

FINAL
Evaluation Report
For
Gisborne Voter Participation Project



Document Control

Version History

Version	Date	Author	Summary of Changes
0.1	21/02/2011	Justine Crawford	Minor changes. Add survey results to appendices.
0.2	14/03/2011	Justine Crawford	Add updates from Sarah Pohatu, Mere Pohatu, Na Raihania, Manu Caddie. Add Key Project Recommendations section.
1.0	30/03/2011	Justine Crawford	Add paragraph on page 7, minor tweaks, add Local Government New Zealand presentation to appendices.
2.0	02/05/2011	Justine Crawford	Recalculate voter turnout average. Average totals rather than averages. Update average statistics on pages 6-11, 16.
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Distribution

This document has been distributed to:

Name	Organisation	Date of Issue	Version
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Ronald Nepe	TROTAK	02/05/2011	V2.0
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Richard Kingi	Statistics NZ	02/05/2011	V2.0

Approvals

This document requires the following approvals. A signed copy should be placed in the project files.

Name	Signature	Role, Organisation	Date of Issue	Version
Sarah Pohatu		Executive Assistant to CEO, TRONP	06/05/2011	V3.0
Ronald Nepe		CEO, TROTAK	06/05/2011	V3.0
Mere Pohatu		Regional Director, Te Puni Kokiri	06/05/2011	V3.0
Nedine Thatcher-Swann		Community Planning & Development Manager, GDC	06/05/2011	V3.0
Na Raihania		Chairperson Maori Relationship Board, TDHB	06/05/2011	V3.0
Richard Kingi		Maori Liaison, Statistics NZ	06/05/2011	V3.0

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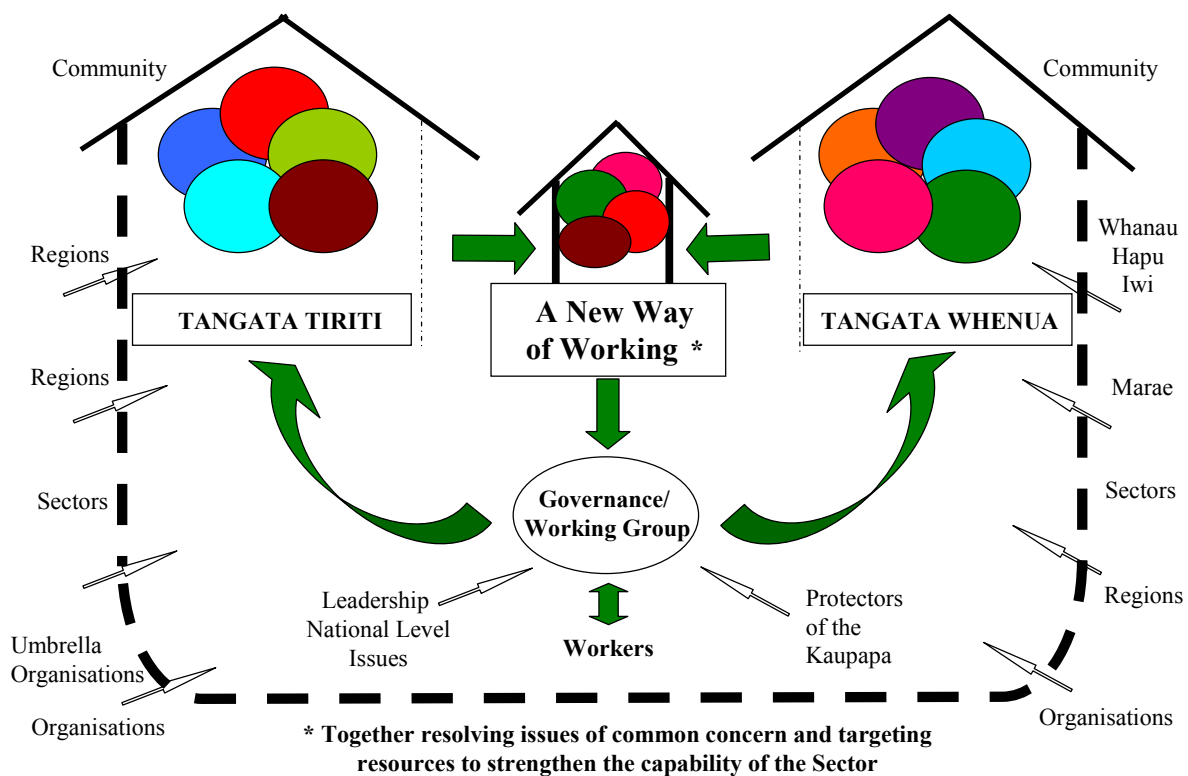
Project Background

In 2009 Ka Pai Kaiti applied for funding from Community Sector Taskforce to facilitate a project to increase voter turnout and participation in the local council and district health board elections in Gisborne 2010.

The key objectives of the Community Sector Taskforce funding are to improve the power of communities to:

- ☐ Engage with local issues/aspirations
- ☐ Act independently in terms of community aspirations
- ☐ Lead positive change
- ☐ Connect people to achieve a greater voice and visibility

Additionally, the project must connect with 'Hard to Reach' communities. The objectives of the Gisborne Voter Participation Project clearly met the Community Sector Taskforce criteria and \$40,000 was granted.



The relationship between the Project Team and Taskforce is one of good faith and no surprises. The Project Team agreed to act according to Te Tiriti/Treaty of Waitangi and incorporate the Te Tiriti/Treaty Relationship model into our work, decision making and evaluation.

Research Findings

The first phase of this project was to review existing research and literature for effective strategies on registering, mobilising and educating citizens from communities with low participation in local body elections. We know that:

- ☐ voting is lower in communities experiencing higher levels of deprivation
- ☐ Maori have lower rates of voter participation than non Maori
- ☐ voting is lower amongst Maori in provincial areas than it is in metropolitan areas [but the opposite is true for non-Maori]
- ☐ younger people have lower rates of voting than older people
- ☐ Maori have a younger age profile than non-Maori [30% Maori aged 10-24]
- ☐ voting habits are formed young and influenced by previous generation
- ☐ someone who votes in one election is more likely to vote in the next election
- ☐ someone who skips an election is less likely to vote in the future
- ☐ attitudes suggest disengagement rather than dissatisfaction
- ☐ face to face non-partisan voter engagement can increase participation
- ☐ efforts led by locals are more effective in encouraging voter turn-out

Project Scope

The Gisborne Voter Participation Project [GVPP] focussed its effort and resources on increasing the overall voter turn out and participation of 1000 Gisborne households in the four neighbourhoods of Outer Kaiti, Kaiti South, Gisborne Airport [Elgin] and Mangapapa. These areas are also recognised as having high deprivation and regarded as 'hard to reach'.

In Scope

The project focussed on people and households within specific meshblock areas. To protect people's right to privacy, a meshblock is the smallest geographic unit for which statistical data is available from Statistics NZ. Meshblocks vary in size, from part of a city block to large areas of rural land. They combine to form the other areas used in Interactive Boundary Maps, i.e. area units, territorial authority areas and regional council areas.

Out of Scope

While it was a desirable objective for the project to positively influence people who lived outside of the targeted meshblock areas, they were deemed out of scope. The project was politically neutral and did not endorse any particular candidate[s]. Our flyers had a photograph of all candidates and candidates who attended community election events were not allowed to campaign. The project was about getting people out to vote rather than telling them who and what to vote for. Also out of scope, was encouraging candidates to stand.

Delivery Approach

The most effective and reliable method of increasing turnout among low-propensity voters is personal contact or a kanohi ki te kanohi approach. Research by the James

Irvine Foundation has found that indirect methods such as mailers, leaflets and robotic calls were largely ineffective, despite including a number of innovations designed to make those indirect methods more personal.

Get out the vote campaign timing is crucial. Campaigns that enter the field closer to Election Day are more effective than those that enter too early. The optimal four week period for this project was Wednesday 8th September to Wednesday 6th October 2010.

In New Zealand, the Maori Party adopted a *kanohi ki te kanohi* approach and visited households on three occasions to familiarise, listen and then talk.

The Gisborne VPP implemented a similar strategy. A voter canvasser visited each target household on two occasions. The first visit focussed on ensuring that everyone who was eligible to vote was enrolled to vote. During the second visit voter canvasser's talked about the three distinct elections for Mayor, Councillors and DHB members, the two different voting methods of first past the post and single transferable vote and finally where to find out more information. A community election event was also held in each neighbourhood during the actual election period. NZ Post provided a secure street receiver or post box at each event so that people could bring their completed voting papers along and post them.

Finally, the GVPP used all media channels to promote the "get out to vote" message. We advertised on Radio Ngati Porou, Turanga FM and Switch FM radio stations; had a segment on TVNZ's Te Karere show; created a facebook page; displayed flyers in shops, cafes, educational institutions and medical centres; had numerous articles printed in The Gisborne Herald and other publications.

Success Criteria

From the outset, the project team set extremely ambitious targets for this project. The project plan stated that this project will be considered a success if voter participation in the following areas is increased by 50%. The project would be an outstanding success if it achieved better results than that.

Area Unit	07 Voter Turnout	Bronze target +25%	Silver target +50%	Gold target +75%	Platinum target +100%
Outer Kaiti	26%	33%	39%	46%	52%
Kaiti South	27%	34%	41%	47%	54%
Gis Airport [Elgin]	27%	34%	41%	47%	54%
Mangapapa	29%	36%	44%	51%	58%

The actual results were more modest than we had hoped for, but we did see positive movement in the right direction. The increase in voter turnout varied from an average 3.7% in Mangapapa to 6.6% in Kaiti South. It was pleasing to see an increase in voter turnout in 24 of the 30 meshblock areas targeted. There were a total of 99 additional voters enrolled in our target areas and 138 more people voted in 2010 compared to 2007.

Overall, in 2010 a total of 16,681 votes were returned, a voter turnout of 55% which was an increase of 2.9% over 2007. It is pleasing that the increases in all of our four target neighbourhoods of 6.6%, 5.5%, 5.3% and 3.7% was greater than the increase in regional turnout.

The appendices include a Local Government New Zealand presentation which shows Gisborne's 2010 voter turnout of 55% is above the New Zealand average of 49%. Chatham Islands have the highest voter turnout 71% and Waikato has the lowest 32%. Interestingly, the biggest increases in voter turnout were achieved by Mackenzie (15%), Opotiki (13%), Auckland (12%) and Westland (11%). These statistics suggest that the original targets set by the project team were too optimistic and ambitious. The lowest changes in turnout were recorded in South Taranaki (-9%), Grey (-9%), Waimate (-10%) and Gore (-12%). Gisborne's turnout was greater than the cities of Auckland (50%), Christchurch (52%), Wellington (40%), Hamilton (37%), Dunedin (52%) and Tauranga (43%).

Detailed results for the project's target areas can be viewed in the tables below.

