

**Submission  
No 20**

## **INQUIRY INTO THE 2015 NSW STATE ELECTION**

**Organisation:** NSW Electoral Commission

**Date Received:** 1/09/2015



# Report on the Conduct of the 2015 State General Election



**YOUR STATE.  
YOUR LIFE.  
YOUR VOTE.**

## Fast Facts

4,561,234  
Total  
Voters

2,806  
Polling  
Places

22,270  
Staff  
Members

283,699  
Users of  
iVote

540  
Candidates  
nominated  
for the  
Legislative  
Assembly

394  
Candidates  
nominated for  
the Legislative  
Council

Note: Throughout this report, the terms iVote and SmartRoll are used to refer to the iVote system and the SmartRoll system respectively. Both iVote and SmartRoll are Registered trademarks of the New South Wales Electoral Commission.

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**Who We Are**

The New South Wales Electoral Commission is an independent statutory authority established under the *Parliamentary Electorates and Elections Act, 1912*.

2

**Our Mission**

To deliver high quality electoral services which are impartial, effective, efficient and in accordance with the law.

3

**Our Vision**

To foster a culture of integrity, respect and trust in the electoral administration that underpins the democratic process.

4

**Our Values**

- ▶ Integrity
- ▶ Impartiality
- ▶ Uphold democracy
- ▶ Professionalism
- ▶ Openness to learning

5

**Our Legislation**

*Parliamentary Electorates and Elections Act, 1912.*  
*Election Funding, Expenditure and Disclosures Act, 1981*

6

**Our History**

The New South Wales Electoral Commission occupies a special place within the structure of government in NSW. It has its roots in the development of representative government dating back to 1843 when the first election of 24 representatives to the NSW Council was conducted by the Elections Branch of the Chief Secretary's Department. The Office of the Electoral Commissioner was established under the *Parliamentary Electorates and Elections Act, 1912*.

## Foreword

Based on feedback formal and informal from key stakeholders, I can say confidently the 2015 State General Election was an outstanding success.

The election was not without its challenges. Admittedly, each major election presents challenges and the 2015 State General Election was no different. The redistribution of electoral boundaries, expanded electronic voting and implementing enhanced security of ballot papers were particular challenges. The Australian Electoral Commission's experience with the Senate election in Western Australia in 2013 and the Special Senate Election in mid 2014 placed additional pressure on the Commission to ensure that such an outcome would not occur in NSW.

The significance of these issues was reflected in the Parliament establishing the Inquiry 'Preparations for the 2015 State General Election' in 2014. This was the first time such an Inquiry had been established prior to a general election. The findings of the Inquiry were that the preparations were well in hand and that no specific or significant concerns were identified.

I'm pleased to report to the Joint Standing Committee on Electoral Matters that all evaluative measures show the 2015 State General Election was a resounding success.

The evaluation of the views of election participants was strikingly positive returning very high measures of satisfaction as shown. Electors' ratings were consistently close to 100%.

Candidates and political parties also were pleased with the conduct of the election and confident that the election was conducted impartially (88.4%

### Electors' Satisfaction with the 2015 State General Election

89% satisfied the election was conducted fairly and impartially

88% satisfied with overall voting experience

92% satisfied with time it took to vote

96% satisfied with the polling places, and 95% of electors with a disability

95% had no difficulties in voting due to electoral boundary changes

96% satisfied with the iVote system

95% satisfied with postal voting

88% sufficiently informed on how to fill out the ballot paper

79% satisfied with the enquiries line

83% were satisfied with the website

91% obtained information required from the website

91% confident that the election results were accurate

96% satisfied with the speed at which election results were available on election night

candidates and 76.9% parties).

Satisfaction with the overall conduct of the election was similarly high (85.1% candidates and 84.6% parties).

We've moved significantly from 'vision' to 'realisation' in the past ten years in NSW. These years have seen major achievements in the administration of elections and electoral processes and the modernisation of the Electoral Commission.

The strategic use of technology has meant more citizens are participating in democracy through automatic enrolment and computer enabled



voting. Greater convenience for electors has been delivered and this is strengthening democracy through making it easier to engage with the NSW electoral system.

SmartRoll introduced in 2010, has brought more eligible citizens onto the roll and iVote has enabled those who experienced difficulty in voting, the ability to vote at a time and place convenient to them on a device of their choice. In both of these initiatives, NSW has led Australia.

The expansion of iVote has been a positive step for facilitating engagement with the democratic system. There was a massive increase in the use of electronic voting – a 505% increase. Electors who registered for iVote were more likely to have voted than those who registered for postal vote. In a world where people seek greater flexibility and the convenience of online operations, iVote contributes to increasing or at least maintaining voting participation.

SmartRoll and iVote are major innovations but other changes have also enabled us to introduce better quality services and efficiencies into our conduct of elections. Another example, introduced for this election, is the 'self service' reform of management of the non-voters process that follows each election. This function is a major undertaking, involving over half a million electors and which can generate considerable stress for electors and Commission staff alike.

We instigated efficiencies and additional security by centralising certain activities. The activities chosen for centralisation were those previously undertaken by each Returning Officer such as the packaging and distribution of ballot papers to polling place destinations and

the central counting of postal, absent and declaration votes.

A flexible approach to the circumstances of each election is required. In this election, there was a need to address likely confusion amongst some electors following the 2013 redistribution of electoral boundaries. These changes needed specific and targeted communications and seamless service for electors in the electoral districts affected. One of our new services was, for example, to introduce multi district polling places within one venue.

In any election the same issues tend to arise in the media such as multiple voting, the need for proof of identity before voting and the role of the Commission in adjudicating conflicting campaign claims.

I can say that most electors, parties and candidates on the majority of occasions will comply with the rules. The overall election system operates on the basis of trust and, in what is perhaps a more cynical age, this can be concerning to some. Research (for example that by Dr Rodney Smith of Sydney University) has demonstrated that in the case of alleged vulnerability to multiple voting, there is no large scale impersonation of other electors nor evidence of systemic multiple voting threatening an election result.

One of the defences against successful undertakings of this sort is the Australian requirement for mandatory enrolment and voting. This means that almost all or the vast majority of electors vote. Also, electors become aware if their name has been marked off the roll more than once because the Commission follows up occurrences of multiple mark-offs when it scans the rolls to identify non-voters.

The Commission hears very quickly and directly from electors about issues troubling them and there has not been the quantum of complaints or a pattern of complaints suggesting such fraudulent practices are occurring.

### Proof of Identity

This issue crops up periodically and typically in response to an airing in a forum not given to closer examination of the underlying issues and impacts, such as talk back radio. Academic research and practical experience indicate caution is required to avoid unintended consequences through introduction of mandatory production of proof of identity prior to voting.

This issue has been raised specifically in relation to pre-poll and electronic voting. Both pre-poll and iVote are based on self-affirmed eligibility as is postal voting. The Commission does not check compliance but relies on a declaration (oral or written) made by the elector.

Queensland introduced for their recent election in early 2015, a requirement that electors provide identification prior to being marked off the electoral roll. The Queensland experience was to ensure that 'legitimate' electors were not disenfranchised, the documents used to establish identity had to be so readily available and diverse that they produced no greater certainty than the previous system of self-affirmed identity. So for no demonstrated prevention of multiple voting there was an administrative cost plus inconvenience to electors, which may have contributed to the decline in elector participation.

My concern would be that making voting more inconvenient to electors

will act to reduce participation, particularly amongst older electors and those who may have a tenuous engagement with the democratic process. Very possibly there will be no gain but substantial downsides. Australia's participation rate compared to other countries that do not have compulsory enrolment and voting is extraordinarily high.

Impressions are left in the public's mind by matters raised in the media. One of the longest running concerned the names of the two political parties missing from the iVote Legislative Council ballot paper. Coverage continued till the Legislative Council results were declared. My investigation of this matter revealed that this was caused by human error rather than a deficiency in the iVote system. Allegations around the security of the iVote system also received media coverage though in this case, largely online coverage. These claims are covered elsewhere in our report.

Following the election, the unpaid wages of election day helpers for the No Land Tax Campaign occupied parts of the media and resulted in many people seeking the Commission's assistance to gain redress. The Commission was powerless to assist as this is a responsibility, and appropriately so, of the political party concerned. The activities of the No Land Tax Campaign raised questions of whether there should be a common code of behaviour that all parties and candidates should sign at the time of nomination to prevent such occurrences.

