

# Taking it to the people



# Highly successful 2017 General Election



**Highest turnout since 2005**



**1.2M Advance voters**

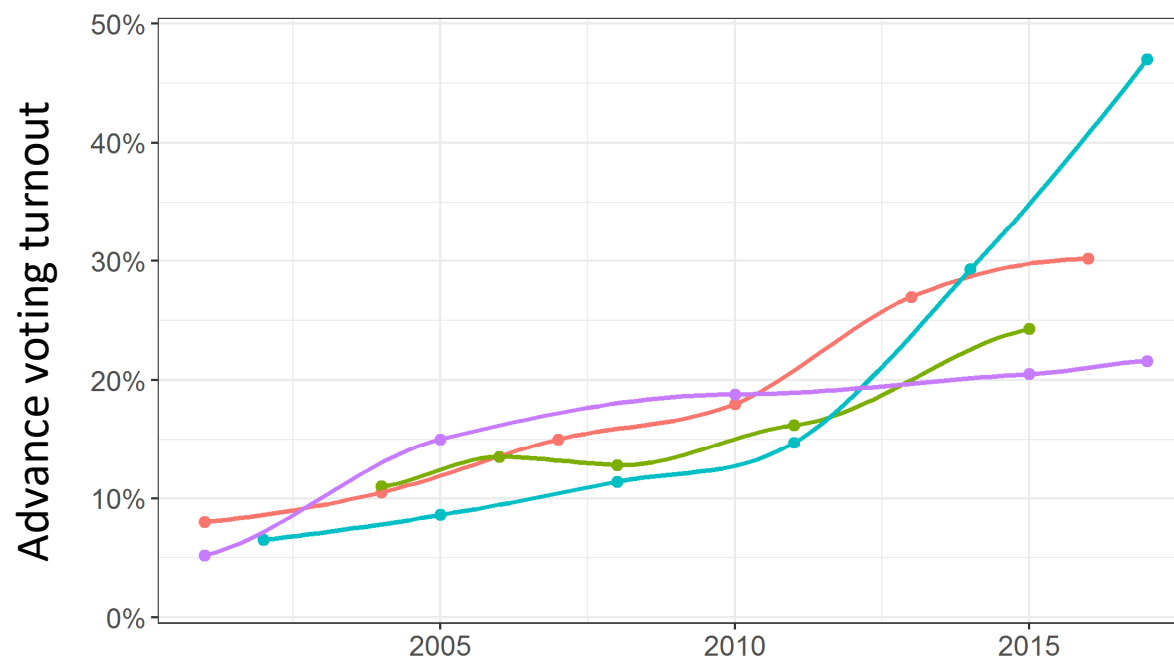


**94% Voter satisfaction**



**Same cost per voter as 2011**

# NZ voters embrace advance voting

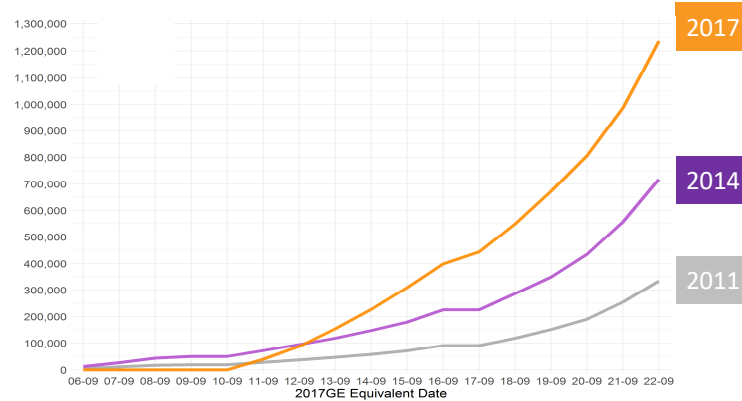


—●— Australia —●— Canada —●— New Zealand —●— United Kingdom

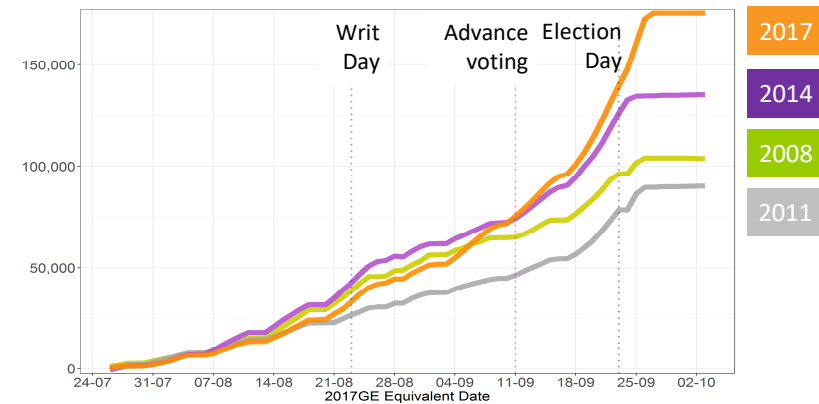


# Drivers for change

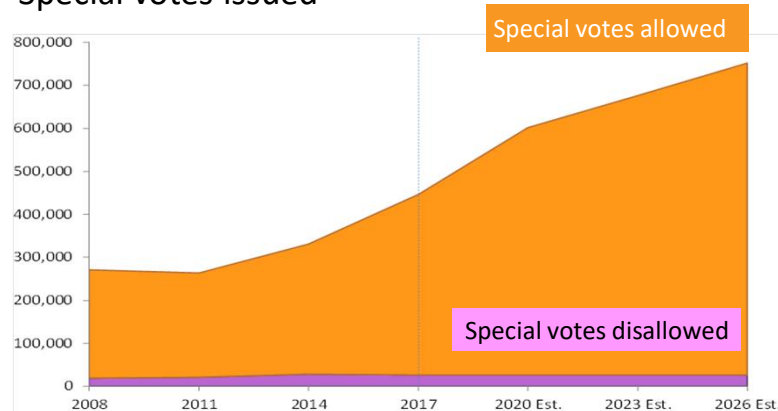
Cumulative votes issued in advance voting General Election