Outer Kaiti Area Unit	
Number of people	2610
Median age	23
Median personal income	\$16,300
Number of households	702

Source: 2006 Census

Meshblocks within Outer Kaiti Area Unit

Meshblock Number	2007 Voter Turnout	2007 Total Voters	2007 Voted	2010 Voter Turnout	2010 Total Voters	2010 Voted	Streets in meshblock area
1383800	17%	54	9	30.6%	62	19	Cavendish Cres, Huxley Rd, Tyndall Rd, Dalton St, Fleming St
1383900	20%	100	20	26.9%	93	25	Cavendish Cres, Pasteur St, Fleming St, Dalton St, Pickering St, Boyle Pl
1384000	27%	60	16	30.8%	65	20	Edison St, Cavendish Cres, Pickering St
1384200	31%	123	38	36.8%	114	42	Pickering St, Dalton St, Lyell Rd, Huxley Rd
1384300	31%	96	30	42.3%	97	41	Dalton St, Tyndall Rd, Lyell Rd
1384400	31%	121	38	27.1%	129	35	Tyndell Rd, Herschell Rd, Lyell Rd, Lawrence St
	Average 27.2%	554	151	Average 32.5%	560	182	

6 additional voters enrolled

31 more people voted in 2010 compared to 2007

5.3% average increase in voter participation

Kaiti South Area Unit	
Number of people	2841
Median age	29
Median personal income	\$18,300
Number of households	924

Source: 2006 Census

Meshblocks within Kaiti South Area Unit

Meshblock Number	2007 Voter Turnout	2007 Total Voters	2007 Voted	2010 Voter Turnout	Total Voters	Voted	Streets in meshblock area
1385700	33%	69	23	44.2%	90	40	Cambridge Tce, Frederick St, Endcliffe Rd, Oxford St
1386102	25%	20	5	9.5%	21	2	York St, Ranfurly St, London St
1386200	25%	61	15	36.5%	52	19	Belfast Cres, Cambridge Tce, Ranfurly St
1386300	19%	54	10	23.8%	42	10	Ranfurly St, Oxford St, Cambridge Tce
1386400	20%	46	9	27.3%	44	12	Oxford St, Oman St, Cambridge Tce
1386500	30%	73	22	40.8%	76	31	Oman St, Montrose St, Baty St, Endcliffe Rd, Frederick St, Cambridge Tce
1386600	31%	62	19	35.1%	57	20	Wainui Rd, Endcliffe Rd, Oman St, York St, London St
1386700	31%	108	33	31.9%	138	44	Wainui Rd, Mildura Pl, Montrose St, Oman St, Endcliffe Rd, Aldred St
	Average 27.6%	493	136	Average 34.2%	520	178	

27 additional voters enrolled
 42 more people voted in 2010 compared to 2007
 6.6% average increase in voter participation

Gisborne Airport Area Unit [Elgin]	
Number of people	2742
Median age	29
Median personal income	\$18,200
Number of households	942

Source: 2006 Census

Meshblocks within Gisborne Airport Area Unit

Meshblock Number	2007 Voter Turnout	2007 Total Voters	2007 Voted	2010 Voter Turnout	Total Voters	Voted	Streets in meshblock area
1367703	20%	10	2	25.0%	12	3	Kowhai St
1367802	33%	6	2	16.7%	6	1	Kowhai St
1367900	21%	121	26	20.7%	121	25	Abbott St, Kowhai St, Ngaio St, Matai St, Childers Rd
1369600	27%	37	10	48.7%	39	19	Stanley, Childers, Roebuck Rds
1374602	29%	41	12	51.2%	43	22	Rugby Park, Childers Rd, Chalmers Rd, Cochrane St, Railway Line
1375000	27%	100	27	32.4%	111	36	Lytton Rd, Manuka St, Puriri St, Blackpool
1375100	34%	76	26	37.5%	80	30	Lytton Rd, Railway Line, Munro S
1375600	27%	68	18	25.6%	78	20	Centennial Cres, Townley St
1375803	29%	21	6	41.7%	24	10	Lytton Rd, Service Lane, Parkinson St, Innes St, Tupaea St, Solander St, Banks St, Awapuni Rd, Stanley Rd
	Average 26.8%	480	129	Average 32.3%	514	166	

34 additional voters enrolled
 37 more people voted in 2010 compared to 2007
 5.5% average increase in voter participation

Mangapapa Area Unit	
Number of people	4266
Median age	33
Median personal income	\$20,800
Number of households	1533

Source: 2006 Census

Meshblocks within Mangapapa Area Unit

Meshblock Number	2007 Voter Turnout	2007 Total Voters	2007 Voted	2010 Voter Turnout	Total Voters	Voted	Streets in meshblock area
1376500	18%	17	3	14.8%	27	4	Ormond Rd
1376800	29%	121	35	41.6%	113	47	Mary St, John St, Greenwood St, Patrick St, Edward St
1377702	34%	59	20	28.6%	56	16	Dalrymple Rd, Stout St, Taruheru Cres
1377800	27%	74	20	29.3%	92	27	Taruheru Cres, Atkinson St, Stout St
1377900	18%	55	10	20.4%	54	11	Taruheru Cres, Atkinson St
1378000	38%	63	24	39.7%	68	27	Atkinson St, Dalrymple Rd
1379100	38%	73	28	42.9%	84	36	Hospital Rd, Oswald St, Patiti St, Rua St, Perry St
	Average 30.3%	462	140	Average 34%	494	168	

32 additional voters enrolled
 28 more people voted in 2010 compared to 2007
 3.7% average increase in voter participation

Project Evaluation

On Wednesday, December 15th, 2010 the Project Manager facilitated an Evaluation Hui to discuss the project and lessons learnt. The hui reviewed what the project delivered and the results achieved. We used questions in the "Evaluability Assessment & Framework" document provided by Community Sector Taskforce to guide discussions in tangata whenua and tangata tiriti caucuses. The two groups met in separate rooms and came together at the end to share their perspective.

Key Evaluation Questions

- 1. How well targeted, focused and implemented are the Taskforce activities and initiatives? Did the process attract the 'right' participants? How did the participants identify the 'hard to reach'? How ready was your organisation to participate in this initiative? Did this initiative meet your expectations? What did this initiative offer that others didn't?**

Both caucuses agreed that the project was well targeted and implemented. The focus on increasing voter participation was clear. There were well defined target areas and baseline data available from 2006 census and 2007 local body elections. The project had good pre-planning and access to resources. For example, voter canvassers were provided with training, high vis jacket, clipboard, map of meshblock area, walk list of addresses, script, enrolment packs, flyers and support.

During the initial research phase we identified a direct link between areas of high deprivation and low voter turnout.

The project engaged with neighbourhoods on more than just the voting issue. We celebrated the right to have a say, get involved; made local body politics relevant to their place; encouraged pakeke involvement in getting rangatahi to participate and created a platform for community engagement.

- 2. How well has the initiative helped connect people and help them build interdependent, sustainable, connected, empowered, capable community networks (both horizontal and vertical)? How far reaching was the involvement? What was the supporting stakeholder involvement? How did you connect with the 'hard to reach'? How did you get other groups involved? How did you keep everyone connected and involved?**

From the outset this project had excellent stakeholder engagement. The Project Governance Group included leaders from both local iwi, Te Runanga o Ngati Porou and Te Runanga o Turanganui-a-Kiwa and senior managers from Te Puni Kokiri, Gisborne District Council, Tairāwhiti District Health Board and Statistics New Zealand. The knowledge, experience and involvement of these key influencers and their organisation were critical to the success of the project. Their strategic direction and ability to provide resources [meeting space, administration assistance, statistical information and access to expert staff] were invaluable.

The Governance Board met on a monthly basis to receive the project manager's status report, review open actions, discuss risks and issues and any other relevant business. They were also responsible for approving, reviewing and recommending changes to project scope, budget, timeline, activities and key communication messages.

In addition to the Governance Board we had a number of project team members who demonstrated a strong commitment to the kaupapa of our project. They included the editor of The Gisborne Herald, Electoral Enrolment Centre, representatives from community groups [Ka Pai Kaiti, E Tu Elgin, Kia Kaha Mangapapa] and voter canvassers.

The GVPP connected with 'hard to reach' by using a kanohi ki te kanohi approach. Early on we recognised the importance of oral transmission and face value. These whanau have often experienced generations of deprivation, live "a world inside their house", find the voting system difficult and require assistance. Teachers who reviewed the voting papers felt that you would need to be reading adequately at 12 year old level to understand them. Many of our paid and voluntary voter canvassers were people familiar with our target communities who had whanau and whakapapa connections. They are credible, trustworthy and have empathy when dealing with families in the hard to reach environment.

Everyone involved in the project has great aroha for our place Te Tairāwhiti and wants to see positive change in our community. This would include a Council and DHB who accurately reflect the community we live in. Some of the candidates were wary of the project and felt that candidates with strong ties to community groups would have an advantage. An open meeting was held for all candidates to brief them on the project activities and assure them that there would be no campaigning at our community election events. The support of our local Electoral Officer based at Gisborne District Council was vital.

We worked very closely with community groups and schools to organise a community election event in each target area. The community determined the event location, date, kai, entertainment and programme. Each event was a success thanks to the input of volunteers, whanau, teachers, school Board of Trustees, Wainui Lions, DHB's Healthy Populations Team, Te Wananga o Aotearoa, performers, project team and the dedicated community groups. Te Kura Reo o Waikirikiri used it as an opportunity to showcase their students' recent efforts in Naati Awards, Manu Korero and Kapa Haka. The idea was that whanau would be interested in celebrating the achievements of their tamariki and the get out to vote message could be communicated at the same time. The Kaiti South event was run at Kaiti School and had a similar formula but there were also information stalls of social services groups such as Plunket, Barnadoes, Stroke Foundation, Ka Pai Kaiti etc. Elgin and Mangapapa had more of a party atmosphere with outdoor venues and live music.

3. How well have participating communities developed a clear, focused, inclusive, strong collective voice to advocate for the community (including its hard-to-reach populations)? How were the voices of the 'hard to reach' heard? How did you ensure that the initiative was relevant to community aspirations? What mechanisms were used to build sustainable relationships?

Ka Pai Kaiti and E Tu Elgin are mature community groups but it was during this project that Kia Kaha Mangapapa was recognised as a legitimate community group. Through this project, Kia Kaha Mangapapa established strong contacts with Ka Pai Kaiti and E Tu Elgin and recognised commonalities. They increased their understanding of how formal meetings are run, decisions made and how to engage with elected councillors and council staff. A trust deed has been drafted so that Kia Kaha Mangapapa has a formal structure. In 2010 they secured additional play equipment for Atkinson Street Reserve and received approval for a community garden.

We believe that the kanohi ki te kanohi approach was successful as it enabled our voter canvassers to make connections, identify community issues and aspirations and share successes. It was good to visit households twice as people often remembered the first visit and appreciated the follow up. We had an example where the voter canvasser left an enrolment pack on the first visit and when he returned for the second visit he was given the completed enrolment pack to take away.

4. How well have communities shown increased ability to engage in collaborative community activity aimed at meeting the expectations of the community? How 'ready' and 'committed' were the participants? What contributions were made and by whom? How engaged was everyone in the initiative? How did the group keep everyone involved?

Some progress has been made. The participants were ready and willing to commit time and resources. We had good attendance at meetings and responses to emails.

The Gisborne Herald provided comprehensive newspaper coverage. This included editorials, articles, advertising campaign and the loan of a reporter to write articles for Pipiwharauroa. A copy of The Gisborne Herald's candidate feature was delivered to all 1,000 target households along with a free copy of Monday, September 11th 2010 newspaper that contained all the election results. Our voter canvassers received extremely positive feedback about the free newspaper delivery.

The success of our four community election events was determined by the collective and collaborative effort of the immediate community. They were engaged by our open and honest communication with them. We discussed our time and budget constraints and worked together to put on an event which would attract as many people as possible from the local neighbourhood.

5. How well have participating communities developed the capability and confidence to engage with issues and aspirations in their communities? What skills were present in the group at start up? What new strategies, opportunities, skills have been learned? What knowledge has been shared? What processes have been implemented to ensure ongoing responsiveness to community need? What other initiatives have been implemented using this approach?

The GVPP may have extended the capability of our neighbourhood groups to work separately and together. I.e. Ka Pai Kaiti, E Tu Elgin, Kia Kaha Mangapapa. We could do better with Pacific Island community engagement, though we did have

some contact with the Pacific Island Community Trust. They helped us contact Pacific Islanders willing to participate in our "most wanted voters" advertising campaign.

We did make use of the networks of project participants and the mixture of skills contributed. For example, some people brought professional skills such as solicitor or journalist while others had life skills, experience in the community and voluntary sector. One group who were very interested in the skills of our voter canvassers in engaging the 'hard to reach' was Statistics NZ. They were impressed with what our voter canvassers achieved and keen to recruit them for Census 2011.

We expect that the knowledge and information shared by GVPP would include:

- ☐ Enrolling to vote
- ☐ It's important to vote and have a say in your community
- ☐ Vote for Mayor, Council and DHB
- ☐ Responsibilities of Council and DHB
- ☐ First past the post and single transferable voting methods
- ☐ How to find information about candidates

As US President Barack Obama said recently, *"You can't shape your own future if you don't participate. You've got to get out there and vote. Young people can make a difference now and in the future"*.

6. How well do support stakeholders (government) 'hear' and understand the aspirations and expectations of the community (primary stakeholder)? How did you ensure that the initiative was responsive to need? How have you conveyed your results and to whom? How empowered is the community?

A great effort from Community Sector Taskforce in getting behind the project and funding it. The project team was very pleased with the consistent support received. Understanding community aspirations is an on going process. There needs to be long term investment in a kaupapa that requires behavioural change. However, we have created a dialogue within the community about voting and democracy.