Another high profile matter concerned the alleged 'smear campaign' which portrayed the Labor candidate for East Hills, Mr Cameron Murphy, to be a 'supporter of paedophiles'. The

coverage was equally divided across online and traditional media. The investigation is continuing on this matter.

### **The Challenge to the Election Result**

I note that there was one petition to the Court of Disputed Returns lodged by the No Land Tax Campaign and that following the directions hearing the applicant, the No Land Tax Campaign, has sought leave to withdraw the petition.

### **New Directions**

NSW has proven its ability to be a leader in electoral administration.

Examining and challenging established electoral practice is critical to meeting the needs of electors and facilitating their engagement with the democratic system. Rapid technological and lifestyle changes mean electoral legislation, within which the Electoral Commissioner and the Commission operate, cannot be a straitjacket preventing innovation because of its prescriptive nature. I strongly believe that good and robust legislation is more likely when based upon a basis of clearly stated objects and principles.

Elections are expensive events to conduct. The 2015 State General Election was undertaken for a total operating expenditure of \$55.577 million and a capital expenditure of \$3.850 million.

The average cost per elector was \$11.03, an increase of \$2.20 from the 2011 State General Election, however, the 2011 Election did not face the same degree of complexity or challenges.

Some efficiency opportunities have been identified for the next State General Election in 2019. There is a need to examine the tradition of having a Returning Officer for each metropolitan district within the Sydney basin. The establishment of centralised processes for approving 'how to vote' electoral material, recruitment, application and distribution of postal votes, counting results, distribution of ballot papers has reduced the need for that role. This concept is already in place for the Legislative Council where the Electoral Commissioner is the Returning Officer. The change would mean greater control of the quality of services to candidates and electors.

The availability of electronic voting is a very positive innovation for strengthening the democratic system. The community has shown strong support and interest in this form of voting. Consideration is required on the wider adoption of electronic voting and other uses of technology to maintain and increase engagement in democracy. More work will be undertaken to develop appropriate safeguards to the integrity of iVote and to enhance the existing security of the system and processes.

The NSW Parliament can have every confidence in the outcome of the 2015 State General Election. I look forward to attending the hearings established by the Committee.

**Colin Barry**  
NSW Electoral Commissioner



## About this Report

The NSW Electoral Commissioner's report to the Committee on the conduct of the 2015 State General Election reflects the commitments made in its Service Charter for the 2015 State General Election. It provides an overview of services provided and measures satisfaction with these services by electors, candidates, political parties and media. It also includes an overview of financial management of the 2015 State General Election.

The report addresses the NSW Electoral Commission's action in response to recommendations made by the Joint Standing Committee on Electoral Matters in recent inquiries either directly relating to the conduct of the 2015 State General Election or from the Inquiry into the Conduct of the 2011 State General Election.

It is made up of two main parts provided in hardcopy and disc form respectively. Part 1 provides the overview and content for each section addressing the Service Charter Goals and relevant appendices. Part 2 in disc form provides the report of the evaluations of the satisfaction of election participants with the NSW Electoral Commission's conduct of the 2015 State General Election. This disc is attached to the back page of the report's cover.

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## 2. Overview of the 2015 State General Election

*This section covers:*

- *2015 State General Election statistics and trends*
- *The Writ, the 2015 Election Calendar, Service Charter and performance against targets*
- *Action on Recommendations of the Joint Standing Committee on Electoral Matters' Inquiry into the 2011 State General Election and the Inquiry into Preparation for the 2015 State General Election*
- *Challenge to the 2015 State General Election result and enforcement activities*
- *Recommended future electoral directions including legislative amendment*

### 2015 State General Election Statistics

In the 2015 State General Election, 4,561,234 million electors voted, 2,806 polling places were provided, 22,270 staff were employed, 934 candidates nominated (540 for the Legislative Assembly and 394 for the Legislative Council) and approximately 29 million ballot papers were printed.

### Changes between 2011 and 2015 State General Elections

Between the 2011 and 2015 State General Elections, changes have occurred in:

iVote	<b>h</b> 505.33%	Absent voting	<b>i</b> 29.40%
Pre-poll voting	<b>h</b> 81.98%	Postal voting	<b>i</b> 17.03%
Enrolment	<b>h</b> 8.73%	Declared Institution	<b>i</b> 4.05%
Voters	<b>h</b> 6.31%	On the day voting	<b>i</b> 3.61%
Informal Votes	<b>h</b> 0.24%	Participation	<b>i</b> 2.08%

Changes were seen also in candidate nominations particularly in the Legislative Council. Nominations increased from the 2011 State General Election:

Legislative Assembly	<b>h</b> 8.43%	Legislative Council	<b>h</b> 26.69%
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The increase in nominations for the Legislative Council has been a trend since the 1995 State General Election when there were 99 nominations as compared to 394 in the 2015 State General Election.

The following table shows the number of nominations in each election since 1995.

**Table 1: Number of Candidates Nominated in the Legislative Assembly and Legislative Council, 1995 to 2015 State General Elections**

State General Election	Legislative Assembly	Change from previous election	Legislative Council	Change from previous election
2015	540	8.43%	394	26.69%
2011	498	-7.26%	311	-6.61%
2007	537	-18.63%	333	17.25%
2003	660	-9.83%	284	7.58%
1999	732	60.53%	264	166.67%
1995	456	Base Year	99	Base Year

Source: NSW Electoral Commission.

## Registered Political Parties

There were 19 political parties registered for the 2015 State General Election, up from 17 parties in 2011. At the issue of the Writs, the following parties were registered under Part 4A of the *Parliamentary Electorates and Elections Act 1912*:

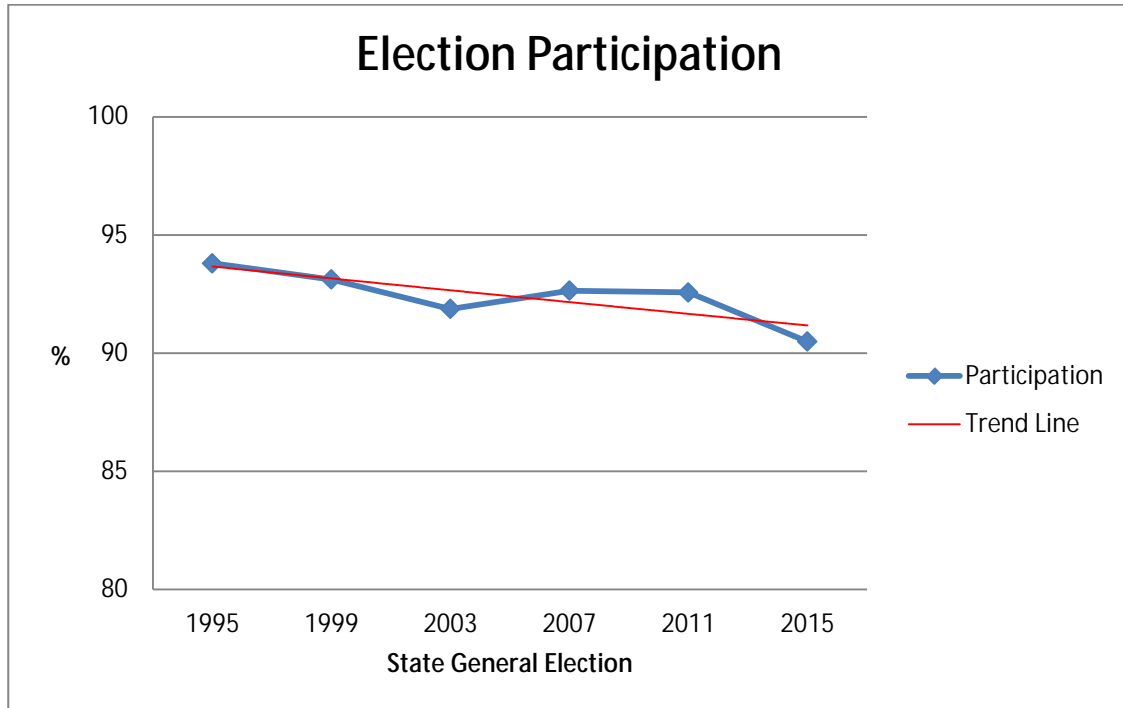
Animal Justice Party	Australian Cyclists Party
Australian Democrats (NSW Division)	Australian Labor Party (NSW Branch)
Australian Motorist Party	Building Australia Party
Christian Democratic Party (Fred Nile Group)	Country Labor Party
Liberal Party of Australia (NSW Division)	National Party of Australia - NSW
No Land Tax Campaign	No Parking Meters Party
Outdoor Recreation Party	Shooters and Fishers Party
Socialist Alliance	The Fishing Party
The Greens	Unity Party
Voluntary Euthanasia Party (NSW)	

Appendix C details the number of nominations by party and the party numbers elected to the Legislative Assembly and Legislative Council.

