online search tool available here <https://bit.ly/3Th6tqe>

Social Media Post #6 – Thursday, 31 August 2023

📦 Council Election – Nominations open! 📦

📥 Nominations for the 2023 ordinary 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, 7 September 2023.

To find out which ward your property resides in, use our online search tool available here <https://bit.ly/3Th6tqe>

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- Monday, 11 September 2023

📦 Council Election – Nominations closing soon! 📦

🕒 Time is running out to nominate for the ordinary local government election being held on Saturday, 21 October 2023. Nominations close 4pm, Thursday, 7 September 2023.

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

To find out which ward your property resides in, use our online search tool available here <https://bit.ly/3Th6tqe>





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2023 Local Government Ordinary Election - Communication Strategy

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 #8- Friday, 8 September 2023

 Council Election – Nominations closed! 

 Nominations for the ordinary local government election being held on Saturday, 21 October 2023, are now closed.

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

 <https://bit.ly/3Th6tqe>



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2023 Local Government Ordinary Election - Communication Strategy

PART 2

Post close of nominations Thursday, 7 September 2023



2023 Local Government Ordinary Election - Communication Strategy

Part 2 – Post close of nominations after Thursday, 7 September 2023

<p>Date/s of activity:</p>	<p>A local government election is being held on Saturday, 21 October 2023.</p> <p>The election is being held as a voting in-person election. As a voting in-person election, electors will not receive a postal ballot, and must cast their vote at the polling place, unless they specifically apply to receive a postal vote.</p> <p>Part 2 of this Strategy details the communications strategy for the period following the close of nominations, Thursday, 7 September 2023, 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 – 25 September 2023 (date to be confirmed) • Election day – Saturday, 21 October 2023 • Swearing in of new Council and election of Shire President – Monday, 23 October 2023 • Election Result (formal advert) – Tuesday, 24 October 2023 <p>The list of activities detail the communication activities associated with these key dates.</p>								
<p>Prepared by:</p>	<p>Manager Governance and Strategy</p>								
<p>Nature of activity:</p>	<p>Awareness raising</p>								
<p>Objective/s:</p>	<p>The main objectives are:</p> <ul style="list-style-type: none"> • To raise awareness that an election is being held on Saturday, 21 October 2023 • 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 voting in-person election. • To inform that early voting is available at the following locations and times: <table border="1" data-bbox="387 1491 1533 1928"> <thead> <tr> <th data-bbox="387 1491 898 1536">Venue</th> <th data-bbox="906 1491 1533 1536">Times</th> </tr> </thead> <tbody> <tr> <td data-bbox="387 1547 898 1760">Co-Working Space Room, Serpentine Jarrahdale Library</td> <td data-bbox="906 1547 1533 1760">Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm Wednesday, 18 October 2023 1pm – 4pm Thursday, 19 October 2023 1pm – 4pm Friday, 20 October 2023 1pm – 4pm</td> </tr> <tr> <td data-bbox="387 1771 898 1850">Oakford Community Hall</td> <td data-bbox="906 1771 1533 1850">Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm</td> </tr> <tr> <td data-bbox="387 1861 898 1928">Serpentine Jarrahdale Civic Centre</td> <td data-bbox="906 1861 1533 1928">Weekdays 9am – 4pm Saturdays 9am – 4pm</td> </tr> </tbody> </table>	Venue	Times	Co-Working Space Room, Serpentine Jarrahdale Library	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm Wednesday, 18 October 2023 1pm – 4pm Thursday, 19 October 2023 1pm – 4pm Friday, 20 October 2023 1pm – 4pm	Oakford Community Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm	Serpentine Jarrahdale Civic Centre	Weekdays 9am – 4pm Saturdays 9am – 4pm
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2023 Local Government Ordinary Election - Communication Strategy

	Serpentine St John Ambulance Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm
	Bruno Gianatti Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm
	To inform that the polling places will be at the following locations: <ul style="list-style-type: none"> • Serpentine Jarrahdale Recreation Centre, 38 Mead Street Byford (North Ward) • Oakford Community Hall, 53 Foxtton Drive Oakford (North West Ward) • Serpentine Jarrahdale Civic Centre, 6 Paterson Street Mundijong (South Ward) 	
Evaluation:	<ul style="list-style-type: none"> • Reach and engagement of social media posts • Reach and engagement of mailout with rates notices • Voter participation rate of at least 15% 	
Audience/s:	<u>Internal</u> <ul style="list-style-type: none"> • Staff <u>External</u> <ul style="list-style-type: none"> • Voters • Candidates 	
Budget:	N/A	