Results have been conveyed to the project team at our Evaluation Hui and publicly in The Gisborne Herald. There is a plan for the project manager to present findings to the Council and DHB. Findings will also be distributed within each organisation's own network.

It will be a long process to get more 'hard to reach' voting but this was a good start and lessons were learnt that could be rolled out for a wider programme. Anywhere else would be lucky to have the collaboration possible here in Te Tairāwhiti though.

7. What evidence that their actions are resulting in more community members' needs being met and potential being fulfilled? What changes have occurred between your communities and government as a result of this initiative? How have you measured the effectiveness of this initiative? Who knows what you have achieved? How can what you have done, help other communities?

More people voted in these areas than in the past, but they were smaller gains than hoped for. People approached seemed mostly to appreciate it and enjoy the experience. There were 138 additional votes in our target area and an increase of 1200 in Te Tairāwhiti region.

The Governance Board agreed that the funding remaining after the election could be used to survey 200 people in our target areas about whether they voted and why or if they didn't vote, why not. The analysis of this survey is included in the appendix.

To conclude, this project delivered the entire project scope on time and within the allocated budget.

Key Project Recommendations

- A project such as this requires coordination, administration and direction which in the main came from having the right person in the driving seat.
- Support from a wide range of Government organisations and iwi was crucial.
- Having the right decision makers and influencers on the Governance Board gave the project the necessary momentum.
- It was important to keep an open mind and be flexible. When we realised that many of the people being targeted were either not enrolled or their details were incorrect we engaged with the Electoral Enrolment Centre so our voter canvassers were able to facilitate new or updated enrolments. This was a win-win.
- Voter canvassers who had local interest and connections were more effective at getting new enrolments and communicating the "get out to vote" message.
- The gains in participation indicate that the general election paraphernalia in areas of high deprivation is not effective.
- A kanohi ki te kanohi approach is effective and when well organised it is not overly expensive.
- People were very receptive to voter canvassers visiting them at home twice.
- We were very fortunate to have the support of a diverse range of community groups. This proved to be an effective means of communicating the message, recruiting paid voter canvassers and volunteer helpers. Future projects could engage with more community groups, including Churches.
- Having a locally owned and operated newspaper is probably quite unique to Gisborne and we were extremely fortunate to have the full support and involvement of the Editor.
- The two free Gisborne Herald newspapers and \$20 Pak n Save vouchers to survey participants were appreciated.
- This was a politically neutral project, funded entirely by Community Sector Taskforce, yet it was viewed with suspicion by some candidates. Official involvement by Gisborne District Council and Tairāwhiti District Health Board was reluctant. In the future, it would be great to see these organisations embrace a project of this nature.
- If \$40,000 can achieve increases of 6.6%, 5.5%, 5.3% and 3.7% then it's going to take a massive and sustained investment of resources to bring greater equity to the disparities in voter turnout.

Appendices

SAMPLE SCRIPT FROM VISIT 1 – AUGUST 2010

"Kia ora I'm _____ from Electoral Enrolment Centre.

Has everyone aged over 18 in this house received this envelope recently?
Show sample envelope and letter.

Yes. Were the details correct? Excellent. That means you'll be able to vote for Mayor, Councillors and District Health Board members from 17th September. It's a postal election so your voting papers will be posted to you.

NO. That means you're not currently enrolled to vote or your details are incorrect and you won't receive your voting papers for the local elections. We can fix that for you now, OK?

It's important for you to vote and have a say in your community.
Have a great day. Thanks for your time. Bye..."

SAMPLE SCRIPT FROM VISIT 2 – SEPTEMBER 2010

Kia ora I'm _____ from the Gisborne Voter Participation Project.

We're out talking to people about the upcoming local elections. In 2007 less than 30% people in this area voted so we're keen to get more people involved and voting.

Your voting papers will be posted to you next week. You can vote for Mayor, Council and DHB.

There are two different voting methods used. You need to tick the person you want for Mayor and up to 8 people for Council. If you wanted to, you could vote for just 1 person or 3 people for Council. However, you can't tick more than 8.

The DHB use a different voting method and you need to write the number one beside the candidate you like best. The number 2 beside the candidate you like second best and so on.

Once you've selected your candidates, post your voting form back so it reaches GDC no later than noon, 9th October.

We'll leave you with this flyer to help you decide who you might vote for. You can also check out the website, www.elections2010.co.nz, for more information on candidates.

We're also organising a community election event where there will be food, entertainment, a voting helpdesk and post box for completed voting papers.

Date & Time	Location	Activity
Wed 22 nd Sept 5.30pm to 8pm	Waikirikiri School Hall	BBQ, supper, red carpet event to showcase students Nati Award entries, kapa haka

		performance
Thurs 23 rd Sept 3.30pm to 5pm	Kaiti School Hall	BBQ, display of students term 3 tamoko work, face painting, zumba, games, social agency stalls
Sat 25 th Sept 1pm – 4pm	Atkinson Street Park	BBQ, music, bouncy castle, games
Sat 2 nd Oct 11am to 2pm	Elgin Shopping Centre	BBQ, music, entertainment for children

Opportunity to meet the candidates

GDC candidates – Holy Trinity Church, Tuesday 14th September, 5.15pm to 8pm

DHB candidates – Holy Trinity Church, Thursday 16th September, 5.15pm to 8pm

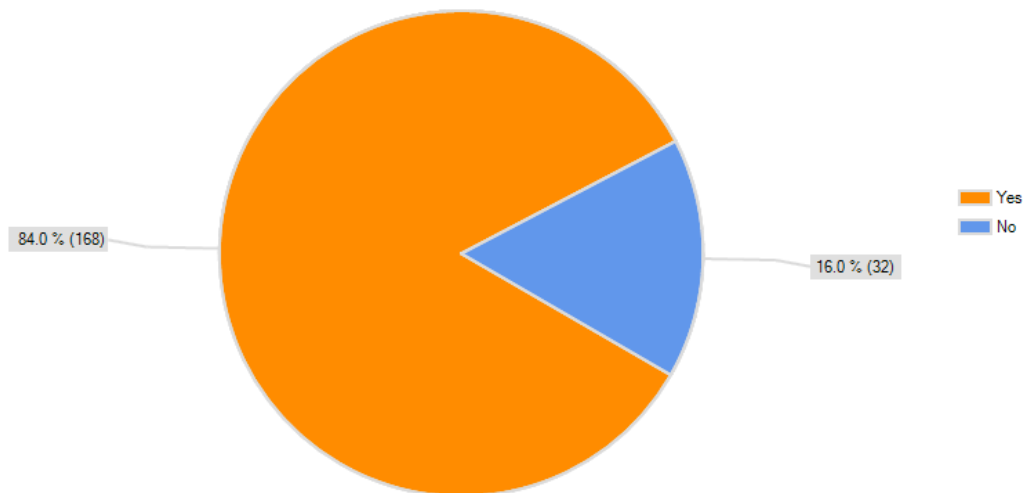
If someone is not enrolled to vote then please enrol them

You will receive a complimentary copy of The Gisborne Herald's candidate feature on Monday 20th September

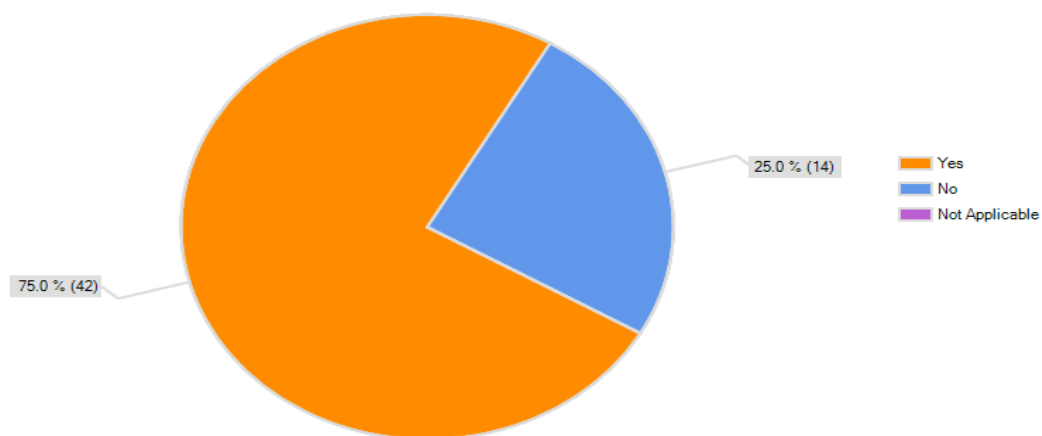
Have a great day. Thanks for your time. Bye...

General questions for all survey participants

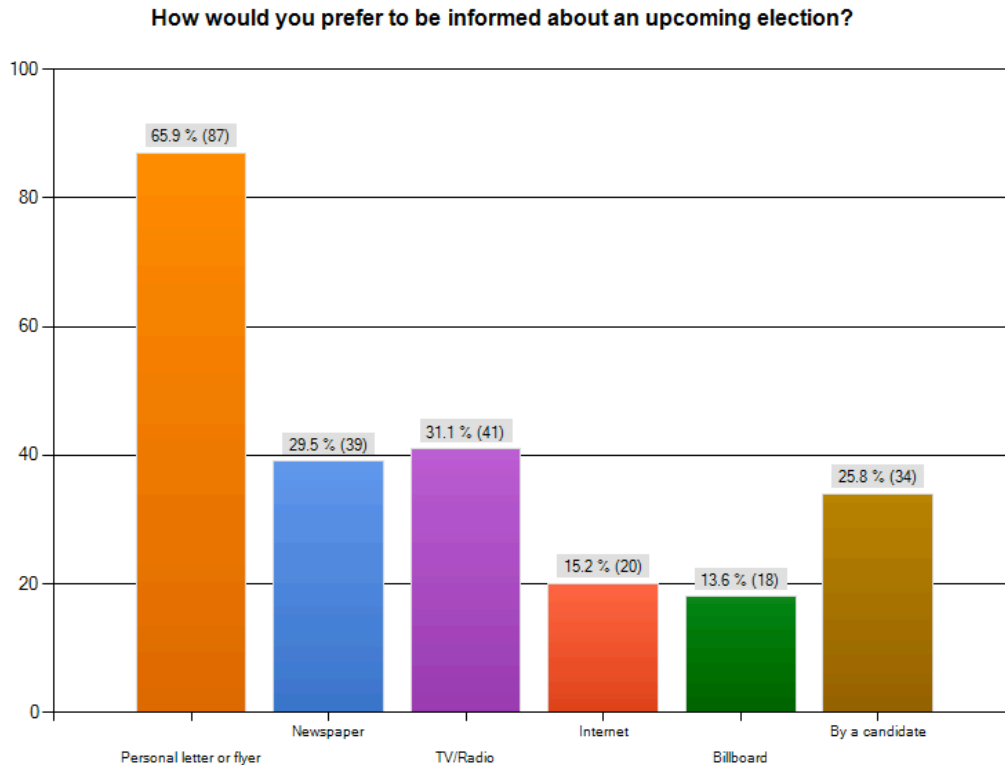
Firstly, can I ask whether you were aware of the voluntary postal vote elections held for local council and district health board in early October 2010?



Would you be interested in voting if you knew about the elections in advance?



This question was not applicable to 143 respondents.



Respondents could select more than one option

24 written responses

By a voter canvasser, practical approach.

Door knocking

Door to door

Door to door.

Person come to see me.

Door to door

There weren't any candidates saying/campaigning in person for their causes and what they gonna do about it.

Same way as before.

Or voter canvasser.

Text message

Text message.

Text message or email

Give more tickets to concerts and events.

Email me.

Phone. Ring me and that's it or come over. If no one home, leave a message.

Voter canvasser - door to door.

Gisborne local radio - The Wizz

I don't really care.