## Trends in Voting

### Voting Participation

Despite increases in voter participation in the State General Elections of 2007 and 2011, the overall trend for voter participation has been slightly downward.



Source: NSW Electoral Commission.

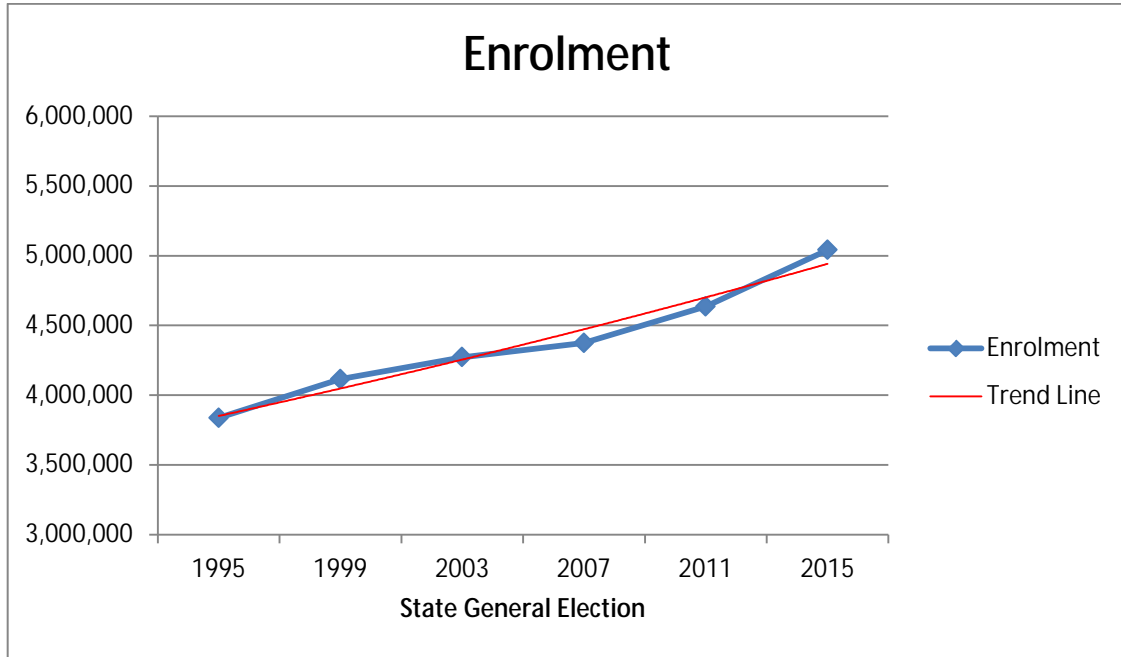
**Graph 1: Election Participation in the State General Elections from 1995 to 2015**

NSW has had a fall in participation rate from the 2011 State General Election (2015 90.5%; 2011, 92.6%). The 2015 rate is not out of step with other jurisdictions. Queensland for example had a decrease in participation of 1.1% between the 2012 and 2015 State General Elections (89.89% in 2015 and 90.99% in 2012).

Victoria experienced a small increase in election participation, from 92.96% for the 2010 State Election to 93.01% (0.05% increase) for the 2014 State Election. Further detail of inter-jurisdictional comparisons is provided in Section 3. On a national level, Federal Election participation decreased by 0.82% between the 2010 and 2013 elections (from 93.22% to 92.4%).

### Enrolment

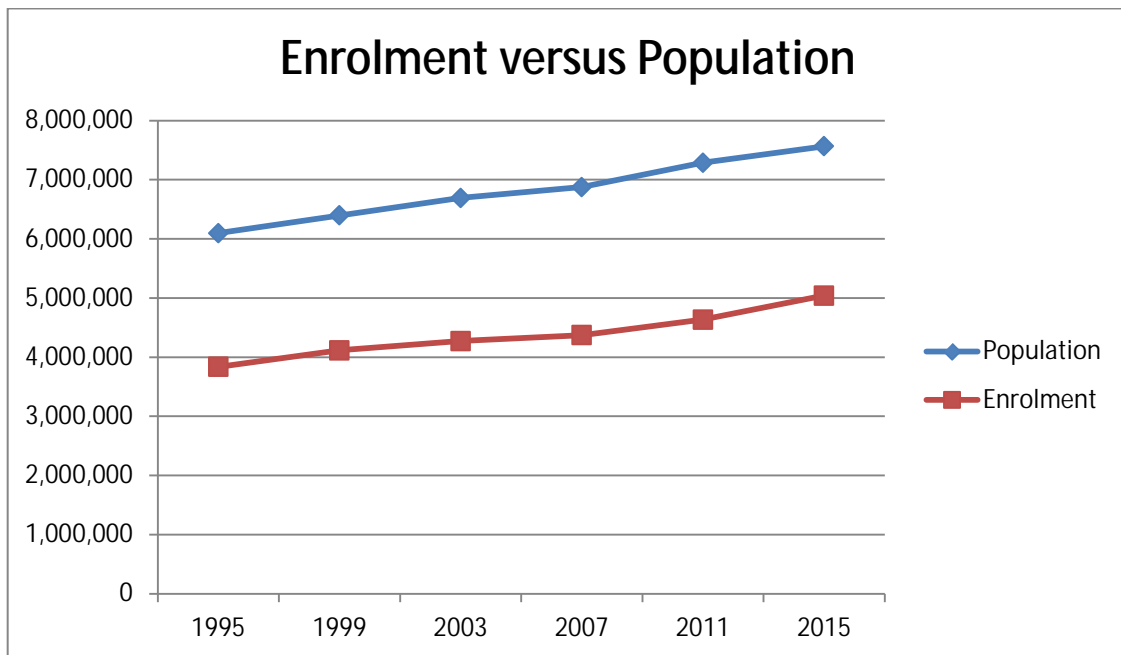
At the same time, more electors are enrolled. Between 1995 and 2015, 1,203,560 electors were enrolled.



Source: NSW Electoral Commission.

**Graph 2: Number of Enrolments in the State General Elections from 1995 to 2015**

This increase is not only a product of population increases. It is the Commission’s view that SmartRoll has been a positive force in increasing the enrolment participation rate which has grown from 92.1% in 2011 to 96.5%, a 4.4% increase.



Source: NSW Electoral Commission. The 2015 figure is as at 31 December 2014.

**Graph 3: Enrolment versus Population Growth from 1995 to 2015**

From the 2003 State General Election to that of 2011, population growth increased greater than growth in enrolment. More recently however enrolment has increased, most noticeably by 8.73% in the 2011 State General Election. The introduction of SmartRoll in 2010 has facilitated the enrolment of many people who would not



normally enrol to vote. Details on population and enrolment growth figures are in Appendix H.

From a national perspective, NSW has the largest proportion and number of electors enrolled followed by Victoria, Queensland, Western Australia and South Australia. The table below details the number of electors enrolled in each State and Territory.