Key messages

Audience	Message						
Electors	<p>An election is being held on Saturday, 21 October 2023.</p> <p>The election is being held as a voting in-person election. To receive a postal vote, a separate application by the individual must be made.</p> <p>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>Early voting is available from no later than 25 September 2023 [date to be confirmed by the WAEC and coincides with the publication of the state-wide public notice] at the following locations and times:</p> <table border="1"> <thead> <tr> <th>Venue</th> <th>Times</th> </tr> </thead> <tbody> <tr> <td>Co-Working Space Room, Serpentine Jarrahdale Library</td> <td>Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm Wednesday, 18 October 2023 1pm – 4pm Thursday, 19 October 2023 1pm – 4pm Friday, 20 October 2023 1pm – 4pm</td> </tr> <tr> <td>Oakford Community Hall</td> <td>Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm</td> </tr> </tbody> </table>	Venue	Times	Co-Working Space Room, Serpentine Jarrahdale Library	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm Wednesday, 18 October 2023 1pm – 4pm Thursday, 19 October 2023 1pm – 4pm Friday, 20 October 2023 1pm – 4pm	Oakford Community Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm
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2023 Local Government Ordinary Election - Communication Strategy

Audience	Message	
	Serpentine Jarrahdale Civic Centre	Weekdays 9am – 4pm Saturdays 9am – 4pm
	Serpentine St John Ambulance Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm
	Bruno Gianatti Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm
	On election day the polling places will be at the following locations: <ul style="list-style-type: none"> • Serpentine Jarrahdale Recreation Centre, 38 Mead Street Byford (North Ward) • Oakford Community Hall, 53 Foxtton Drive Oakford (North West Ward) • Serpentine Jarrahdale Civic Centre, 6 Paterson Street Mundijong (South Ward) 	
Staff	<ul style="list-style-type: none"> • Reminder of the requirements during the election period • Nominations close Thursday, 7 September 2023 • Election Day is Saturday, 21 October 2023 	
Candidates	Contact the Shire's Returning Officer for information on the rules pertaining to election campaigning	

Materials

Per materials listed in Part 1

Activities

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

Activities		
Action	Channel	Due
Variable message boards (See details regarding deployment below)	Road signage	Thursday, 7 September 2023
Expression of Interest to work on election day all staff email	Email	Friday, 8 September 2023
Update website with Council Member nominees	Website	Friday, 8 September 2023
Social Media Post #1	Facebook	Friday, 8 September 2023



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2023 Local Government Ordinary Election - Communication Strategy

Activities		
Action	Channel	Due
<ul style="list-style-type: none"> • Ordinary local government election – Saturday, 21 October 2023 • Voting in-person election • Optional Preferential Voting • Link to Candidate Profiles • Ward information • Early voting 		
As above	Newsletter	Friday, 8 September 2023
<p>All staff information alert</p> <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. 	<p>Email</p> <p>Grapevine</p> <p>TEAMS</p>	Thursday, 21 September 2023
<p>Social Media Post #2</p> <ul style="list-style-type: none"> • Early voting is open • Early voting location and times • Ordinary local government election – Saturday, 21 October 2023 • Voting in-person election • Optional preferential voting • Ward information • Election day locations 	Facebook	From Monday, 21 September through to election day (21 October)
Variable Message Boards	Variable Message Boards	7 September 2023 (TBC)
Local public notice of the election	<p>Examiner</p> <p>Notice Boards</p> <p>Website</p>	Wednesday, 27 September 2023
<p>SJ Matters Article –</p> <ul style="list-style-type: none"> • Election – Saturday, 21 October 2023 	SJ Matters	Thursday, 28 September 2023