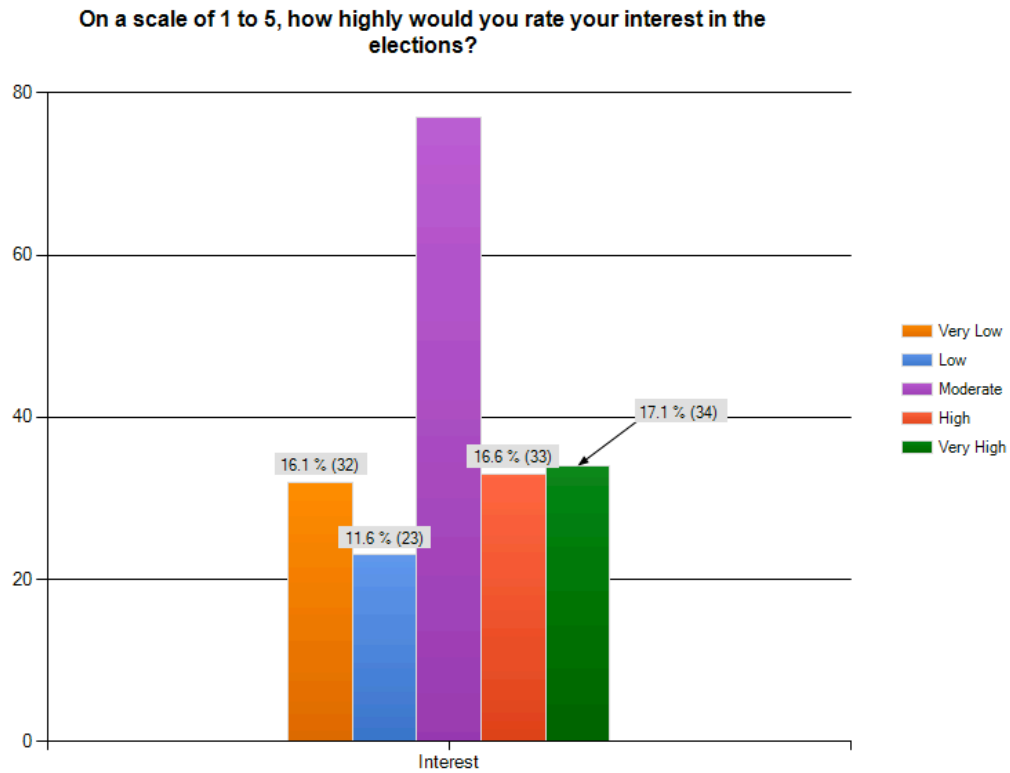
Any one of above, it doesn't matter to me.

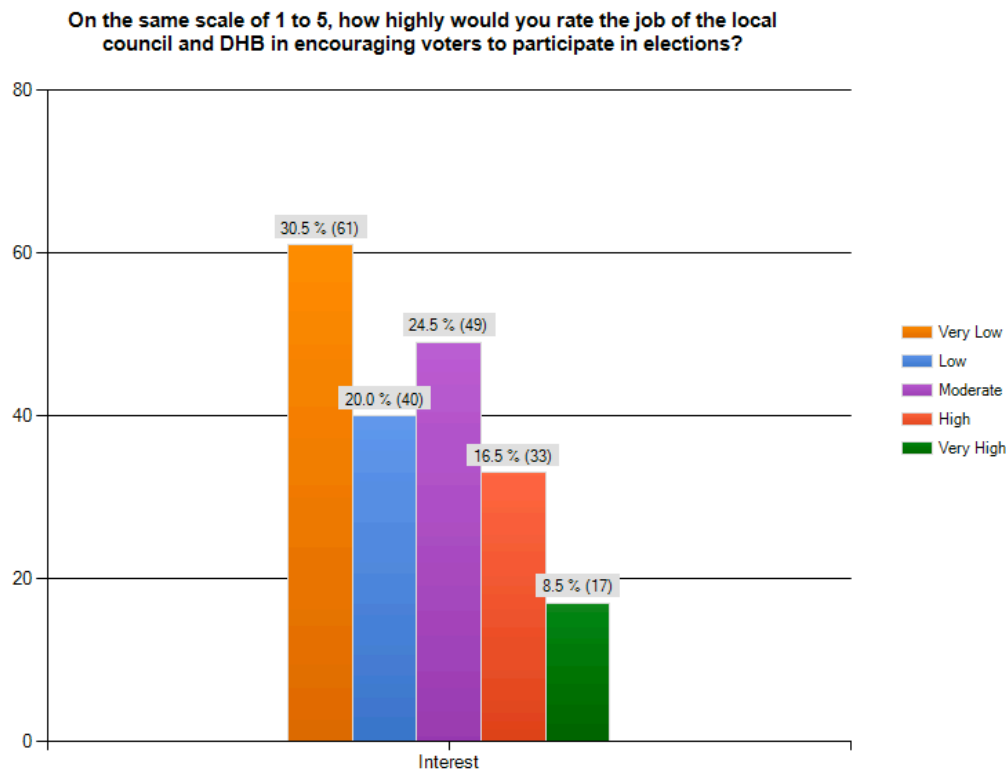
More advertising is better. Bebo or facebook. You want to know who they are and it's personal.

Face to face.

Explain how it works, it's confusing.

If we knew more about what they can do for our community.





Why do you give these ratings? 198 responses.

Their rates keep going up.

Because I don't see any changes.

This stuffs not interesting.

Never got the news till after the election.

They didn't advertise the election very well.

I'm not even interested and didn't take any notice.

I wasn't interested.

I've never been enticed to vote by any of the councillors or candidates.

I saw things about the elections on TV, newspaper and radio.

Not even talk about the candidates policies.

I just wanted Meng Foon to get in.

Because I remember getting a letter, so that's something I guess.

They sent out the papers. Sometimes I'm busy and don't get time to send papers back.

They never came and talked to me and I never heard them on the radio.

They sent me a letter.

Told me to get my vote in as soon as possible.

Want change. They are not doing enough to inform us.

Nobody ever comes around or anything. Only to enrol you or change your address. They don't even say when to vote.

I don't know what the councils about.

They're OK. Some of them do go out and do a lot for the township.

They do a great service for everybody.

They do a good job.

I used to work at GDC and they didn't market voting very well.

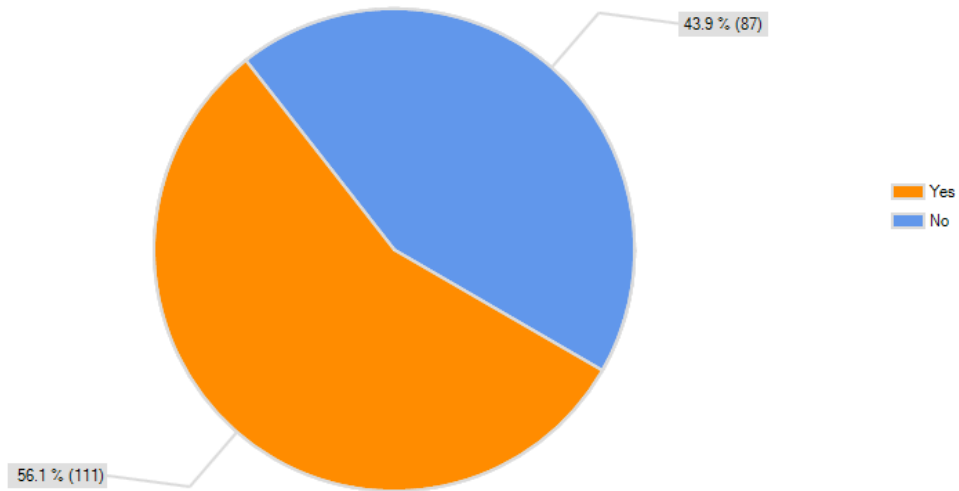
They are always sending reminders to me.
Because I didn't hear much from Council or DHB. They need to do a lot more.
Because they don't publicise. Only when it's time to vote, you might see one or two of them.
Mainly they're useless.
Because Council didn't encourage me at all.
They didn't come to tell me about the elections. I only knew about it because I went to the library and talked to the voter canvassers there.
It wasn't the Council or DHB that encouraged me. A voter canvasser came to visit me.
All they talk about is the park to me (Waikirikiri Reserve).
I didn't hear anything from them. Only in the mail.
Because they're awesome. They do a massive job.
They did a good job.
Because no one visited and I wasn't given much information really except for Meng's monthly Council panui in the mail and on the radio.
Poor information.
They encourage you quite a lot. It's your own future.
I know they need the people's vote to get into Council. They want our vote and we want them to be our voice for our town.
I don't think there was enough word put out to the community. What will they do for us?
I never used to be interested but now I am.
I only see billboards.
They advertise about voting.
I haven't heard anything about these elections.
They do their best. Give you plenty of time to vote.
They were on the radio. 89FM.
I didn't get much info from Council, looks too boring to read.
I didn't get any information from the Council and DHB.
No info / feedback from DHB, only Council.
They didn't tell us and worried about themselves.
They do a reasonable job.
Met door to door and in the public eye.
Lack of information.
Because I saw billboards all over town at different points but never saw anyone beating the feet, walking the streets and meeting people.
They are doing OK.
Their rates keep going up.
Don't know if they are doing enough.
Didn't do enough.
They do their job.
They do everything they can to get people to vote.
They done all they could.
They did all they could.
They can do a lot more for elections.
They don't do enough to promote elections.
They could do a bit more for the community.
To show support.
At least they do a lot of advertising.
People don't know who they are.
They could do a lot more.
They do a good job.

Not enough information on potential candidates.
They are doing a good job.
Don't do enough.
They didn't do enough.
Do more before elections.
They don't do enough and could be improved.
Not interesting enough.
They didn't do enough.
They did all the could.
Not good enough reasons for voting.
Think they do enough.
They need to do more.
They don't get out enough and let the people know.
They could have done more.
Not enough information. Did not know what they were about.
They don't get out enough amongst the heart of the neighbourhoods.
Could do a bit more.
Because they need to start at least 12 months before elections.
Well publicised.
Need to do more to encourage people to vote.
To make better elections for next time.
They don't do enough.
Don't know who they are, they don't do enough.
Don't do enough.
Do a lot more. Change the whole process.
I think they do enough to get by.
Thought it was well publicised.
They did a lot better this round.
A lot of publicity.
They did a pretty good job.
Don't do enough.
Not enough media coverage. Not everyone gets newspaper.
They didn't encourage. I just wanted to vote.
I never saw them.
Because that's how much I think they've done in practice not theory.
They are usually pretty good in providing information.
I didn't get interested in voting because I didn't care much.
More info out there than usual. More than last time.
Because I don't know half the people. I don't care who runs Gisborne as long as they leave me alone.
Never saw any candidates, billboards, anything in this area [Elgin].
I didn't pay attention to them.
They didn't go out there to give any information to me.
I didn't really get interested, never have.
I saw the billboards and read the newspaper.
Because there were no candidates that convinced me to vote for them. Who is backing the unions?
This year they didn't get out and do much.
Because of the way they run the town.

Because I don't know anything about voting or who to vote for.
Because I didn't know anything about what they stand for or who they are.
Because they went out.
Because they didn't let you know about the elections.
Who are they?
Because I didn't even know that everyone had to vote.
Put ads in newspaper.
The council didn't give me much information.
Council is useless.
Because I didn't see or meet anyone at all.
Because I didn't know too much about it.
Because they didn't encourage, except for Manu Caddie.
There was a fair bit of literature around.
I got some flyers from them in the mail.
I can't remember them encouraging me to vote.
The mayor gets out and meets often and remembers you. His style encourages me to vote.
Kanohi ki te kanohi.
You were aware of issues through newspaper, radio, word of mouth. Especially health issues with Maori.
It's important to get the right people for the job.
Just to be fair.
Lack of campaigning.
I feel we didn't get to know enough about candidates.
You didn't see anyone.
Council hardly do their jobs properly.
I feel that's what they deserve.
The DHB is contracting our health issues out to Auckland.
They didn't say come and vote.
I had no contact with anyone to do with elections.
They advertise enough.
They are always in your face.
They are good at their job.
Everywhere you go, there were billboards, letters in mail, newspaper etc.
I think they gave it a good try and made an effort.
I would have voted to get the free tickets to Sweet & Irie but I ran out of time.
They didn't have the stuff that people really wanted. Not interesting to me.
The DHB or Council didn't encourage me. I felt I needed to vote. To have my say.
The voter canvasser got me to enrol and vote.
I was quite pleased Meng got in. I'm not sure what Council or DHB did but the Herald publicised it more.
I was half interested and half not. I didn't see much advertising.
I didn't know the candidates.
I know the Council & DHB. I know what they are capable of. I like Meng, he's too much, he's just like a Maori.
Keen to see improved results from election.
Voting is not important in my life and doesn't really cross my mind.
At least they let you know who to vote for and if you want a new Mayor (then you should vote).
I work in the health sector and have networks with the Council (GDC)
I didn't hear anything about the elections. I didn't see any billboards.