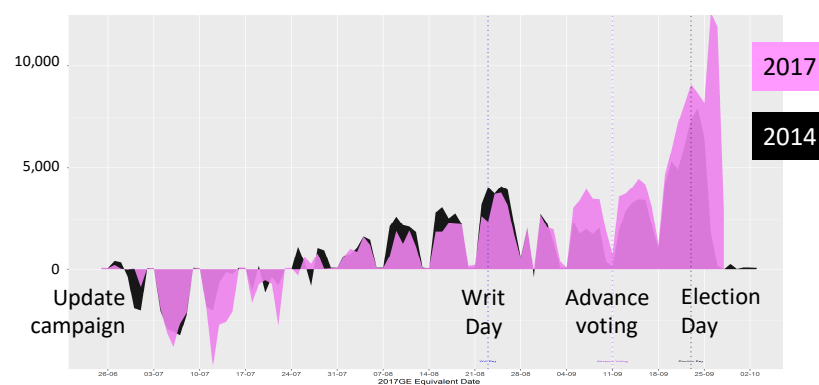
Cumulative change to the electoral roll



Special votes issued



Net daily changes to the electoral roll



# New channel for operating model



- Confines of legislation defines core of service
- Absolute requirement to maintain integrity of the vote



# Meeting the needs of voters



- Scale up of temporary workforce

|                            | # locations | # staff | # votes |
|----------------------------|-------------|---------|---------|
| Advance voting places      | 486         | 2,800   | 1.2m    |
| Election Day voting places | 2,400       | 12,000  | 1.4m    |

- Expectation of full service: enrol and vote

- Use of technology: overseas voting





# Develop partnerships



- Foodstuffs  
(PAK'nSAVE and New World)
  - Provided space at 7 Auckland stores
  - Range of demographics across locations

POLITICS / ELECTION 2017

## Biggest-ever turnout of advance voters

5:59 pm on 22 September 2017

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The country has had its biggest ever turnout for an advance voting day, with 178,000 people casting an advance vote yesterday.



Advance voters queue out the door of this polling place at a supermarket in Auckland CBD. Photo: RNZ / Colin Pearce



# Voting success where people are everyday

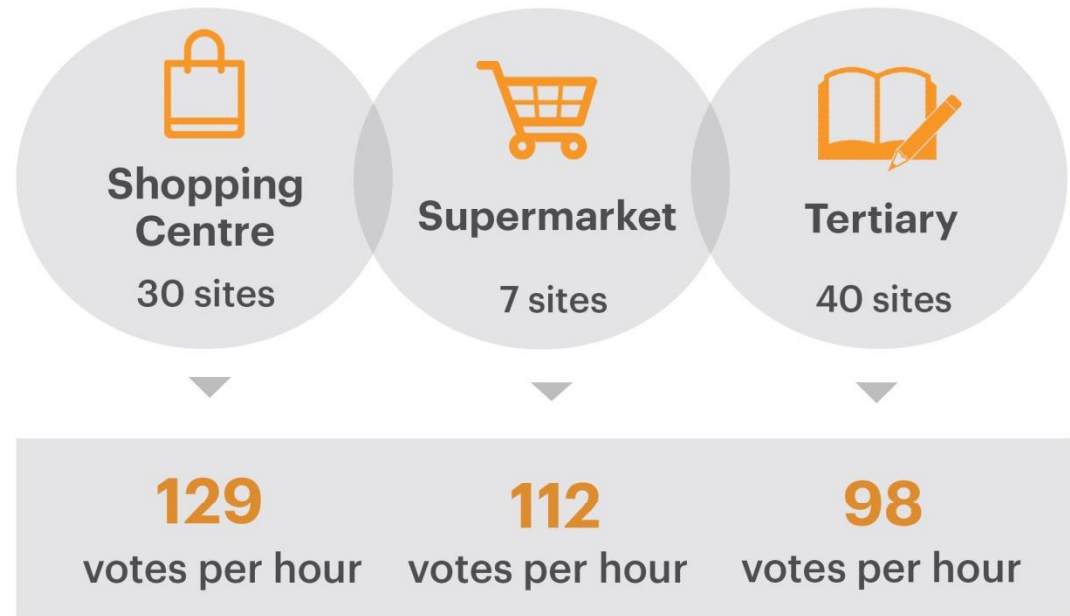


## Vote while you shop as polling booths hit supermarkets

Almost 200 more advance voting places nationwide



Advance voting grows in popularity



Other traditional voting places: 53 votes per hour



# Key learnings

- Be clear on the outcomes desired
- Understand the levers that can be pulled
- Articulate the changes required



# Questions?