**Table 2: Electors on the Federal roll by State and Territory as at 31 March 2015**

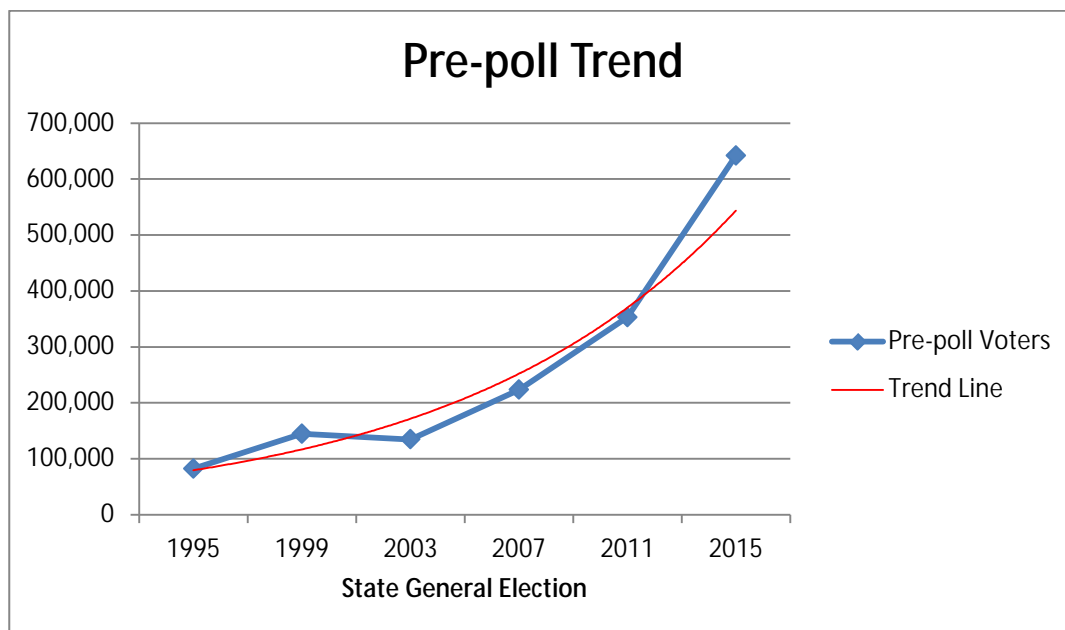
State or Territory	Number Enrolled	%
New South Wales*	5,040,662	33.1
Victoria	3,811,049	25.0
Queensland	2,956,722	19.4
Western Australia	1,513,263	9.9
South Australia	1,150,909	7.6
Tasmania	366,283	2.4
Australian Capital Territory	272,153	1.8
Northern Territory	129,445	0.8
<b>Total</b>	<b>15,240,486</b>	<b>100.0</b>

Source: All states except NSW from [http://www.aec.gov.au/Enrolling\\_to\\_vote/Enrolment\\_stats/type/2015/03.htm](http://www.aec.gov.au/Enrolling_to_vote/Enrolment_stats/type/2015/03.htm) , \*NSW data sourced from NSW Electoral Commission.

### Trends in Early Voting

There has been a major ongoing shift in voters' preference to vote before election day. All States and Territories and the Commonwealth have seen an increase in electors using early voting over recent elections.

Within NSW the greater usage of early voting has been marked since the 2003 State General Election as shown below.



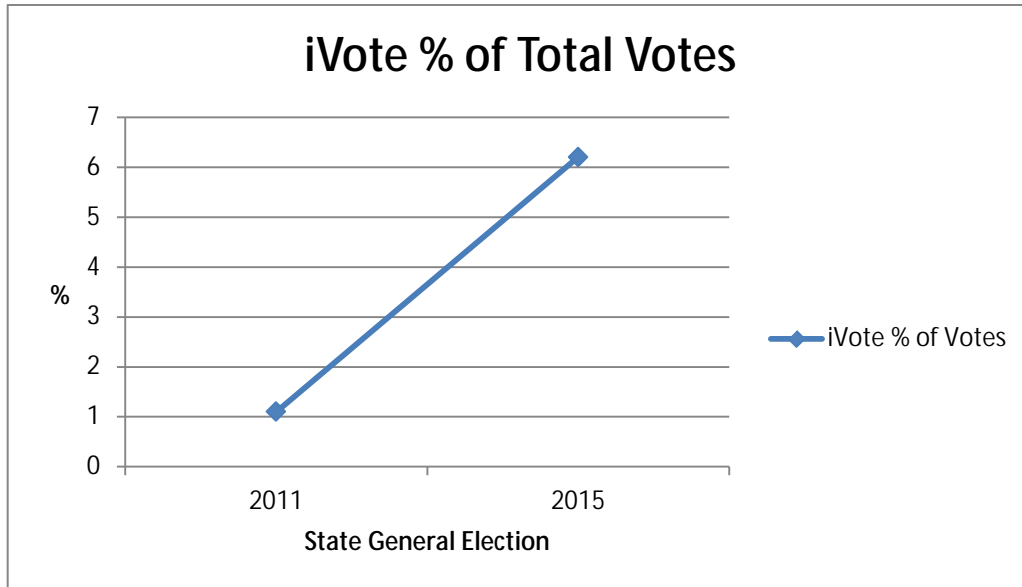
Source: NSW Electoral Commission. The 2015 figure is as at 31 December 2014.

**Graph 4: Pre-poll Participation in the State General Elections from 1995 to 2015**

The movements in the various forms of early voting are shown in the graphs below.

### iVote

iVote usage has increased dramatically from the 2011 to the 2015 State General Election. In 2015, 283,669 votes were cast using iVote, an increase of 505% from the previous election.



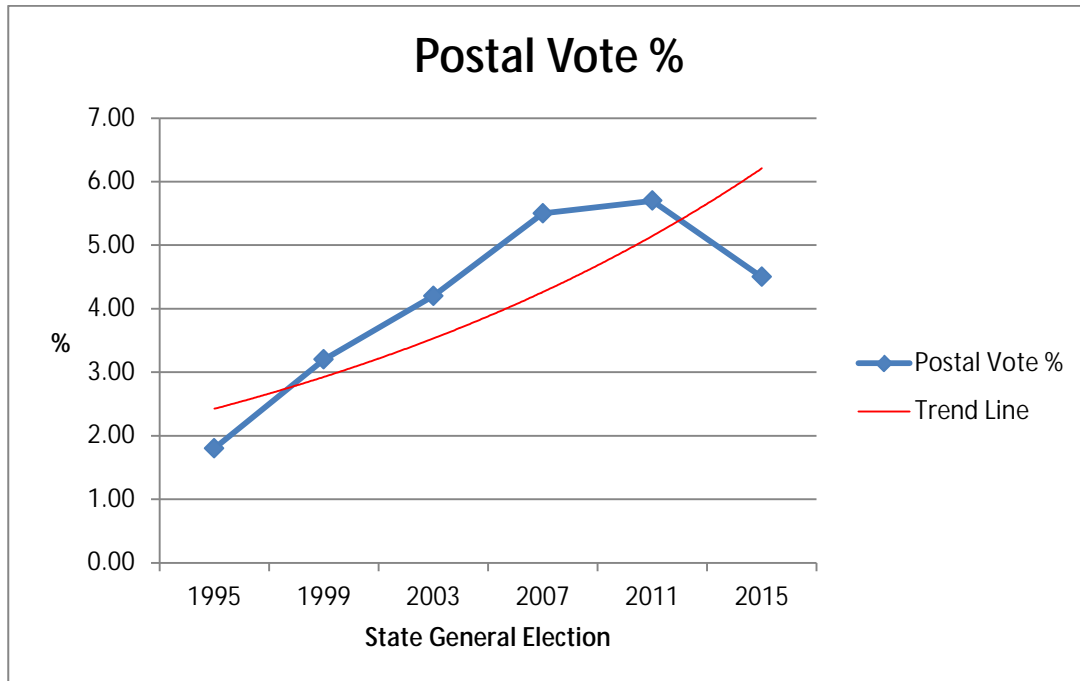
Source: NSW Electoral Commission

**Graph 5: iVote Percentages in the State General Elections from 2011 to 2015**

### Postal Votes

Postal voting showed a steady increase to 2011 but decreased between the 2011 and 2015 State General Elections. Based on previous elections the trend line would predict that postal voting would continue to increase in use. The most likely reason for this large decrease can be attributed to the increase in the usage of iVote.

The Commission is concerned about the long term reliability of postal voting as a viable voting channel due to changes in Australia Post's service model especially in regional and rural NSW.