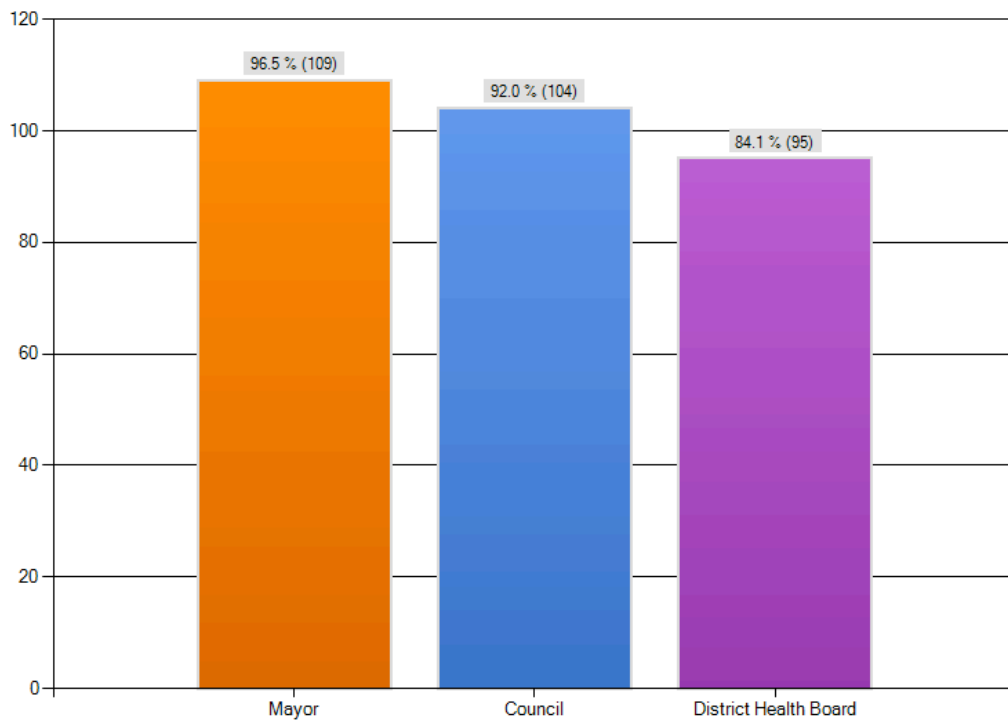
They sent out the voting papers.
I've never heard of GDC or DHB.
I didn't even know anything about it.
All we heard was a screaming van playing election music.
They rang me on the phone. I forgot to tell them, we need speed bumps outside our homes.
They didn't even encourage me. Us old people would like judder bars at Ranfurly please. Kids are doing 80-90km.
They are straight forward to me.
Meng being the Mayor. He gets a lot done, especially for the Maori people. I've heard a lot of feedback.
The Council advertise enough. It's within the individual's interest whether they pay attention or not.
I am only interested in the national body elections.
I don't care about them. They say they do this and they do something else.
The newspaper makes me want to vote because of the things they said about the Mayor.
I voted all by myself. I made my own decision.
Not enough advertising.
Not interesting enough.
The word was out there but I wasn't pushed enough to vote.
I just don't care.
I am too busy and didn't have time. I've been working non stop.
No one encouraged me to vote.
There was a lot of advertising and places to go to meet the candidates.
I haven't heard or been contacted by the Council or DHB about the local body elections.
I don't know anything and I should. They're not doing their job.
They sent me a lot of flyers. You have to read them before you vote.
The people down at the Kaiti Mall encouraged me to vote but I didn't.
I read it in the paper but you can't beat kanohi ki te kanohi (face to face).
They weren't that good. Be more personal to Maori. Listen to what's important to us.
Some of them came to Kaiti School that day.
They put up their signs and in the paper.
Don't really hear much for something that's pretty important.
It's really important for local people to have a say and what they do for our community.
They don't care about Maori. They don't want us to vote because we might take our mana back.
Only some people come to our community. Meng Foon goes to all the Maori stuff. I didn't even know the other guy.
I didn't understand all their stuff in the papers.
Nobobdy knocked on my door.
We've lived in Kaiti for 30 years and you're the first one to knock on my door.
We don't know what they're all about.
There was heaps of information all over the place.
I didn't really know much about it aye. Saw them in the paper.
There was the newspaper stuff but you get hoha reading all of it.

Did you vote in the local council and district health board elections last month?

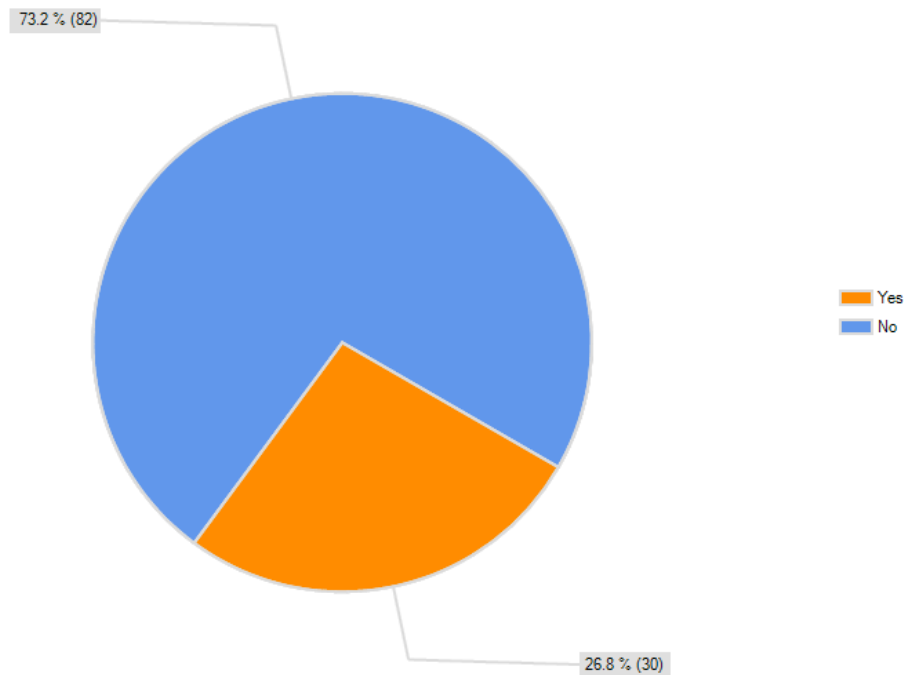


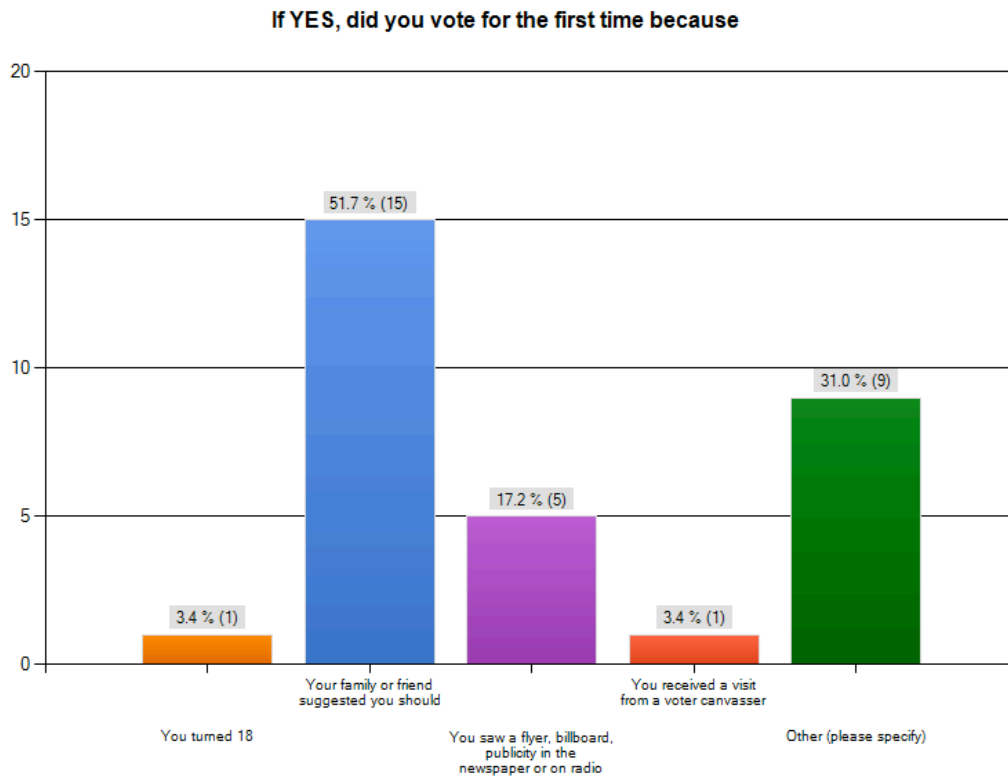
Survey questions for people who *DID* vote

Did you vote in all three elections?



Was it the first time you voted?





Other (please specify)

9 responses

I just do it.
 I wanted to make a difference.
 Voting papers came in mail. First time I sent it back.
 I wanted to vote this time around. My husband encouraged me.
 New to the community.
 First time settled in one area because of work commitments.
 I felt it was time.
 I just did. You're supposed to aren't you?
 I wanted to.

If you are NOT a first-time voter, why did you vote?

84 responses

To make change for the better.
 I just do if I like the people.
 Want to change the community.
 My civic duty.
 I always have.
 I always vote.
 I always vote.
 Want change.
 As a ratepayer I'm entitled to vote. The rates are up to \$2,000 per year.

Because Meng is a great Mayor.
Because I wanted Meng to get back in as Mayor.
I wanted the candidates I voted for to get in.
I like being a voter. I like to vote and have control over my lifestyle and how I am going to be for the next 3 years.
Need to vote for the person that does a good job.
I always vote.
It's interesting to see different ones get in. And we want good people in.
For change.
I like to have good councillors, good mayor and I like to be counted.
Hopefully the Mayor will do more for Kaiti.
I was encouraged too. They got me at the right time.
To have a voice.
Interested in my city.
Don't vote, don't moan.
Make a difference in Council.
To have my say, don't vote, don't moan.
We always vote, it's normal.
I like to be a part of the community and participate.
For a change in Council.
Wanted to change Council and Mayor.
Because it's compulsory.
I want the right people in Council.
Wanted to keep certain people on Council.
To put the right people on Council.
The thing to do.
To put the right people on Council.
I like to have a voice in the local elections.
To put the right person in for Mayor.
Wanted to get the right people to get in and for Manu.
To have a say, make a change.
My right. Don't vote, don't moan.
To get right people on Council.
To make a change and I felt obligated.
So that the candidate I voted for could make a difference.
To make change, see change happen for our communities and cities.
Because I'm a ratepayer. I want to get value for the rates I pay.
I always do.
So I could make sure Meng Foon got in.
To be counted.
I always vote.
I always vote, tradition.
I wanted to.
I felt I had to, it's my responsibility.
I felt a moral obligation to vote.
Second time voter because of Manu Caddie.
I thought it was unfair to judge Meng about something that happened years ago. Who was to know that Joe D was going to do those awful things in the future.
To have a say.

I always vote, never miss (when I can remember).
We need a good Council. Money is hard to find these days.
You feel it within you to do your civic duty for yourself so you don't complain if the person you want doesn't succeed.
I wanted to keep the Mayor in office and get more Maori into Council and DHB.
I have always been a voter for local body elections. Not general elections though. I read the little orange book and ticked who I liked.
I like to see changes. I was going to sell my home in Wellington and buy a home here but the rates are too high. Higher than Wellington. I'm on invalids now and have been here for 9 to 10 years.
I always do. How do you think Meng got back in?
I always do.
Because the Mayor was being harassed and I thought that it wasn't fair. I felt sorry for him.
I've voted heaps of times. I want to have a say on everything that happens in my community.
My uncle is Meng Foon.
It's something you're supposed to do.
I wanted to see some changes in Council and I wanted the Mayor to stay in office.
I was talked into it. Whanau discussion.
Family and friends encouraged me to. My mum posted my vote for me.
I always vote. Gotta have my say.
To have a say.
Want an improvement made.
I want to improve things.
I always vote in the elections. I make sure my vote counts.
Being in the Kaiti community, being a disadvantaged community, we need people who care about it.
It's my right. If you don't vote then shut up.
My dad says we need to have more Maori's voting.
Our city could be better than what it is.
We always vote.
I always do. It's the only way to get them to listen.
I did it at the school where my girl goes.
My sister made me do it.