2023 Local Government Ordinary Election - Communication Strategy

Activities		
Action	Channel	Due
<ul style="list-style-type: none"> Information for electors Link to Candidate Profiles Key messages 		
<p>Social Media Post #3</p> <ul style="list-style-type: none"> Key messages Early voting is open Early voting location and times Ordinary local government election – Saturday, 21 October 2023 Voting in-person election Optional preferential voting Ward information Election day locations 	Facebook	Thursday, 28 September 2023
<p>Social Media Post #4</p> <ul style="list-style-type: none"> Key messages Early voting is open Early voting location and times Ordinary local government election – Saturday, 21 October 2023 Voting in-person election Optional preferential voting Ward information Election day locations 	Facebook	Thursday, 5 October 2023
<p>Social Media Post #5</p> <ul style="list-style-type: none"> Key messages Early voting is open Early voting location and times Ordinary local government election – Saturday, 21 October 2023 	Facebook	Thursday, 12 October 2023



2023 Local Government Ordinary Election - Communication Strategy

Activities		
Action	Channel	Due
<ul style="list-style-type: none"> • Voting in-person election • Optional preferential voting • Ward information • Election day locations 		
<p>All staff information alert</p> <ul style="list-style-type: none"> • All Staff email notification that election day is this Saturday – expectations and outline of activity occurring including the names of the staff that are working 	Email	Wednesday, 18 October 2023
<p>Social Media Post #6</p> <ul style="list-style-type: none"> • Key messages • Early voting is open • Early voting location and times • Ordinary local government election – Saturday, 21 October 2023 • Voting in-person election • Optional preferential voting • Ward information • Election day locations 	Facebook	Thursday, 19 October 2023
<p>Examiner:</p> <ul style="list-style-type: none"> • Election Saturday, 21 October 2023 • In-person election. To vote you must attend a polling place: <ul style="list-style-type: none"> ○ Serpentine Jarrahdale Recreation Centre, 38 Mead Street Byford (North Ward) ○ Oakford Community Hall, 53 Foxtan Drive Oakford (North West Ward) ○ Serpentine Jarrahdale Civic Centre, 6 Paterson 	Examiner Newspaper	Thursday, 19 October 2023



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2023 Local Government Ordinary Election - Communication Strategy

Activities		
Action	Channel	Due
Street Mundijong (South Ward)		
Social Media Post #7 • Today is election day	Facebook	Saturday, 21 October 2023
Social Media Post #8 • Election result	Facebook	Saturday, 21 October 2023
Election Day: Saturday, 21 October 2023		
Election result advertisement on election night	WAEC Website Facebook Website	Once known
Special Council Meeting – Swearing in, election of President, seating draw	Special Council Meeting	Monday, 23 October 2023
Local public notice of the result of the election (Form 19 of the Election Regs).	Examiner Notice Boards Website Facebook	Thursday, 26 October 2023
Update website - remove irrelevant information (candidate profiles, information session, FAQs, etc.)	Website	Friday, 27 October 2023
Update website – new Councillor photos, details, etc.	Website	Friday, 27 October 2023

Social Media Post #1 – Friday, Friday, 8 September 2023

📦 Announcement of candidates for election! 📦

An ordinary local government election is being held on Saturday, 21 October 2023.

As a voting in-person election, votes are to be cast at a nominated polling place. To receive a postal vote, a separate application by the individual must be made.

There are **XX** candidates who have nominated for 3 vacancies.

You can view the candidate profiles on our website here

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



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2023 Local Government Ordinary Election - Communication Strategy

🔑 To find out which ward your property resides in, use our online search tool available here
👉 <https://bit.ly/3Th6tqe>

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.

Early voting will be available at specified locations approximately one month before the election.

Social Media Post #2 – Thursday 21 September 2023 (to be confirmed)

📬 Early voting is now available for the Ordinary Local Government Election 📬

Early voting is available at the following locations and times:

Venue	Times
Co-Working Space Room, Serpentine Jarrahdale Library	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm Wednesday, 18 October 2023 1pm – 4pm Thursday, 19 October 2023 1pm – 4pm Friday, 20 October 2023 1pm – 4pm
Oakford Community Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm
Serpentine Jarrahdale Civic Centre	Weekdays 9am – 4pm Saturdays 9am – 4pm
Serpentine St John Ambulance Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm
Bruno Gianatti Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm

An ordinary local government election is being held on Saturday, 21 October 2023.

The election is being held as a voting in-person election. To receive a postal vote, a separate application by the individual must be made.

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.