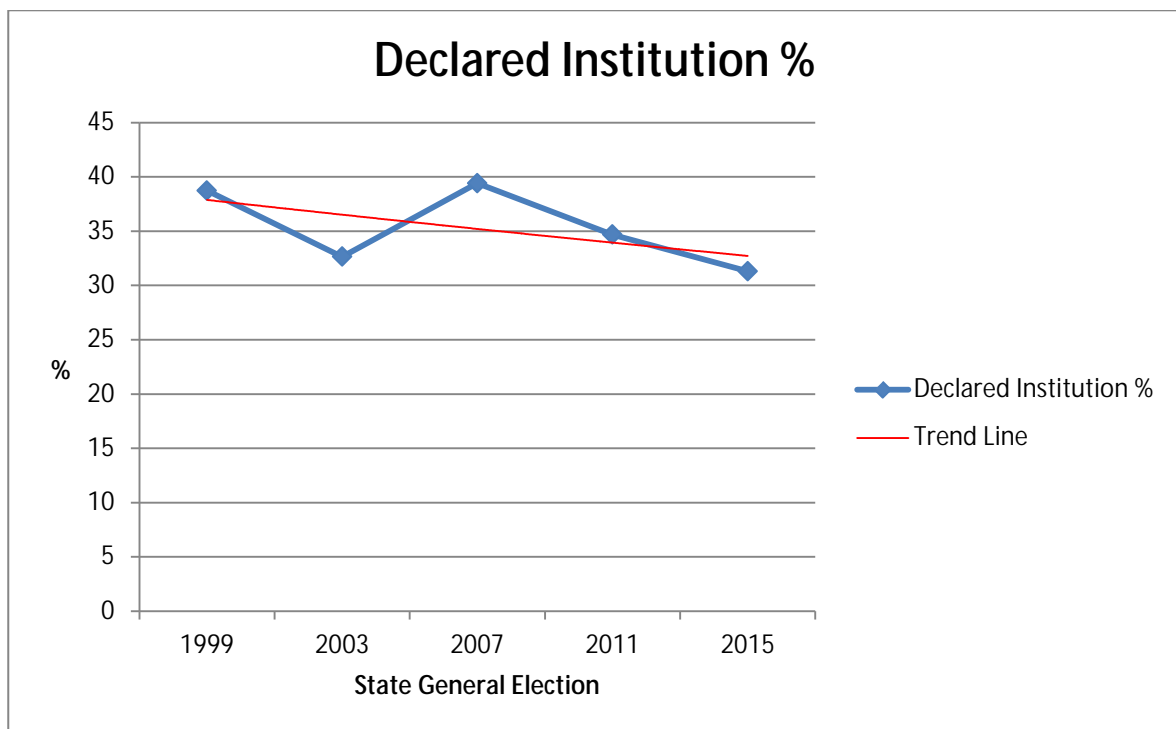


Source: NSW Electoral Commission

**Graph 6: Postal Vote Percentages in the State General Elections from 1995 to 2015**

### Declared Institution Voting

Declared Institution voting experienced an increase in usage between the 2003 and 2007 State General Elections however usage has been declining steadily since.

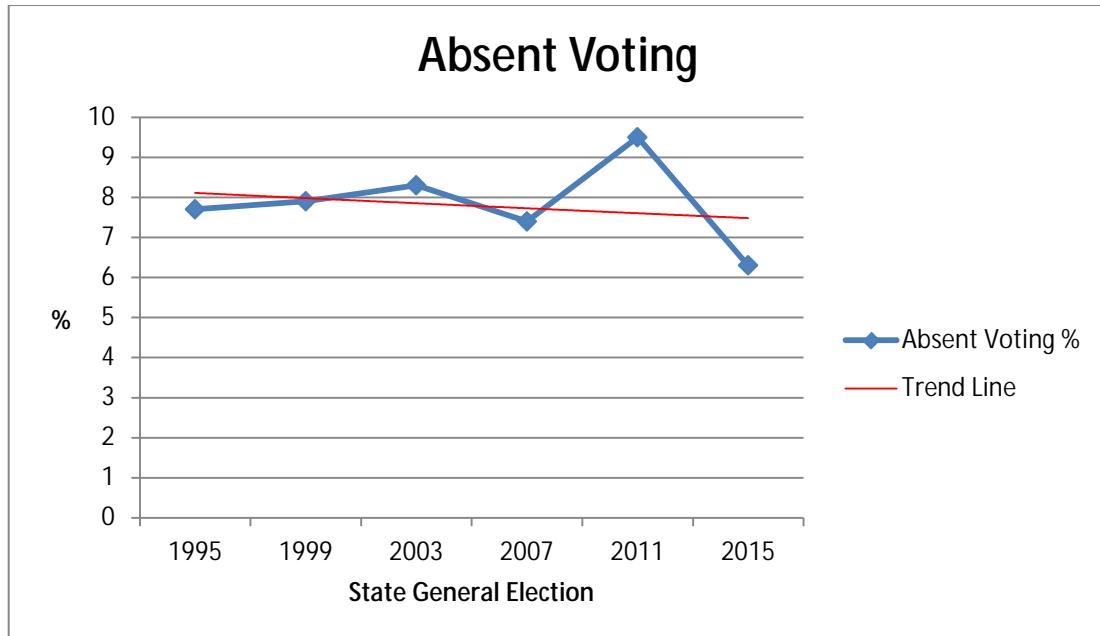


Source: NSW Electoral Commission

**Graph 7: Declared Institution Voting Percentages in the State General Elections from 1995 to 2015**

## Absent Votes

There has been a downward trend in absent voting since 2003 (with the exception of 2011) as indicated in the below graph. The marked drop from 2011 to 2015 could be attributable to iVote and the slightly lower participation rate in the 2015 State General Election. It could also be that there were more polling places that had issued ordinary votes for neighbouring districts.



Source: NSW Electoral Commission

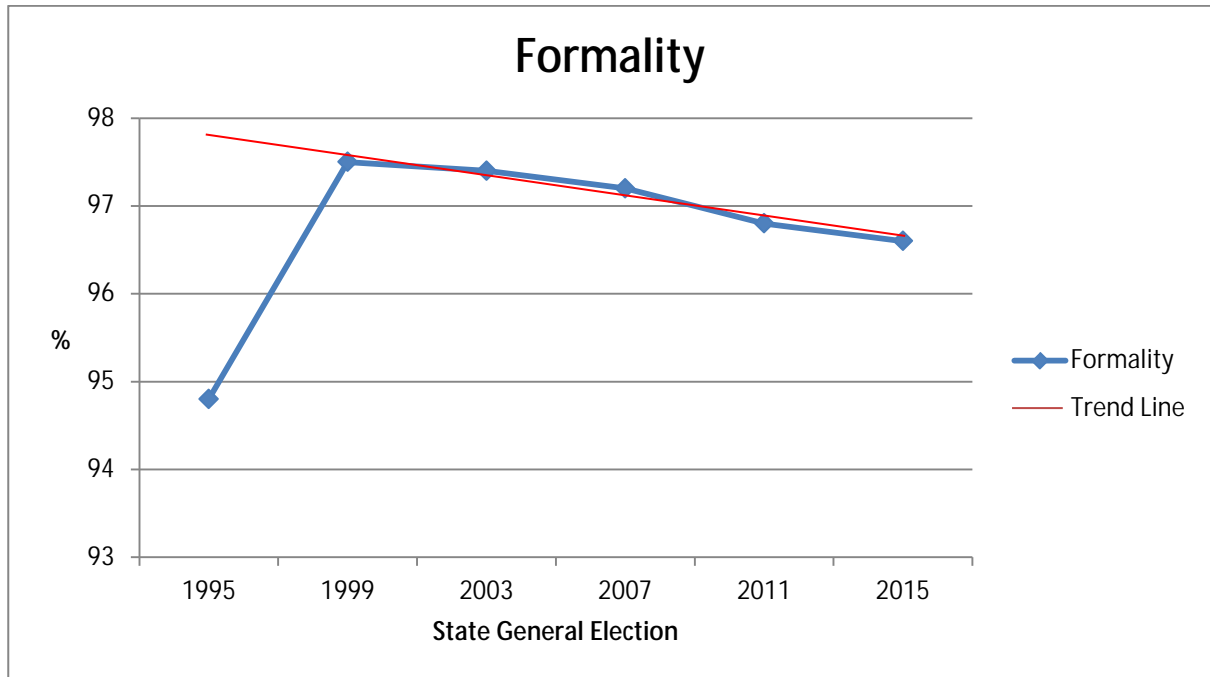
**Graph 8: Absent Voting Percentages in the State General Elections from 1995 to 2015**

## Formality and Informality

Another form of measuring participation in the democratic system is to gauge the proportion of ballot papers correctly completed.