Why do you think only a third of people choose to vote in these elections and do you have any ideas about encouraging more people to vote? Please take care to write one or two reasons down.

112 responses

Educate them. They are apathetic. Don't care.
Make it more personal and entertaining.
Tell them to vote. It's their decision for their future.
Talk to the community. See if they want to make changes. Always moaning. Have a say.
More recognisable faces and candidates from within this community to stand for council.
No ideas.
Perhaps rates are too expensive. Council takes a long time to action their promises. If they fix these then maybe people will vote. I knew Meng Foon. Kapai Meng because he speaks my reo Maori.
No
Candidates should always present themselves to community, instead of at election time.
Motivate people. The Maori (our people).

Community voting awareness day.
Tell them it's important that they vote.
Fill out your voting papers.
They are just lazy.
Candidates should be canvassing hard and at public open forums. This would encourage people to vote.
Tell them why they should vote. They don't realise what council does for them. Careless people.
Common sense, they should know. Explain in more than one language.
More information about what voting is all about. What skills do candidates have?
Pay more attention. Stop moaning and do something.
Educational seminars about voting. Wanangas noho marae, anything that will trigger voting.
More information on what Council want to do and where they're coming from.
No
I would fill it out for them because they don't know and don't care.
Tell them to listen to 89FM. They are very encouraging.
Let us know that we will get more done for our town if we vote.
Word of mouth. Voters encourage non-voters.
I guess people have to care to start with!
Be out in amongst the people, meeting, talking, showing people how real they are. Not just what they look like on a picture.
Too lazy, not interested. Door to door.
Can't be bothered, lazy. Everything is already done.
Not enough knowledge of elections. Don't vote, don't moan.
Try and raise interest level and get them to understand about elections.
They don't think it's important enough. Tell them to vote and make it more interesting.
Pick up their votes. Leave them in the mailbox.
Too lazy. Hold whanau events with candidates.
Don't really care attitude. Make it more interesting.
Can't be bothered. No not really.
Combination of laziness, lack of knowledge that they can make a difference. Try something different, new ideas.
Not interested. Gain their trust.
Process too long to fill out. Get out there with the kids and get to know the people.
Not interested. More kai, more events, more interesting.
Not interested. More candidates to get out there in the neighbourhood and voices out more.
Not interested. Make it more interesting.
Not interested. More encouragement in the neighbourhood.
Because people don't know what's going on. Put big kai on for the people and get to know them.
People think it's a waste of time. Make it more interesting.
Lack of knowing what it was about. Get out in the communities and voice it out.
Candidates need to get out there in user friendly environments.
Some people do not care. Word of mouth.
Lazy, can't be bothered. Make it compulsory to vote.
Lack of interest. Make it more interesting. More public platforms and get to know the people.
Too lazy, couldn't be bothered. Make it more interesting.
No I haven't but I make sure my own whanau vote.
People don't know enough about Council. Incentive programme.
Don't know who or how to vote. You can only do so much, it's up to them.
Don't know, lack of knowledge. Door to door. Public events. Go to different communities.

Don't know. Really up to the people. Change of attitude needed.
Public events. Word of mouth.
People don't care about politics and don't see the benefits of participating. To help get to know the people.
It's up to them to listen. Use their own initiative. Everyone should know to vote.
Incentives to make people vote. People not interested in voting. Drop off voting papers and pick them up.
This area doesn't see enough Council members and change. Where is the personal touch?
Have more options to vote instead of only postal.
Not sure, just moved in before elections.
Go out and campaign in a physical sense. Real contact with real people.
No ideas, up to individual.
Not interested and lazy.
Come and pick up voting papers.
Not really but we need to speak up.
No ideas.
Tell them about it. Leave it up to them.
Korero with elders and elders korero with youth about voting.
Younger candidates that younger people can relate to.
I don't know, just tell them. I go with the flow.
Just tell them so they can get a better deal. I love Munro Street. It's my home, born and bred here.
Wait until Meng or Council does something bad and then say "you should have voted". Don't complain if you don't vote.
Come and pick up voting papers.
No.
They probably didn't vote before. Not interested.
Lack of knowledge, people don't read, they just see specials and are self-centred. Re-educate people - teach in schools, youth council could educate youth in voting and what's happening in the community.
Get more proactive and if candidates want the support from the people, then get out there.
Introduce themselves. Manu Caddie - Waitangi Day stuff and Kapai Kaiti.
I think the people have no hope and what they need is good leadership and guidance.
Educate others why they should have their say.
More discounts for ratepayer and elderly and harder sentences on criminals.
Lots of young people here in this community. Hard to get them to vote. Have to force or educate the youth. Too many gangs.
There is a lack of interest and education on what Council will do if elected.
Maybe if they didn't smoke marijuana, they would pay more attention to what's happening around them and the community.
Stop making broken promises. Have a fun, free event that will attract the people (the hard to reach group). Have more than 1 event.
I wouldn't have a clue. I stay in my own house and don't roam around.
Door to door canvassers are good. But it's up to the individual. Kapai Kaiti are excellent.
Tell them to come and vote with the old people.
They too lazy.
Stop drinking and smoking. Get serious about life, stop being bums.
Make my friends interested. See Councillors in action, especially in Kaiti South.
Get smart like the rest of us.
Not really, more billboards.

Go to their households and collect their voting papers.

Not all of us understand who the candidates are and their purpose.

Have more voting events at the schools or Kaiti Mall. Have a build up to the elections.

People have to know that their vote counts.

Cos there wasn't much advertising. They think it's a waste of time. Go into their community. Hear what they have to say.

It's important to all of our welfare that we all vote. Make a big impact on society.

Don't know.

Cos they're useless or lazy.

It's intimidating. Lack of knowledge. Illiterate. Not knowing how to fill the forms out. Had to do a lot of reading. Lots of people struggle with reading. More education. Setting up stalls earlier - like how the polytech do recruitment.

People gotta have a reason to vote. Most people don't know how the system works.

Don't care or don't know how to. Have more community events.

Not interested. Not enough information. More knowledge. What they stand for.

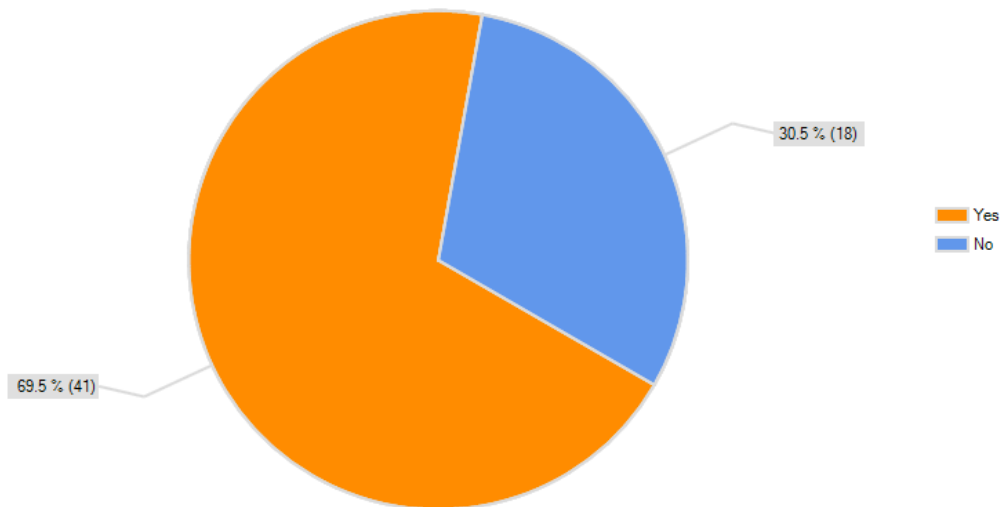
Can't read. The forms I got are confusing.

Some are too bloody lazy. If they can't be stuffed then that's their problem. Don't complain if you don't vote.

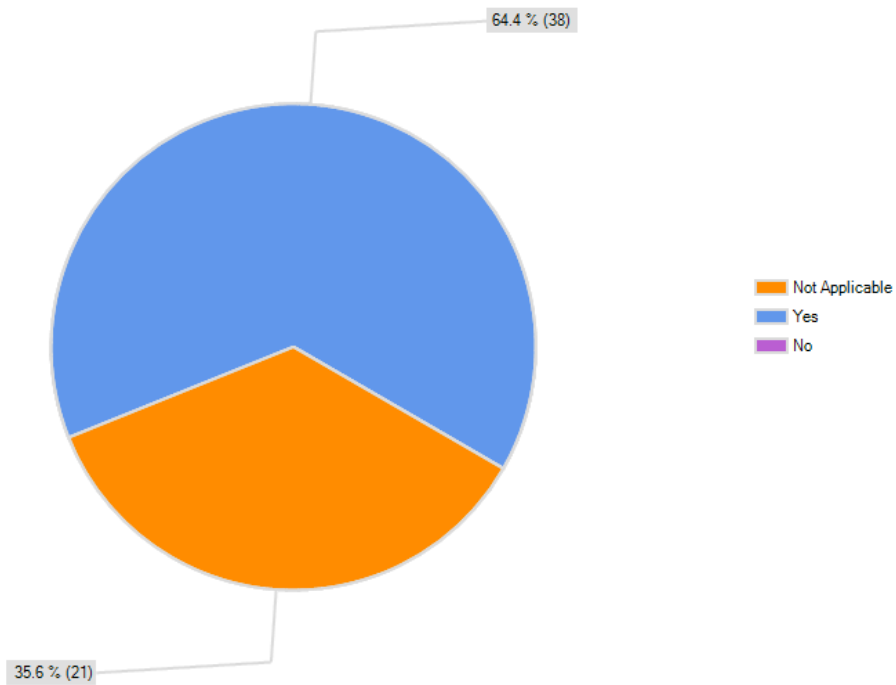
Might think it's a waste of time. Don't know has to do it.

Just not important to them. Most of them are crooks anyway.

Did you personally know any of the Mayor, Council or DHB candidates?

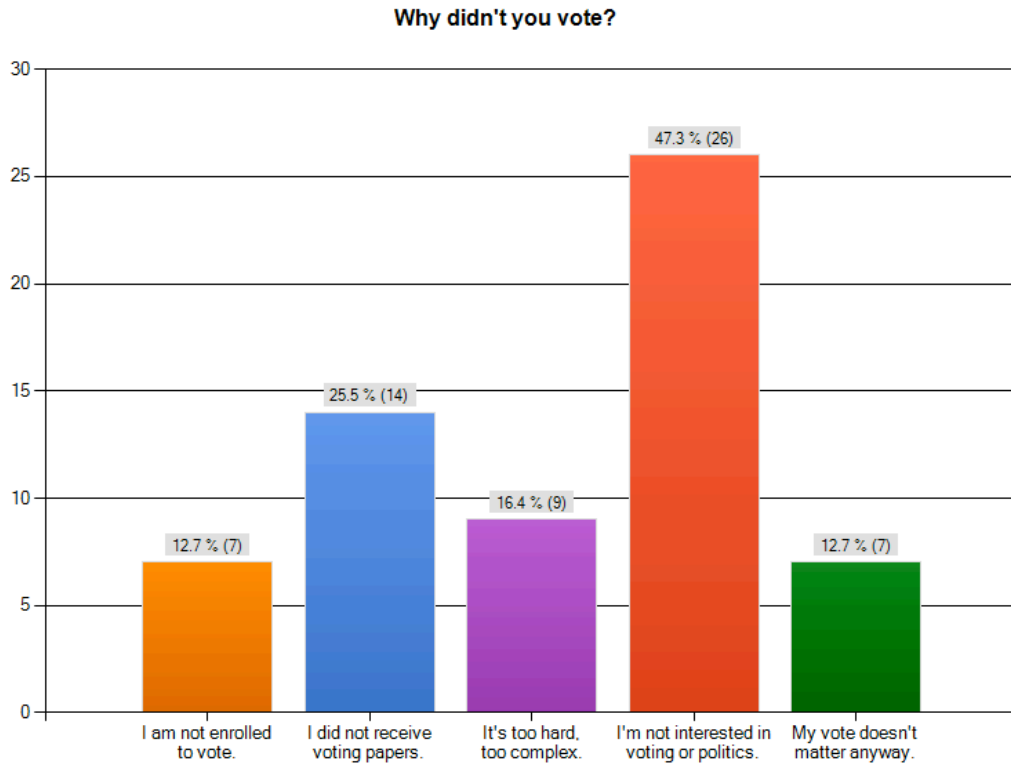


If YES, did you vote for any of the candidates you knew?



