


Ways Local Authorities could support and encourage enrolment messages

Ideas	Notes
<p>Internal Communications (staff) Provide enrolment key messages via:</p> <ul style="list-style-type: none"> • Intranets • Payslips • News boards • Emails- one liner on bottom of emails • Staff newsletters • Staff briefings 	<p>We recommend this campaign starts prior to the external campaign and initially focuses on alerting staff to the external campaign and its importance. We recommend this campaign starts on 1 July 2010.</p> <p>Please note: No statements can be made by any elected member at all from 1 July preceeding an election.</p> <p>All media releases must go out in the name of staff only and can not contain any comment from elected members.</p>
<p>External Communications/media</p> <ul style="list-style-type: none"> • Mayoral media releases advocating the need to enrol to local media - this information includes contact details • Mayoral blogs, updates on Facebook or other social media • Updates on regular or scheduled radio interviews, opinion editorials or articles in local publications • Prominent updates on front page of council websites and links to Electoral Website on websites (Web Buttons etc) • Links to Electoral Website on Email Signatures • Add a one liner reminder on all emails and written correspondence from council (as part of the signature) note: not parking tickets! • Work closely with EEC local registrars / introduce local registrar to community groups whenever possible (e.g. youth council meeting, Pacific Island and Maori forums) 	<p>Please note any campaign from Mayors must be completed by July 1, 2010.</p> <p>This campaign could start in March and finish by July 1.</p> <p>Web buttons available here: http://www.elections.org.nz/news/resources/link-to-us.html</p> <p>For example - “Don’t forget to check you’re enrolled to vote in this year’s local elections. It’s your chance to make a change. To check your enrolment details or to enrol go to www.elections.org.nz”</p>
<p>Mayors, Elected Members, Council Officers</p> <ul style="list-style-type: none"> • Publicly endorse enrolment via key messages inserted into all public 	<p>We recommend this coincides with the start of the media campaign</p>

<p>communications such as community radio and speaking engagements</p> <ul style="list-style-type: none"> • Where possible have registrations forms available 	
<p>Counter Displays & Reception Counters</p> <ul style="list-style-type: none"> • Use multi-language material to capture targeted groups • Enrolment Stands containing Enrolment Forms & SAE • Receipts printed referring to our website • Enrolment Posters & Displays (provided by EEC) • Posters for all external council locations - libraries, swimming pools, CABs etc 	<p>Counter Stands containing enrolment packs can be provided by EEC. Example of stand:</p> 
<p>Rate Notices</p> <ul style="list-style-type: none"> • Include message to check you are correctly enrolled • Forms supplied to new property owners, can we do anything with LIM reports? • List of new property owners provided to EEC (would need to check privacy issues around carrying this out) 	<p>Timing of rates notices will have to be appropriate to the message.</p>
<p>Rental Properties</p> <ul style="list-style-type: none"> • Posters in communal areas • Enrolment Messages in Newsletters • Forms supplied to new tenants • List of residents provided to EEC (would need to check privacy issues around carrying this out) 	<p>Posters can be provided by EEC.</p>
<p>NZ Citizen Awards</p> <ul style="list-style-type: none"> • Supply new resident names to Registrar, or provide enrolment pack with documents 	

Contact Details

All resources, forms posters etc can all be provided via regional Registrars:

Contacts: <http://www.elections.org.nz/enrolment/roe-contacts.html>

Or head office:

Email: enrol@elections.org.nz

Phone: 0800 ENROL NOW (0800 36 76 56), from overseas +64 4 801 0700

Postal address: PO Box 190, Wellington 6140

Resources can be ordered online or via Registrars (details above)

<http://www.elections.org.nz/app/stationery/>

Enrolling online:

<http://www.elections.org.nz/enrolment/how-to-enrol/how-to-enrol-to-vote.html> or <https://secure.elections.org.nz/app/enrol/>

Check out the options online, the best way to see how this works is to try it out yourself!

Media Releases

We will organise for our Media Releases to be sent to Council Communications personnel.

EEC Key Messages

- Make it easy to vote - get enrolled.
- To have your say in the local election, first you must be on the electoral roll.
- This is your chance to make a change - enrol to vote.

Key Enrolment Information

Who Can Enrol

You can enrol if:

- ✓ you are 18 years or older, and
- ✓ are a New Zealand citizen or permanent resident, and
- ✓ have lived in New Zealand for more than one year continuously at some time in your life.

How to Enrol

To get an enrolment form or update your details either:

- ✓ call 0800 ENROL NOW (0800 36 76 56)
- ✓ Freetext your name and address to 3676
- ✓ visit any PostShop
- ✓ visit the elections website www.elections.org.nz and enrol or update your details online.