

# 2025 Ordinary Local Government Election Communication Plan

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## Introduction

An ordinary Council election will be held in on Saturday, 18 October 2025.

This Communication Plan is comprised of two parts:

- **Part 1** – to the close of nominations on 4 September 2025. Includes key information regarding eligibility to vote and eligibility to stand for Council.
- **Part 2** – post close of nominations to election result advertisement on 18 October 2025. Includes key information on voting, election day and swearing in ceremony.

## 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 Communication Plan, including approved content and FAQs, for external distribution	Reputation	Likely	Minor	MODERATE	Implement Communication Plan
2	Residents and ratepayers are not informed in a timely manner about election and their opportunity to vote and/or nominate	Develop Communication Plan, including key dates of election, for external distribution	Reputation	Possible	Minor	MODERATE	Implement Communication Plan
3	Electors are unsure which ward they need to vote in	Provide tool to look up ward	Reputation	Possible	Minor	MODERATE	

# **Part 1**

**Up to close of nominations  
(4 September 2025)**

## Part 1 – Up to close of nominations (4 September 2025)

<b>Milestones</b>	<p>The 2025 ordinary elections will be held on Saturday, 18 October 2025.</p> <p>Part 1 of this plan details the communication activities from 4 August 2025 up to, and including, the close of nominations on 4 September 2025.</p> <p>In the lead up to this date there are a series of important dates:</p> <ul style="list-style-type: none"> <li>Monday 4 August 2025 - website update and first communications about the election to commence</li> <li>Thursday, 7 August 2025 - Statewide notice advising the closing date for elector enrolments (WAEC and Shire announcements)</li> <li>Thursday, 21 August 2025 - advertising for Council nominations</li> <li>Friday, 22 August 2025 - close of rolls</li> <li>Wednesday, 27 August 2025 - Proposed Shire of SJ Candidate information session (if required)</li> </ul> <p>*Officers will liaise with the WA Local Government Association and surrounding local governments to consider the most appropriate format for a Candidate information session and whether it is required.</p> <ul style="list-style-type: none"> <li>Thursday, 28 August 2025 - Nominations open</li> <li>Thursday, 4 September 2025 - Nominations close</li> </ul> <p>The list of activities details the communication activities associated with these key dates.</p>
<b>Prepared by:</b>	Coordinator Governance – Darrelle Merritt
<b>Nature of activity:</b>	Awareness raising
<b>Objective/s:</b>	<ul style="list-style-type: none"> <li>Increased voter participation rate</li> <li>Raise awareness of postal election</li> <li>Election will be an Optional Preferential Voting election</li> <li>Opportunity to enrol to vote</li> <li>Opportunity to nominate to stand for Council</li> <li>Enrolling and nominating for Council.</li> </ul>
<b>Evaluation:</b>	<ul style="list-style-type: none"> <li>Reach and engagement of social media posts</li> <li>Website page views</li> <li>Number of people who nominate for Council election</li> </ul>
<b>Audience/s:</b>	<u>Internal</u>

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	<ul style="list-style-type: none"><li>• All staff</li><li>• Elected Members</li></ul> <u>External</u> <ul style="list-style-type: none"><li>• Electors</li><li>• Potential electors</li><li>• Candidates</li></ul>
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## Key Messages

Audience	Message
<b>All</b>	<p>Local government elections are held every two years.</p> <p>The 2025 local government elections will be held on 18 October 2025.</p> <p>This is your opportunity to shape the future of the SJ Shire.</p>
<b>Potential voters</b>	<p>The 2025 local government elections will be held on 18 October 2025.</p> <p>The postal election is being conducted by the WA Electoral Commission on behalf of the Shire.</p> <p>This is your opportunity to shape the future of the SJ Shire!</p> <p>To vote you must be enrolled. Ensure your enrolment details are up to date by contacting the WA Electoral Commission. Enrolments close on 5:00pm, Friday 22 August 2025.</p> <p>The election is an Optional Preferential Voting Election. You have the option to:</p> <ul style="list-style-type: none"> <li>• mark a preference for one candidate</li> <li>• mark additional preferences by numbering candidates in order of preference</li> </ul>
<b>Prospective candidates</b>	<p>The 2025 local government elections will be held on 18 October 2025.</p> <p>Nominations for the Shire of Serpentine Jarrahdale Council election open on Thursday, 28 August 2025 and close on Thursday, 4 September 2025.</p> <p>There are four positions up for election:</p> <ul style="list-style-type: none"> <li>• 1 x North West Ward</li> <li>• 1 x South Ward</li> <li>• 2 x North Ward</li> </ul> <p>To be eligible to nominate you must first complete an online induction. This is available on the Department of Local Government, Commerce, Industry Regulation and Safety website</p> <p>Shire inductions are provided to new Councillors after being sworn in.</p>