41 people said they personally knew a candidate in the previous question.
38 people voted for at least one candidate they knew.

Survey questions for people who *DID NOT* vote



Other (please specify)

50 responses

I just turned 18 after the election.
 I didn't know about it.
 Too hard to fill out.
 I don't know how to vote.
 I was ill at the time. Sorry about it.
 I moved address.
 Busy with baby twins.
 No one let me know about it.
 The forms are too hard to fill out. I need some help.
 Very, very preoccupied.
 We haven't got a local mailbox. Have to go to town. I left my mail lying around and didn't attend to the mail.
 Did not know about the election.
 I forgot.
 I didn't fill in my voting papers, too busy.
 Too busy. I forgot.
 I didn't know enough.
 I don't bother about voting.
 Too busy. Family sickness.
 Lost my voting papers.
 Because I am not interested in local voting.

Process was too long.
Enrolment pack sent to my old address.
I forgot.
Because they don't keep their promises.
Too lazy.
I didn't get around to it. Too busy.
There weren't any candidates saying/campaigning in person for their causes and what they gonna do about it.
Too busy working, ran out of time.
I was busy and moving house.
Didn't know. Didn't receive any information in the mail. Just didn't know it was on.
I didn't know anything about it.
I couldn't be bothered.
I was working double shifts. Too tired and too busy to care.
It's not as easy to vote as it was in the 1960s and 1970s.
Didn't like the candidates.
Just didn't know it was happening.
I don't know.
Don't really care.
I missed the deadline.
Don't know who I'm voting for.
I don't know.
I didn't know much about it.
I never vote. I don't have much interest in it.
I was also admitted to hospital at that time.
Forgot to send it away.
Too busy working, not enough time for anything else apart from sleeping.
Not interested in Gisborne. Only New Zealand.
Was uninformed.
My children were collecting the mail and I don't know what they did with the voting papers.
Basically didn't care then.

In your opinion, what's the best way of encouraging more people to vote?

87 responses

Put stickers on beers and freebies.
More campaigning from candidates and letting us know who we are voting for and what they are about, their values.
Knowing more about it.
Get me enrolled.
Have more ads and publicity about the elections.
Go with their family.
Send a reminder in the mail or by text message.
Someone bugging me all the time.
Free stuff and concerts.
Council doing more in my community. Build bus shelters and fix footpaths. Showing testimony.
Nothing. I have never voted in my life.
Free stuff and if I knew I was going to benefit from my precious vote.
Put it on TV and radio.
I watch TV and listen to radio so encourage me that way please.

It's up to them, I worry about myself.
I would like to know what I'm voting for. All talk / no action.
Send out information.
Advertising. I was too busy. Text me. I always respond to texts.
Let me know.
Vote by texting.
Send information to me, don't visit me.
Live campaigning from candidates.
Buy me a box of Waikato beer.
Let them know how it affects them.
More advertising.
Door knocking.
More advertising.
Door to door. More detailed information. Few new ideas.
Help them to understand that they have the power to vote and change things.
Try something different.
A lot more publicity.
Make it easier.
Door to door.
Have more events in the neighbourhood.
Depends on the person.
Voter canvassers. Get their vote there and then, voting straight away.
More information and incentives.
No idea.
To build trust with the people.
Make it easier and more interesting.
More time, simplify the process.
Come and see me like the lady with the Pak n Save voucher [voter canvasser].
Simplify the process, not so time consuming.
Reinforce fines if you don't vote.
Let me know please.
Stop changing the way we vote.
Tell the truth, don't lie. Give out more information.
Vote with a crowd.
Make it easier to vote.
Simplify the voting process.
I don't know. Getting me more interested.
Tell the truth about policies and the running of the town. Let us know.
Get them interested
More personal contact with the community. Get out and about.
Advertise.
Word of mouth.
Pay us.
Give free stuff.
Get through to the young people. Have candidates they can trust.
Candidates out in public and knocking on doors.
Send voter canvassers around.
I don't know.
I don't know.

Give free tickets to events.
Give them an awareness of how voting affects them.
Flyers in my mailbox.
Free stuff like \$20 vouchers.
I should know more about voting, teach me please.
I need to know the people first, so I can make a good decision.
Fridge magnets. Advertising. Discounts if you vote.
Send a letter/flyer and informing us about what's going on.
If my bros vote, so would I.
Deliver the voting paper.
Take the \$2.40 fee off rubbish stickers.
Get people motivated.
Make me more aware of local politics and then I might be more interested.
More job opportunities, stop giving our jobs to foreigners.
Put more money towards the kids, education, outings etc.
Getting \$20 Pak n Save vouchers.
I don't go anywhere so the best thing would be to have someone come to my door and tell me about it.
If someone came and knocked on my door and made me vote.
I'll vote when I win the big one, lotto!!
Make it fun.
Take us there, as a group. Our line of flats down Ranfurly Street.
More stuff on TV. Door to door. Personal contact.
Only if it makes a difference. Prove it's not a waste of time.
Have more community events. Make it easier to vote.

What additional support or information would help you to vote?

87 responses

Information about the elections on TV.
More campaigning from candidates and letting us know who we are voting for and what they are about, their values.
A buddy.
Talk to voter canvasser. Encouraged.
I don't know how voting works so some information about the process would help.
Hear the people talk about voting.
Reminders.
If I knew background information about the candidates.
I want to know "what would candidate[s] do if you won?"
Broadcast information about what candidates/council are doing in the community.
Nil.
Candidates to be clearer of their intentions. And making sure that they follow through with their promises. We want more choices for Mayor please. I didn't like any of the mayoral candidates.
Hearing more about candidates.
I didn't know enough about candidates. I was only familiar with the Mayor.
Nothing.
Assistance to fill it out.
More information about candidates and what they can do for the community.
They do a good job already. The community are always into voting.
I would like to know more about voting.

They already give a booklet of candidates so no other information please.
Free stuff.
A reminder.
I don't know.
More info on candidates.
More information.
More advertising.
More information.
More public information.
More info on how it works.
Nothing.
Friends.
Learning more about it.
More stuff in the newspaper.
More information flyers and door to door.
Nothing.
Better services.
More neighbourhood events.
What they plan on doing.
Better systems.
More information on candidates.
Deciding who to vote for. There are too many candidates to choose from.
See the candidates around town and in Elgin.
I don't know.
I'd vote if I happen to be there. eg giving a friend a ride to vote.
Getting the community involved. What date was the election?
Keep the voting structure. Simplify. The words have more than one meaning so I'm not sure if what I'm voting for is what I wanted to vote for.
More on what they are going to do for the community and what they stand for.
I don't know.
Someone to pick up voting papers or send them for me. eg a personal assistant or a wife.
Information in mail about what candidates will do to help workers who are getting a raw deal.
Reminder.
More information about what's going on with the town.
Meeting candidates and Mayor.
More active Police force. Get drunken teenagers off street.
Do it the national way and go to a school or church to vote on one day only.
Text message.
Booklets.
Have voting at shops. Ballot boxes with locks.
A reminder to get the votes in.
Publicity about upcoming voting. One voting day.
More information in the mail.
Need voting papers.
Maybe stuff in mail.
Nothing will.
I was too lazy, I let it slide.
Reminder text messages.
Have one of my mates come over and say "come on G, let's go vote".

If people came to my door and made me vote on the spot, I would do it.
A catchy election tune or song? Judder bars / speed bumps for Endcliffe Road. One speed bump is not enough. Thanks.
TV, ads, fridge magnets.
More information about the voting process and when you vote.
More mailboxes in Kaiti.
Get involved in what Manu Caddie is doing for Kaiti.
Get the Mayor and Councillors to live off my income and try to pay for their rubbish stickers.
I would like Meng to come here and come in my house to see the living conditions we put up with.
More information about candidates background. Prior achievements, what have they done for the community?
Fulfilment of earlier promises.
If my missus gives me the voting papers, I will vote.
Door knocking and voting parties.
Reminder - signs, pamphlets to say you have to vote now.
Someone needs to turn up. I would vote without going out of my way.
Nothing will make me vote. Only forcing me will.
Knowing about the candidates.
Brightly coloured voting papers. Envelope that stands out.
Different system sort of thing. Easier to use.
Not sure.
People who can help you to vote.

What additional support or information would help you to decide who to vote for?

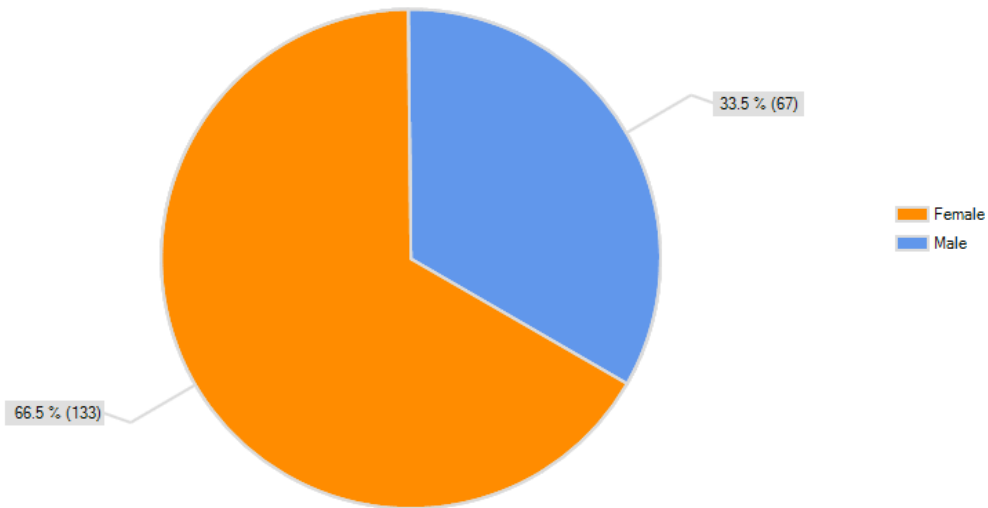
82 responses

The fancier the billboard, the better. I don't want to vote for anyone with a crusty billboard. It should be styly.
More campaigning from candidates and letting us know who we are voting for and what they are about, their values.
Seeing and hearing the candidates.
Put information about candidates on Sky TV.
If the candidate had an incentive for me to vote for them like a cool ad or freestuff.
Word of mouth.
More information about candidates and how to vote.
Have more youth recreational stuff. I would vote for that person.
If I knew the candidates were in my community campaigning, ie Kaiti Mall, I would go and listen to them.
Nil.
Put policies on billboards.
I'm too busy to read.
Doesn't matter to me. I stick with Meng. Sorry I didn't vote.
Someone to read it out to me.
Same as above.
Nothing. Maybe background information about candidates.
I would like to know more about the candidates.
I don't know much about DHB. They all seem like fairly confident people.
Info about candidates.
Newsletter in mail.
Police records.

