

## Overview of Elections Communications Strategy

Local Government Elections will be held on 12 October 2019. In addition to attracting candidates, this event provides an excellent opportunity to get the public thinking about the role and value of Horizons.

### Objectives

- Raise awareness of the role of Horizons in order to attract quality candidates who represent a diverse range of our community;
- Ensure candidates are provided with accurate information about standing for regional council;
- Communicate timelines and promote why, how, where and when the public can vote;
- Ensure staff are kept informed during the election process; and
- Leverage the opportunity elections provide to communicate the value of Horizons to the wider public.

### Audiences

Three key audiences have been identified: potential candidates (current councillors included), staff and public on the electoral role.

### Key messages

1. Become a candidate to help create a diverse council that can represent the views of all our communities.
2. Anyone correctly enrolled can vote for where they live, along with anyone who owns a property in the region but lives elsewhere.
3. Councillors make decisions on a wide range of topics including water quality, sustainable land use, flood protection, regulatory matters, setting rates, and passenger transport.
4. You should vote because this is your chance to say who will represent you and your district for the next three years.

### Strategy and tactics

The overall campaign will be split into three key areas of focus, standing as a candidate, enrolment, and voting.

### The Election Process

Timeline	Action	Audience
28 June	Memo sent out detailing election rules to all staff and nominations opening soon	Staff
	<b>STAND FOCUS OF CAMPAIGN</b>	
29 June - 5 July	Radio campaign encouraging public to stand as candidate	Audience
Beginning July	Candidate packs made ready	Candidates
12 July – 12 October	Pre-election period begins and rules apply	

17-19 July	Public notice re nominations being open	Candidates
July	Share Horizons video, LGNZ videos and sector videos on social media throughout July.	Candidates
19 July	Media release and social media post re nominations open today. All applications received go up on website	Candidates and public
19 July	On the Horizons to include mention of nominations open	Staff
22 July	Update at all staff meeting - nominations are now open	Staff
No later than 2 August	Pre-election report completed (and put online)	Candidates
9 August	Reminder social post that nominations close in a week	Public
16 August	Media release, social post and website re nominations closed – include who candidates are	Candidates and public
19 August	On the Horizons to include who the candidates are	Staff
	<b>MAKE SURE YOU'RE ENROLLED FOCUS</b>	
August	Elections info included in Rates Explained newsletter	Public
August/September	Social posts reminding public to check enrolment details/get enrolled	Public
	<b>VOTING FOCUS OF CAMPAIGN</b>	
20-25 September	Public notice re voting papers arriving now/soon	Public
20 September – 12 October	Sponsored Facebook post re encouraging people to vote	Public
20 September	Media release and social media post re voting papers in letterboxes now	Public
30 September	Update at all staff meeting	Staff
30 September	Media release and social media post re voting closing soon, get votes in the mail by Wednesday 9 October	Public
5-11 October	Radio campaign encouraging people to vote	Public
1 – 12 October	Featured header on Horizons' Facebook page encouraging people to vote	Public
12 October	<b>ELECTION DAY.</b> Media release(s) and social media post(s) in afternoon re preliminary results	Public

17 October	Media release and social media post re confirmed councillors.	Public
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**Advertising**

Advertising will include boosted posts on Horizons social media accounts, a Mediaworks radio campaign and public notices.

**Budget**

\$1,000 for social

\$18,000 excl. for radio (split across two financial years)

All other costs will be absorbed into Comms BAU.