## Activities

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

Activities		
Action	Channel	Due
<p>Flyer to be included with Rates Notices</p> <p>General information about the election, including a reminder to ensure electoral details are up to date</p>	Flyer	Finalised, ready for printing by 18 July
Updated elections webpage	Website	Monday, 4 August 2025
Facebook event for Prospective Candidates Information Session*	Facebook	Monday, 4 August 2025
<p>Social Media Post #1 – <u>Key Dates</u></p> <ul style="list-style-type: none"> <li>• Election date</li> <li>• Update electoral roll</li> <li>• Prospective Candidates Information Session*</li> <li>• Nominations</li> <li>• Online Induction</li> </ul>	Facebook	Monday, 4 August 2025
<p>Public Notice advising of:</p> <ul style="list-style-type: none"> <li>• Candidate Information session on 27 August 2025*</li> <li>• enrolment updates</li> <li>• closing date and time for elector enrolments</li> </ul>	<p>Examiner</p> <p>Notice Boards (Library and Front Counter)</p> <p>Website</p> <p>Newsletter</p>	Thursday, 7 August 2025
<p>SJ Matters Article</p> <ul style="list-style-type: none"> <li>• Election date</li> <li>• Optional Preferential Voting</li> <li>• Update electoral roll</li> </ul>	SJ Matters	Friday, 8 August 2025

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<ul style="list-style-type: none"> <li>Prospective Candidates Information Session*</li> <li>Nominations</li> <li>Online Induction</li> </ul>		
Social Media Post #2 Prospective Candidates Information Session Reminder*	Facebook	Week of Monday, 11 August 2025
Social Media Post #3 <ul style="list-style-type: none"> <li>Ordinary local government election – Saturday, 18 October 2025</li> <li>Postal election</li> <li>Optional preferential voting</li> <li>Enrolment date</li> <li>Mandatory induction</li> <li>Caretaker Period</li> </ul>	Facebook	Weekend 16/17 August
Social Media Post #4 <ul style="list-style-type: none"> <li>Prospective Candidates Information Session Reminder*</li> <li>Enrolment Reminder</li> </ul>	Facebook	Week of Monday, 18 August 2025
All staff information alert <ul style="list-style-type: none"> <li>Remind staff of their responsibilities in the lead up to the local government elections (a reminder about do's and don'ts)</li> <li>Caretaker Period</li> </ul>	Catch up with Paul	Thursday, 21 August
Local Public Notice - Call for Nominations	Examiner Website Facebook Notice boards	Thursday, 21 August



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<p>SJ Matters Article –</p> <ul style="list-style-type: none"> <li>• Election – 18 October 2025</li> <li>• Information for Candidates <ul style="list-style-type: none"> <li>○ Prospective Candidates Information Session*</li> <li>○ Nominations</li> <li>○ Online Induction</li> </ul> </li> <li>• Information for electors <ul style="list-style-type: none"> <li>○ Enrolment</li> <li>○ Postal Vote</li> </ul> </li> <li>• Optional Preferential Voting</li> <li>• Caretaker Period</li> </ul>	SJ Matters	Friday, 22 August 2025
<b>Roll closes: Friday, 22 August 2025</b>		
<p>Social Media Post #5</p> <ul style="list-style-type: none"> <li>• Prospective Candidates Information Session Reminder*</li> </ul>	Facebook	Monday, 25 August 2025
<b><i>Candidate Information session – To Be Confirmed*</i></b>	Face-to-Face Information Session	Proposed for Wednesday, 27 August 2025 7pm
<b>Nominations Open: Thursday, 28 August 2025</b>		
<p>Social Media Post #6</p> <ul style="list-style-type: none"> <li>• Nominations are open</li> <li>• Returning Officer Details</li> <li>• Mandatory Induction</li> </ul>	Facebook	Thursday, 28 August
<p>Update website to include returning officers details:</p> <ul style="list-style-type: none"> <li>• Information for Candidates</li> <li>• Election Signage Information Sheet</li> </ul>	Website	Thursday, 28 August

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<ul style="list-style-type: none"> <li>FAQ Sheet</li> </ul>		
Social Media Post #7 <ul style="list-style-type: none"> <li>Nominations are now open</li> <li>Returning Officer Details</li> <li>Mandatory Induction</li> </ul>	Facebook	Monday, 1 September 2025
Social Media Post #8 <ul style="list-style-type: none"> <li>Nominations close soon</li> <li>Returning Officer Details</li> <li>Mandatory Induction</li> <li>Caretaker Period</li> </ul>	Facebook	Wednesday, 3 September 2025
<b>Nominations Close: Thursday, 4 September 2025</b>		