🔑 To find out which ward your property resides in, use our online search tool available here
👉 <https://bit.ly/3Th6tqe>

On election day, the polling places will be:

- Serpentine Jarrahdale Recreation Centre, 38 Mead Street Byford (North Ward)
- Oakford Community Hall, 53 Foxtan Drive Oakford (North West Ward)



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2023 Local Government Ordinary Election - Communication Strategy

- Serpentine Jarrahdale Civic Centre, 6 Paterson Street Mundijong (South Ward)

For more info visit www.sjshire.wa.gov.au/elections

Variable message Board Signage – Thursday, 7 September (TBC) to Saturday, 21 October 2023

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

- 6 Paterson St, Mundijong (South Ward)
- Jarrahdale Rd (Skate Park Lot 116 Munro St) (South Ward)
- Karnup Road (Clem Kentish Reserve) Serpentine (South Ward)
- 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)
- Nicholson Road, Oakford near the corner of Foxtan Drive (North West Ward)
- Lot 3784 Cnr of Thomas Road and Hopkinson Road, (North West Ward)
- Anketell Road near the Cnr of Tuart Rd (North West Ward)

Ordinary Local Government Election - Saturday, 21 October 2023

Early voting is available at the following locations and times:

Venue	Times
Co-Working Space Room, Serpentine Jarrahdale Library	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm Wednesday, 18 October 2023 1pm – 4pm Thursday, 19 October 2023 1pm – 4pm Friday, 20 October 2023 1pm – 4pm
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Serpentine Jarrahdale Civic Centre	Weekdays 9am – 4pm Saturdays 9am – 4pm
Serpentine St John Ambulance Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm
Bruno Gianatti Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm

Vote in-person on election day (Saturday, 21 October 2023):

- Serpentine Jarrahdale Recreation Centre, 38 Mead Street Byford (North Ward)
- Oakford Community Hall, 53 Foxtan Drive Oakford (North West Ward)
- Serpentine Jarrahdale Civic Centre, 6 Paterson Street Mundijong (South Ward)



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2023 Local Government Ordinary Election - Communication Strategy

Social Media Post #3 – Thursday, 28 September 2023

 Early voting now available in the Ordinary Local Government Election 

Early voting is available at the following locations and times:



Venue	Times
Co-Working Space Room, Serpentine Jarrahdale Library	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm Wednesday, 18 October 2023 1pm – 4pm Thursday, 19 October 2023 1pm – 4pm Friday, 20 October 2023 1pm – 4pm
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Serpentine Jarrahdale Civic Centre	Weekdays 9am – 4pm Saturdays 9am – 4pm
Serpentine St John Ambulance Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm
Bruno Gianatti Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm

An ordinary local government election is being held on Saturday, 21 October 2023.

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.

The election is being held as a voting in-person election. To receive a postal vote, a separate application by the individual must be made.


 To find out which ward your property resides in, use our online search tool available here  <https://bit.ly/3Th6tqe>

On election day, the polling places will be:

- Serpentine Jarrahdale Recreation Centre, 38 Mead Street Byford (North Ward)
- Oakford Community Hall, 53 Foxton Drive Oakford (North West Ward)
- Serpentine Jarrahdale Civic Centre, 6 Paterson Street Mundijong (South Ward)

For more info visit www.sjshire.wa.gov.au/elections

Social Media Post #4 – Thursday, 5 October 2023

 Early voting now available in the Ordinary Local Government Election 

Early voting is available at the following locations and times:



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2023 Local Government Ordinary Election - Communication Strategy

Venue	Times
Co-Working Space Room, Serpentine Jarrahdale Library	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm Wednesday, 18 October 2023 1pm – 4pm Thursday, 19 October 2023 1pm – 4pm Friday, 20 October 2023 1pm – 4pm
Oakford Community Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm
Serpentine Jarrahdale Civic Centre	Weekdays 9am – 4pm Saturdays 9am – 4pm
Serpentine St John Ambulance Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm
Bruno Gianatti Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm

An ordinary local government election is being held on Saturday, 21 October 2023.

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.

The election is being held as a voting in-person election. To receive a postal vote, a separate application by the individual must be made.

