

Information for Candidates – www.elections2010.co.nz portal launch

Local Government Online, in conjunction with LGNZ, has today launched the candidate's side of the www.elections2010.co.nz web portal.

What is www.elections2010.co.nz?

You may have read about the www.elections2010.co.nz in the LGNZ *Making a Stand* brochure or information provided directly by your council.

The website allows voters to determine those councils/boards/trusts they are eligible to vote for by simply typing in their address. They are then presented with information on each candidate standing for election for those organisations. In addition it will provide a central portal for election results across the country on 9 October 2010.

It is a tool that is free to use and gives you the opportunity to engage with the community and promote the issues that matter to you. We have worked closely with the SOLGM Electoral Working Party in developing the portal and the resource is designed to complement official and individual candidate activity.

No longer are you constrained to a 150 word candidate profile, instead, each candidate has the ability to load:

- set length video, candidate statement and other information;
- identify your top 5 election issues (which voters can then compare across candidates);
- provide dynamic links to any websites, blogs, facebook, twitter and other social media accounts you may operate;
- ability to respond, along with other candidates for that role, to questions asked by voters (providing a virtual town hall environment) ; and
- the ability to load an acceptance speech that will be made publicly available once the successful candidate has been announced.

The website is as easy to use as updating a facebook page, logging into internet banking or sending an email. The focus is on reaching those in the community that are eligible to vote and want to engage with you in the democratic process.

On 9 October www.elections2010.co.nz will be the place to keep up to date with results as they come in directly from electoral officers across the country and for the winning candidates the ability to release a video message following your success.

With the interest around changes in Auckland Governance and spread of web based platforms and social media we believe that the time is right to launch such a tool. The feedback to date from community groups and those of you that we have spoken to individually has been very positive.

How do I sign up?

Email LGOL at gm@localgovt.co.nz and they will provide you with a password to access your individual site.

You will be provided with a unique log on and password that you and/or your campaign team can use to access the site. When providing passwords you will

also receive a step-by-step guide on how to use the site complete with screen dumps

LGOL will be providing a short presentation on the site at the LGNZ Conference on 25th July and its launch to the public will be supported with a variety of media.

They are currently exploring the possibility of running real time web based debates for some of the larger elections and will look to develop and add functionality on the site throughout the elections period to meet demand as it arises.

When does it go live to the public?

LGOL are hoping to get all Candidates that have already declared an intention to stand on the site within the next week and once there is a sufficient number of candidates on the site we will launch it to the public (this will be no later than 23 July 2010).

There is the ability to log onto the site and load information that is not live immediately i.e. if you want to wait until the day that nominations close for your information to be available to the public the site allows you to do this.

What is on the site now?

At the moment there is a teaser ad on the www.elections2010.co.nz that will change over the coming days prior to the launch of the site to the public.

Join up now to make this site a success and expand your ability to provide a broader range of information to your constituency.

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