## **Part 2**

# **Post close of nominations (4 September 2025) to election result advertisement**

## Part 2 – post close of nominations (4 September) to election result advertisement

<b>Date/s of activity:</b>	<p>The 2025 ordinary elections will be held on Saturday, 18 October 2025.</p> <p>Part 2 of this plan details the communication plan for the period following the close of nominations (4 September) to the election result advertisement (23 October).</p> <p>During this period the key dates include:</p> <ul style="list-style-type: none"> <li>• Caretaker Period – 4 September until the day after results declared</li> <li>• Last day for the electoral rolls to be finalised – Friday 5 September 2025</li> <li>• Last day for the Returning Officer to give Statewide public notice of the election – 26 September 2025</li> <li>• Election day - 18 October 2025</li> <li>• Swearing in of new Council and election of Deputy Shire President – 20 October 2025</li> <li>• Election Result (formal advert) – 23 October 2025</li> </ul> <p>The list of activities details the communication activities associated with these key dates.</p>
<b>Prepared by:</b>	Coordinator Governance, Darrelle Merritt
<b>Nature of activity:</b>	Awareness raising
<b>Objective/s:</b>	<p>The main objectives are</p> <ul style="list-style-type: none"> <li>• to raise awareness amongst electors to encourage them to vote</li> <li>• to ensure staff are aware of the election activities occurring</li> <li>• to ensure Candidates correspond only with the Returning Officer.</li> </ul>
<b>Evaluation:</b>	<ul style="list-style-type: none"> <li>• Reach and engagement of social media posts</li> <li>• Increase in voting participation rate</li> </ul>
<b>Audience/s:</b>	<p>Internal</p> <ul style="list-style-type: none"> <li>• Staff</li> </ul> <p>External</p> <ul style="list-style-type: none"> <li>• Voters</li> <li>• Candidates</li> </ul>
<b>Budget:</b>	N/A

## 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	10 - 12 September 2025
Social Media Post #1 <ul style="list-style-type: none"> <li>Link to Candidate Profiles</li> </ul>	Facebook	12 September 2025
All staff information alert <ul style="list-style-type: none"> <li>Remind staff of their responsibilities in the lead up to the local government elections (a reminder about do's and don'ts) and notification that nominations are now closed.</li> <li>Caretaker Period</li> </ul>	Email Grapevine TEAMS	12 September 2025
Local public notice of the election	Examiner Website Notice Boards Facebook	Thursday, 18 September 2025
All staff information alert - Expression of Interest all staff email to work on election day	Email Grapevine TEAMS	Monday, 22 September 2025
SJ Matters Article – <ul style="list-style-type: none"> <li>Election – 18 October 2025</li> <li>Information for electors</li> <li>Link to Candidate Profiles</li> <li>Alerting electors they should have received</li> </ul>	SJ Matters	Friday, 3 October 2025

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Activities		
Action	Channel	Due
voting ballot and encourage to vote <ul style="list-style-type: none"> <li>Instructions for replacement ballot</li> </ul>		
Social Media Post #2 <ul style="list-style-type: none"> <li>Alerting electors they should have received voting ballot and encourage to vote</li> <li>Instructions for replacement ballot</li> </ul>	Facebook	6 October 2025
Social Media Post # 3 <ul style="list-style-type: none"> <li>Reminder to vote</li> <li>Instructions for replacement ballot</li> </ul>	Facebook	Weekend 11-12 October 2025
All Staff email notification that election day is Saturday – expectations and outline of activity occurring including the names of the staff that are working	All Staff Email	13 October 2025
Social Media Post #3 – Election Day Saturday	Facebook	15-16 October 2025
Social Media Post #4 - Today is election day	Facebook	18 October 2025
Social Media Post #5 – Declaration of Election Results by the Returning Officer	Facebook	18-21 October 2025
<b>Election Day: Saturday, 18 October 2025</b>		
Election result advertisement on election night	WAEC Website Facebook Website	Once known
Special Council Meeting – Swearing in, election of Deputy President, seating draw	Special Council Meeting	Wednesday, 22 October 2025

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Activities		
Action	Channel	Due
Photo of new Council and announce Deputy Shire president	Social Media Media Release Website	Thursday 23 October 2025
Announce new Council, and Deputy Shire President to all staff	Email Grapevine TEAMS	Thursday 23 October 2025
Local public notice of the result of the election (Form 19 of the Election Regs).	Examiner Website Notice Boards Newsletter	Thursday 23 October 2025
Local public notice of the swearing in results	Examiner	Thursday 30 October 2025
SJ Matters Article – <ul style="list-style-type: none"> <li>• Election Results – 18 October 2025</li> <li>• Congratulations to new/returning Councillors</li> <li>• Congratulations to Deputy SP</li> </ul>	SJ Matters	Friday 24 October 2025
Update website - remove irrelevant information (candidate profiles, information session, FAQs, etc)	Website	Friday, 24 October 2025
Report to Minister on Deputy Shire President results (Form 20)	Online elections results page	Monday, 27 October 2025
Update website – new Councillor photos etc.	Website	Friday, 31 October 2025