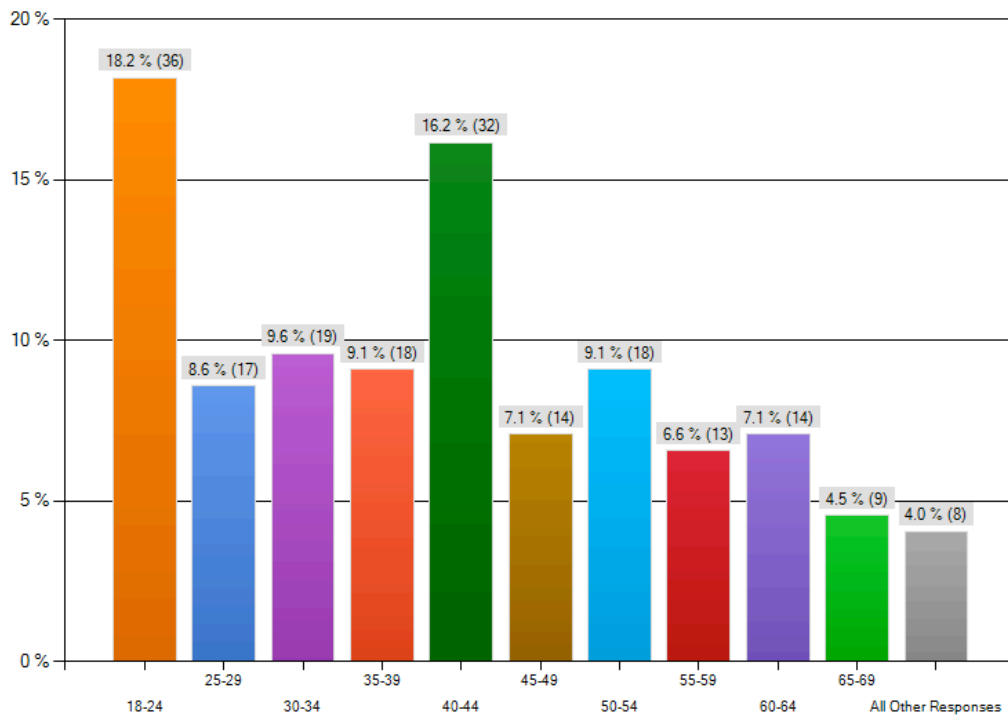
More information on candidates and job position, work experience.
More information on candidates.
More information on candidates.
More information on the candidates.
More info on the candidates.
More information on the candidates.
More information on candidates and what they can do for Gisborne.
Meet the candidates. Know what they can do for Gisborne.
More information.
More information flyers and door to door.
That they be honest to their promises.
More talking from candidates.
Be honest and truthful.
More information on what they can do for Gisborne.
For the candidates to come to your neighbourhood.
More information on candidates.
Deciding who to vote for. There are too many candidates to choose from.
Hear what they are going to do for Elgin and youth.
Their values and personal lives. If they can look after their personal lives they can look after the community.
More information on what they do in the community.
Reasons why on billboards and flyers. Make an effort at the last minute.
More on what they are going to do for the community and what they stand for.
Both sides of the story from candidates. What have they got to offer so that I can make my judgement?
Hear what candidates are doing. Which candidates will lower rates?
Better candidates.
Free newspaper.
Rates, policy information on Waitangi Tribunal claims.
Meeting candidates and Mayor.
Free candidate paper.

Participant information for statistical purposes

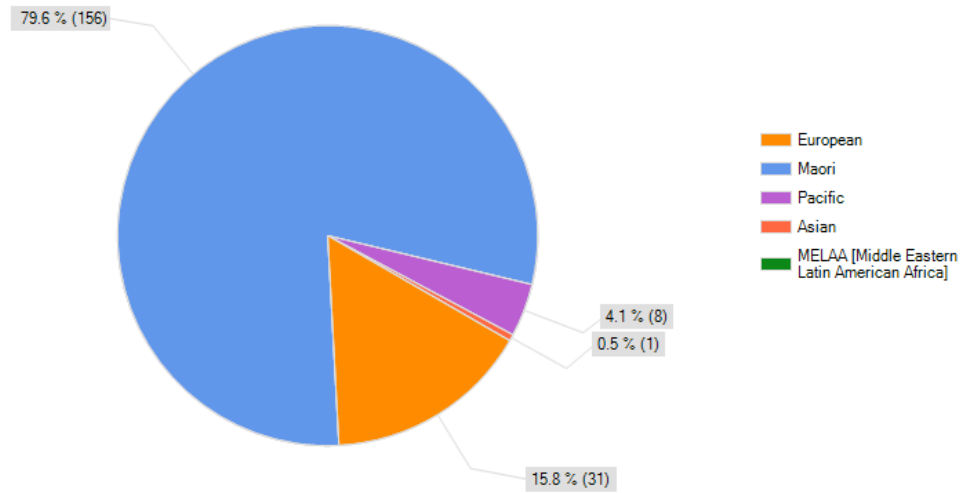
Please record the following information for each participant. Gender.



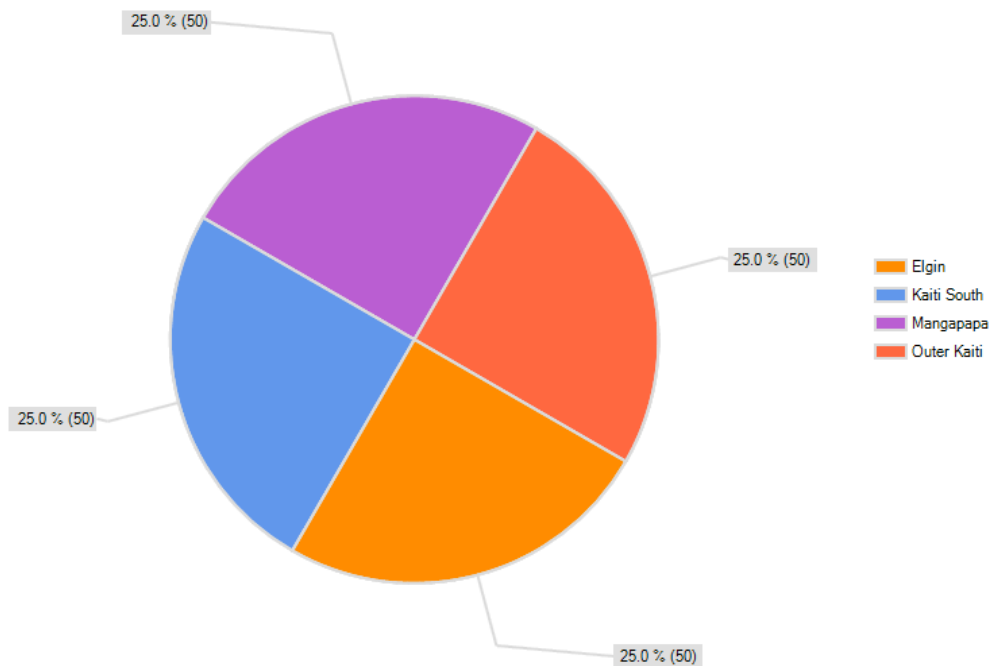
Age bracket.



Ethnicity



Neighbourhood



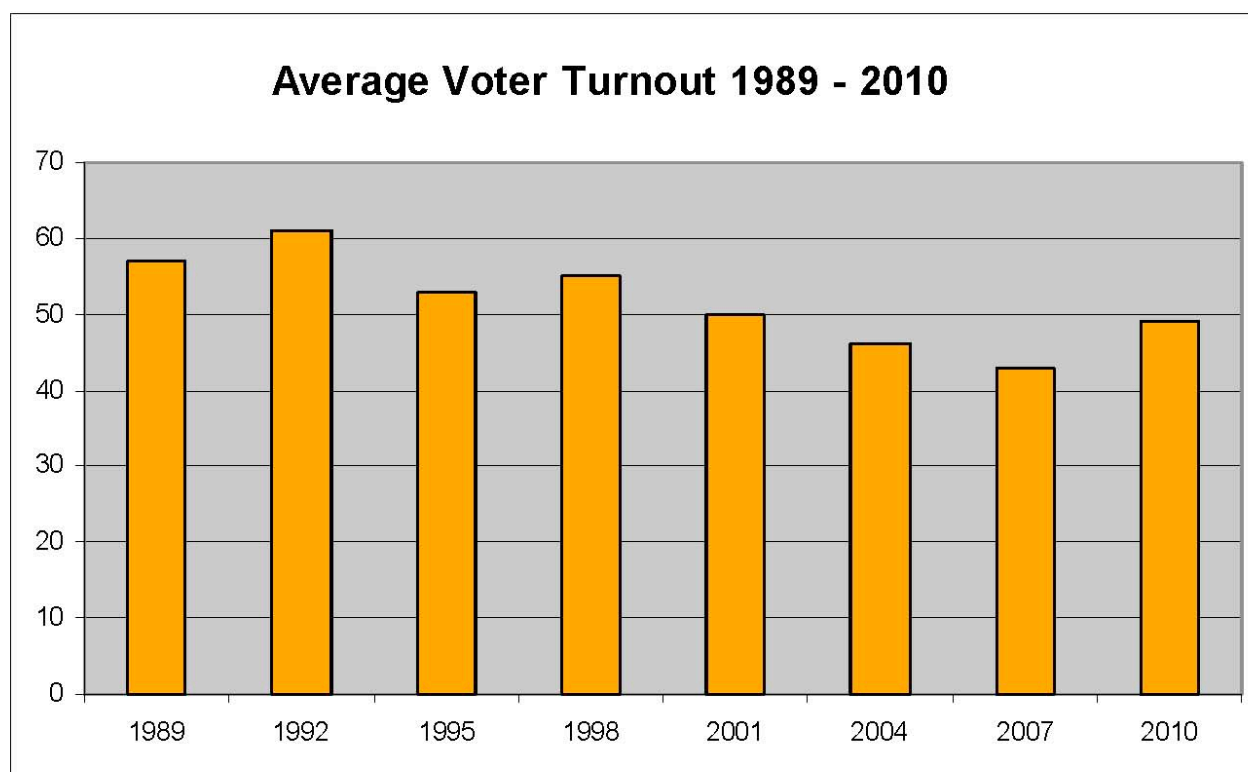
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Local Government
New Zealand
te pūtahī matakōkiri





voter turnout trends



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2010 voter participation

(proportion of eligible voters)

	Local Authority	Turnout %	Change 2007 %	Mayor
Highest voter turnout	Chatham Islands	71.07	+7.15	re-elected
	Mackenzie	67.28	+15.21	new
	Kaikoura	65.52	+1.66	new
	Westland	64.76	+11.48	re-elected
Lowest voter turnout	Hauraki	35.40	-7.71	new
	Otorohanga	33.71	+4.3	re-elected
	Western BOP	33.55	-3.76	uncontested
	Waikato	32.43	-0.49	re-elected

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"Isn't that the real genius of democracy?
The voters are ultimately to blame."



2007-2010 changes in turnout

(biggest increases and decreases)

	Local Authority	Change 2007 %	Turnout %	Mayor
Highest change	Mackenzie	+15.21	67.28	new
	Opotiki	+13.14	55.70	re-elected
	Auckland	+12.39	58.41	1 st election
	Westland	+11.48	64.76	re-elected
Lowest change	South Taranaki	-9.64	43.80	re-elected
	Grey	-9.74	46.44	re-elected
	Waimate	-10.89	38.14	re-elected
	Gore	-12.73	50.69	re-elected

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Local Elections 2010
YOUR VOTE
YOUR COMMUNIT

Voter turnout in our cities

	Electors	Votes	Turnout %	Change %
Auckland	959,120	487,703	50.85	+12.39
Christchurch	255,599	133,072	52.06	+10.05
Wellington	135,556	55,237	40.75	+1.12
Hamilton	92,599	34,721	37.50	+2.04
Dunedin	86,192	45,225	52.47	+5.02
Tauranga	80,353	35,158	43.75	-0.42

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Local Elections 2010
YOUR VOTE
YOUR COMMUNITY

Representation

- **Total positions – 1878** (regional councils, territorial authorities, community boards, district health boards, licensing trusts)
- **Total councillor positions – 824** (excludes mayors)
- **Total council candidates – 1868**
- **10 uncontested mayors**



Local Elections 2010
YOUR VOTE
YOUR COMMUNIT

Women representation

- Commonwealth target is 30%
- 5 Councils with gender parity of at least 50%
- 1 Council without women representatives

Female Representation in NZ			
Type of Councillor	2010	2007	2004
Regional	25	37	34
City	62	78	72
District	153	165	155
Mayor	12 (from 67) 17.9%	13 (from 73) 17.8%	14 (from 74) 18.9%
% of Women	28.3%	29.4%	26.8%
Source: Human Rights Commission - NZ Census of Women's Participation 2010			

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Local Elections 2010
YOUR VOTE
YOUR COMMUNITY

Observations

- Voter turnout and trends
- Voting system
- Reach of election campaigns
- 2010 inquiry into local elections