The proportion can be described either in terms of the proportion that are incorrectly filled in ('informal' votes), or the proportion that are correctly completed that is, 'formal' votes. Both approaches have been used by Electoral Commissions and both are presented in this report.

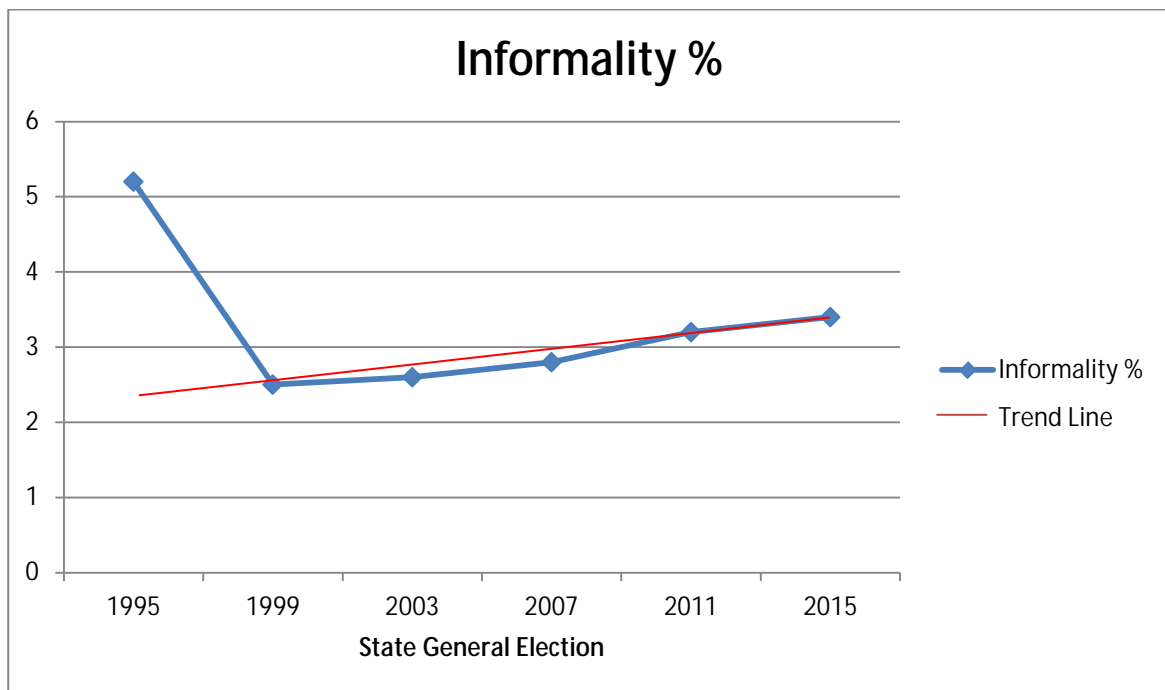
Formality has decreased slightly, from 96.8% in the 2011 State General Election to 96.6% in the 2015 State General Election as shown in the following graph.



Source: NSW Electoral Commission

**Graph 9: Formality Percentages in the State General Elections from 1995 to 2015**

The obverse, informality, has increased slightly from the previous election, from 3.2% in 2011 to 3.4% of total votes in 2015.



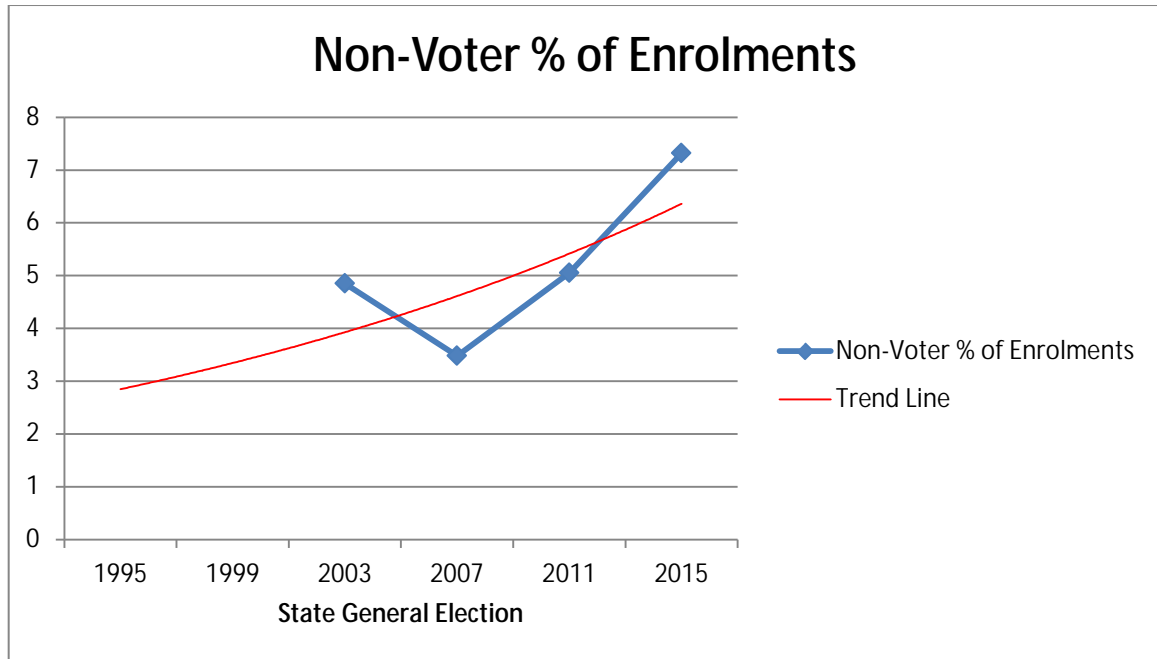
Source: NSW Electoral Commission

**Graph 10: Informality Percentages in the State General Elections from 1995 to 2015**



## Non-Voters

The percentage of non-voters has increased from 5.05% of enrolments in 2011 to 7.32% of enrolments in 2015. This corresponds to the lower voting participation rate. The most reported reason for not voting was "Absent from electoral area/district on polling day" (31% of non-voters who provided a reason for not voting) – this is most likely due to the population becoming more mobile.



Source: NSW Electoral Commission

**Graph 11: Non-Voter Percentages in the State General Elections from 1995 to 2015**

Appendix H provides absolute numbers for the figures in the early voting graphs.

## 2015 State General Election Calendar

The Writs were issued on 7 March 2015 and returned on 20 April 2015. The election calendar is provided on the next page and it sets out the key milestones in the election period.

# ELECTION CALENDAR

## NSW State Election Saturday 28th March 2015



SE-108

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8 FEBRUARY	9 FEBRUARY	10 FEBRUARY	11 FEBRUARY	12 FEBRUARY	13 FEBRUARY	14 FEBRUARY
				10am – Registration for iVote <sup>®</sup> and Postal vote opens		
15 FEBRUARY	16 FEBRUARY	17 FEBRUARY	18 FEBRUARY	19 FEBRUARY	20 FEBRUARY	21 FEBRUARY
22 FEBRUARY	23 FEBRUARY	24 FEBRUARY	25 FEBRUARY	26 FEBRUARY	27 FEBRUARY	28 FEBRUARY
	RO and OM fulltime					
1 MARCH	2 MARCH	3 MARCH	4 MARCH	5 MARCH	6 MARCH	7 MARCH
						Issue of Writ (TBC) Candidates must be on the roll by 6pm
8 MARCH	9 MARCH	10 MARCH	11 MARCH	12 MARCH	13 MARCH	14 MARCH
	8am-6pm RO Office opens to public Nominations open		12 noon – Close of LA party nominations at NSWEC HO	12 noon – Close of LA nominations at RO office 12 noon – Close of LC nominations at NSWEC HO Ballot paper draw 2pm – LA 3pm – LC 12 noon – Registration of electoral material commences		
15 MARCH	16 MARCH	17 MARCH	18 MARCH	19 MARCH	20 MARCH	21 MARCH
	8am-6pm Pre-poll voting opens 8am – iVote <sup>®</sup> voting opens	8am-6pm Pre-poll	8am-6pm Pre-poll	8am-6pm Pre-poll	8am-6pm Pre-poll 5pm – Registration of electoral material closes	9am-5pm Pre-poll voting open
22 MARCH	23 MARCH	24 MARCH	25 MARCH	26 MARCH	27 MARCH	28 MARCH
	8am-6pm Pre-poll DI voting commences 6pm – Postal vote applications close (delivery outside Australia)	8am-6pm Pre-poll	8am-6pm Pre-poll 6pm – Postal vote applications close (delivery within Australia)	8am-8pm Pre-poll	8am-6pm Pre-poll voting closes DI voting closes	<b>ELECTION DAY</b> Polling places open 8am to 6pm 1pm – iVote <sup>®</sup> registration closes 6pm – Initial Pre-poll count commences 6pm – iVote <sup>®</sup> voting closes
29 MARCH	30 MARCH	31 MARCH	1 APRIL	2 APRIL	3 APRIL	4 APRIL
LA data entry commences Commence collection of Authorised Rolls, LC and Dec Vote ballot papers			6pm – Receipt of postal vote declaration closes		Good Friday Public Holiday	Receipt of final Dec Votes, Postal and STH ballot papers
5 APRIL	6 APRIL	7 APRIL	8 APRIL	9 APRIL	10 APRIL	11 APRIL
Easter Sunday Public Holiday	Easter Monday Public Holiday (RO Office in operation – data entry continues)	Performance Assessment Reports in progress	Declaration of LA result by RO		Final day for OM	
12 APRIL	13 APRIL	14 APRIL	15 APRIL	16 APRIL	17 APRIL	18 APRIL
				Declaration of LC result by EC	Performance assessments by ROs completed Decommissioning of RO Office completed	