🔑 To find out which ward your property resides in, use our online search tool available here
👉 <https://bit.ly/3Th6tqe>

On election day, the polling places will be:

- Serpentine Jarrahdale Recreation Centre, 38 Mead Street Byford (North Ward)
- Oakford Community Hall, 53 Foxtan Drive Oakford (North West Ward)
- Serpentine Jarrahdale Civic Centre, 6 Paterson Street Mundijong (South Ward)

For more info visit www.sjshire.wa.gov.au/elections

Social Media Post #5 – Thursday, 12 October 2023

📦 Early voting now available in the Ordinary Local Government Election 📦

Early voting is available at the following locations and times:

Venue	Times
Co-Working Space Room, Serpentine Jarrahdale Library	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm



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2023 Local Government Ordinary Election - Communication Strategy


Venue	Times
	Wednesday, 18 October 2023 1pm – 4pm Thursday, 19 October 2023 1pm – 4pm Friday, 20 October 2023 1pm – 4pm
Oakford Community Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm
Serpentine Jarrahdale Civic Centre	Weekdays 9am – 4pm Saturdays 9am – 4pm
Serpentine St John Ambulance Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm
Bruno Gianatti Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm

An ordinary local government election is being held on Saturday, 21 October 2023.

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.

The election is being held as a voting in-person election. To receive a postal vote, a separate application by the individual must be made.

 To find out which ward your property resides in, use our online search tool available here <https://bit.ly/3Th6tqe>

On election day, the polling places will be:

- Serpentine Jarrahdale Recreation Centre, 38 Mead Street Byford (North Ward)
- Oakford Community Hall, 53 Foxtton Drive Oakford (North West Ward)
- Serpentine Jarrahdale Civic Centre, 6 Paterson Street Mundijong (South Ward)

For more info visit www.sjshire.wa.gov.au/elections

Social Media Post #6 – Thursday, 19 October 2023

 Early voting now available in the Ordinary Local Government Election 

Early voting is available at the following locations and times:

Venue	Times
Co-Working Space Room, Serpentine Jarrahdale Library	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm Wednesday, 18 October 2023 1pm – 4pm Thursday, 19 October 2023 1pm – 4pm Friday, 20 October 2023 1pm – 4pm



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2023 Local Government Ordinary Election - Communication Strategy

Venue	Times
Oakford Community Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm
Serpentine Jarrahdale Civic Centre	Weekdays 9am – 4pm Saturdays 9am – 4pm
Serpentine St John Ambulance Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm
Bruno Gianatti Hall	Saturday, 7 October 2023 9am – 4pm Saturday, 14 October 2023 9am – 4pm

An ordinary local government election is being held on Saturday, 21 October 2023.

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.

The election is being held as a voting in-person election. To receive a postal vote, a separate application by the individual must be made.

🔑 To find out which ward your property resides in, use our online search tool available here <https://bit.ly/3Th6tqe>

On election day, the polling places will be:

- Serpentine Jarrahdale Recreation Centre, 38 Mead Street Byford (North Ward)
- Oakford Community Hall, 53 Foxtton Drive Oakford (North West Ward)
- Serpentine Jarrahdale Civic Centre, 6 Paterson Street Mundijong (South Ward)

For more info visit www.sjshire.wa.gov.au/elections

Social Media Post #7 – Saturday 21 October 2023

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.

The election is being held as a voting in-person election.

🔑 To find out which ward your property resides in, use our online search tool available here <https://bit.ly/3Th6tqe>

The polling places are:

- Serpentine Jarrahdale Recreation Centre, 38 Mead Street Byford (North Ward)
- Oakford Community Hall, 53 Foxtton Drive Oakford (North West Ward)



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2023 Local Government Ordinary Election - Communication Strategy

- Serpentine Jarrahdale Civic Centre, 6 Paterson Street Mundijong (South Ward)

Variable message Board Signage – Saturday 21 October 2023

Ordinary Local Government Election

Saturday, 21 October 2023

Vote today at:

- Serpentine Jarrahdale Recreation Centre, 38 Mead Street Byford (North Ward)
- Oakford Community Hall, 53 Foxtton Drive Oakford (North West Ward)
- Serpentine Jarrahdale Civic Centre, 6 Paterson Street Mundijong (South Ward)

Social Media Post #8 – Saturday 21 October 2023

The results of the Ordinary Local Government Election have been declared by the Returning Officer.

The successful candidates are:

Office of the Shire President (Entire District)

- Surname, First Name

North West Ward

- Surname, First Name

South Ward

- Surname, First Name

A Swearing in Ceremony for the successful candidates, will held on Monday, 23 October at 6pm at the Council Chambers, located at the Shire of Serpentine Jarrahdale Civic Centre, 6 Paterson Street, Mundijong.

For full details on the election results, visit www.elections.wa.gov.au



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