## 2015 State General Election Service Charter

The Commission's Service Charter for the election sets out the service standards applying to the conduct of the 2015 State General Election.

The Charter reflected the Commission's goals to promote engagement with democracy through enrolment and voting services; providing quality election services in a customer focussed manner; and improving electoral services by innovation in response to opportunities and the community's wishes.

The Commission's evaluation of its conduct of the 2015 State General Election revealed that election participants regarded the election as an outstanding success.

### Electors

"...it was extremely well organised an astonishingly a quick and easy process." - **Core telephone survey respondent**

"The process is quite fair, down the line ....it's very organised and fair..." – **Arabic-speaking discussion group participant**

"(The polling place) was well set up and professional and it was easy – no waiting, a small ten minute wait" – **Core telephone survey respondent**

### Candidates and Political Parties

"I was in contact with the Electoral Commission through candidate seminars, phone calls from returning officers, ballot draws etc and at no time did I see any indication of anything other than strict neutrality and high levels of helpfulness" – **Online survey respondent**

"The NSW Electoral Commission has a good tradition of running fair elections." – **Online survey respondent**

### Election Officials

"The elections are always done professionally and leaders have been well trained and informed. The teams are willing to work well due to leaders being open, helpful and encouraging. The information provided is of high quality." – **Online survey respondent**

"The checks and balances put in place in the sorting and counting were most impressive- there was no possible way that any person could influence the result." – **Online survey respondent**

### Media

(Media Liaison Officer) was extremely helpful given we were 'small fish' – **Online survey**



## NSW State Election 2015 – Service Charter

GOALS	TO BE ACHIEVED BY:	SUCCESS MEASURED BY:
<b>Foster participation in the democratic process</b>	<ul style="list-style-type: none"> <li>• Conducting impartial and fair elections in accordance with the law</li> <li>• Providing services and information to enable all election participants to participate fully including communities with historically lower participation rates</li> <li>• Communicating election information in ways that encourage awareness and engagement</li> <li>• Supporting events and activities that encourage participation in democracy</li> </ul>	<ul style="list-style-type: none"> <li>• Election participants report conduct of election as impartial and fair and without barriers to participation</li> <li>• Election participation equals or exceeds prior election levels</li> <li>• Formality rates equal or exceed prior election levels</li> <li>• There are no Court challenges to declared results</li> </ul>
<b>Provide seamless service delivery</b>	<ul style="list-style-type: none"> <li>• Providing comprehensive services including:                             <ul style="list-style-type: none"> <li>– information services</li> <li>– enrolment services</li> <li>– voting options including pre-poll and technology enabled voting</li> <li>– location and accessibility of polling places</li> <li>– services to assist those with particular needs</li> <li>– responsibilities and entitlements of candidates, groups and political parties including funding and disclosure requirements</li> </ul> </li> <li>• Providing efficient services to meet needs of participants according to legislative mandate</li> <li>• Providing election services in timely, efficient and professional manner</li> </ul>	<ul style="list-style-type: none"> <li>• Stakeholders feel well informed about election events</li> <li>• Election participants report satisfaction with the NSWEC's electoral services</li> </ul>
<b>Be customer focussed and commercially minded</b>	<ul style="list-style-type: none"> <li>• Understanding the needs of our stakeholders and users of our election services through liaison, consultation and structured feedback</li> <li>• Delivering well organised, reliable and quality elections</li> <li>• Ensuring elections are provided on a competitive basis</li> </ul>	<ul style="list-style-type: none"> <li>• Participants report satisfaction with NSWEC's services and election staff</li> <li>• Those entities using the NSWEC to conduct elections report satisfaction with services provided and see these as representing value</li> <li>• Costs of providing elections are recovered</li> <li>• The NSWEC actively seeks feedback on its services</li> </ul>
<b>Be innovative and fast adaptors</b>	<ul style="list-style-type: none"> <li>• Utilising new technologies to increase convenience for those participating in elections within the legislative mandate while maintaining integrity of the election and security of information</li> <li>• Review developments in election services and funding and disclosure across Australia and internationally for possible application to NSW</li> </ul>	<ul style="list-style-type: none"> <li>• The NSWEC is seen as seeking to adapt its services, within legislative requirements, to meet participants' needs</li> <li>• The NSWEC advises Government of innovations that will strengthen the democratic system and improve administration of elections</li> </ul>

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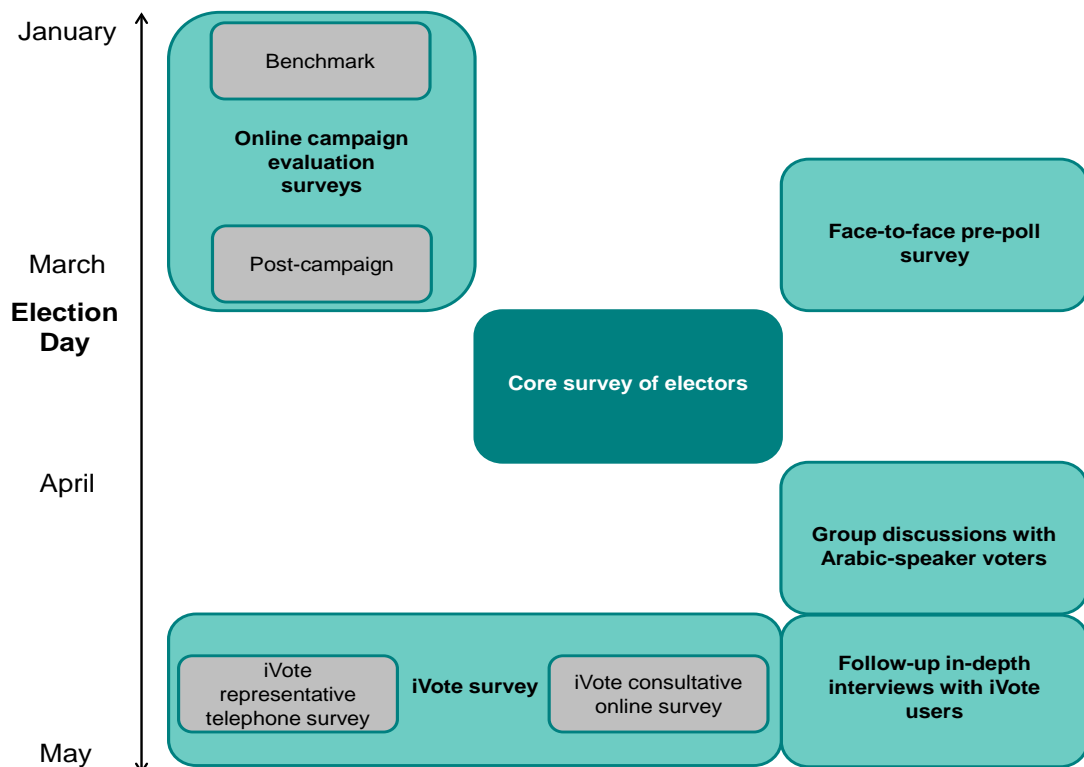
## Evaluation of the NSW Electoral Commission’s Conduct of the Election

Ipsos Social Research Institute conducted research on behalf of the NSW Electoral Commission on the satisfaction of electors with the conduct of the 2015 State General Election. The aim of the research was to provide a reliable and representative picture of electors’ perceptions of, and satisfaction with the services offered at the 2015 State General Election. The Ipsos Social Research Institute was contracted to undertake the Commission’s elector surveys to enable comparison against the standards in the Charter.

The components of the evaluation of electors’ satisfaction were:

- online evaluation of the communication campaign;
- on site interviews at four pre-poll centres over the pre-poll period;
- telephone representative survey of electors following election day;
- in-depth interviews with the iVote service users; and
- follow-up survey of electors who used iVote.

Diagrammatically, the research components and timeframes were:



The findings from these evaluation components are presented in each of the following sections. The questionnaires and survey results are provided in Part 2 of this report (disc form).



The satisfaction of other election participants, candidates and political parties, the media and election staff was measured through online surveys the Commission developed and distributed. The results of these surveys are also provided in the following sections.

These various evaluations, taken together with the elector evaluations, demonstrate that the conduct of the 2015 State General Election overall achieved the goals of the Service Charter. Where performance has not met the standards indicated, typically the causes are not related to the performance of the NSW Electoral Commission, for example, the declared result of the 2015 State General Election was challenged and while leave has been sought to discontinue the petition, the Commission points out that the challenge was not based on a failure of the Commission as outlined further in this section.

### Successful Performance against Service Charter

**Goal: Foster participation in democracy**

P

*Success: election participants see the election as impartial and fair, participation is fostered, so participation and formality rates exceed or equal prior elections and there are no Court challenges stemming from the conduct of the election by the Electoral Commission.*

**Goal: Provide seamless service delivery**

P

*Success: participants feel well informed and satisfied with electoral services.*

**Goal: Be customer focussed and commercially responsible**

P

*Success: participants are satisfied with services and electoral staff.*

**Goal: Be innovative and fast adaptors**

P

*Success: the Commission is recognised for innovative services that meet participants' needs and for advising the NSW Government of innovations to strengthen the democratic system and improve administration of elections.*

## **The Commission's Response to Recommendations of the Joint Standing Committee on Electoral Matters, 2011 State General Election**

The Committee's Report on the 'Administration of the 2011 NSW Election' contained recommendations specifically directed to the NSW Electoral Commission; the remainder fell to the NSW Government to action. A number of the latter recommendations required legislative amendment but no Bills were introduced into Parliament before the 2015 State General Election to give effect to them.

The NSW Electoral Commission actioned all of the recommendations where it had the necessary authority and legislative mandate to do so, specifically:

**Recommendation 2. *Continue to promote awareness of registered general postal voting and promotion of those options such as iVote and mobile voting which are available to rural and remote voters.***

Completed.

This was undertaken via the Commission's communication campaign preceding the 2015 State General Election.

**Recommendation 3. *Undertake a review of the pre-poll application process. This review should include consideration as to:***

- *whether the current categories for applicants should be simplified*
- *allow any voter, who cannot attend a polling place on polling day, to apply for pre-poll voting;*
- *what the impact of any recommended changes to the pre-poll application process might be on the resources of the NSWEC and other stakeholders (such as the political parties); and*
- *whether any recommended changes to the pre-poll application process might require adjustments to be made to the pre-poll voting period.*

Completed.

In August 2013, the NSWEC provided the Committee with its *Report on Pre-Poll and Postal Vote Application Processes*. This Report was included also in the Commission's submission to the Committee's *2014 Inquiry into Preparations for the 2015 Election*.

**Recommendation 4. *The Department of Ageing, Disability and Home Care, Department of Family and Community Services, assist the NSWEC in developing means for the timely identification of declared institutions for the purposes of elections.***

Completed.

Facilities listed by Department of Ageing, Disability and Home Care and Family and Community Services were contacted to obtain numbers of eligible residents and provide information on voting options.

**Recommendation 5. *Facilitate a dialogue between disability advocacy groups and parties and candidates, on the importance of providing voter information in accessible formats.***

Completed.

With the Commission's Disability Reference Group and the Culturally and Linguistically Diverse Reference Group, the NSWEC prepared materials for registered political parties and candidates.

**Recommendation 7. *Publish registered electoral material at NSWEC offices and on its website, as soon as is practicable after the deadline for registration, with a view to increasing public access to this material during future elections.***

The Government did not support this recommendation although the Commission undertook preliminary work on the recommendation.

**Recommendation 11. *Develop and implement voter preference verification for voters using iVote at the 2015 State General Election.***

Completed.

See

[http://www.elections.nsw.gov.au/\\_data/assets/pdf\\_file/0003/125454/iVote\\_Strategy\\_for\\_SGE\\_2015\\_Amendment\\_4\\_-\\_March\\_2015.pdf](http://www.elections.nsw.gov.au/_data/assets/pdf_file/0003/125454/iVote_Strategy_for_SGE_2015_Amendment_4_-_March_2015.pdf)

**Recommendation 14. *Investigate and report back to the Committee on the future use of an electronic system to mark-off voters.***

Completed.

See

[http://www.elections.nsw.gov.au/\\_data/assets/pdf\\_file/0006/173373/Multiple\\_Voting\\_and\\_Voter\\_Identification.pdf](http://www.elections.nsw.gov.au/_data/assets/pdf_file/0006/173373/Multiple_Voting_and_Voter_Identification.pdf).

## **The Commission's Response to Recommendations of the Joint Standing Committee on Electoral Matters, 'Preparations for the 2015 State General Election'**

The Committee was asked to report on the electoral processes concerning the lead up to the 2015 State General Election with particular reference to the NSW Electoral Commission's preparations for this election and the Western Australia Senate count and steps being taken to avoid similar issues with the NSW Legislative Council count.



The Committee found that:

- based on the evidence that the Electoral Commission was making good progress in the preparations for the 2015 State General Election and that it had no major concerns.
- the Commissioner was progressing well in engaging with youth voters, but should monitor social and other media to ensure this progress is maintained.

**Recommendation 1. *The Committee recommends that the requirement to initial the front of every ballot paper is reinforced during training of all State General Election staff.***

Completed.

**Recommendation 2. *The Committee recommends that the NSW Government gives consideration to amending the legislation to make the initialling of all ballot papers a legislative requirement.***

The Electoral Commissioner believes the legislation already provides for initialling of all ballot papers, and that un-initialled ballot papers are saved from informality under special provisions in the *Parliamentary Electorates and Elections Act 1912*. It is however, a matter for the NSW Government to action.

**Recommendation 3. *The Committee recommends that the Commissioner should include in contracts for pre-poll booths a requirement for limited storage space for the use of candidates contesting the election to store their pre-poll election material.***

Implemented via instructions given to pre-poll managers to allow party workers to store materials in the pre-poll venues overnight on the condition they were removed before voting commenced each morning the pre-poll venue was operational.

**Recommendation 4. *The Committee recommends that the NSW Government gives consideration to amending the legislation to remove the requirement for the Electoral Commissioner to keep paper rolls.***

Supported but is a matter for the NSW Government to action.

## **Challenge to Election Result**

On 29 May 2015, Mr Peter Jones, leader of the 'No Land Tax Campaign' [NLTC], lodged a petition in the Court of Disputed Returns, challenging the Legislative Council election result. This challenge was based on claims that there was interference with the party's employees by the Liberal Party, Macquarie Radio Network and the Labor Party; and a defamatory smear campaign by Macquarie Radio Network.

The orders sought were:

- Mr Jones be declared elected and that public funding be paid to the NTLC for its election campaign expenditure, or
- The Legislative Council result be declared void, a new election held and election campaign expenditure be reimbursed, or
- The NTLC party receive public funding for election campaign expenditure

The petition named Mr Mark Pearson (elected to the Legislative Council representing the Animal Justice Party) as First Respondent and the Electoral Commissioner as Second Respondent. As Mr Jones did not make any claims of misconduct on the part of Mr Pearson or the NSW Electoral Commission, nor allege any breaches of the *Parliamentary Electorates and Elections Act 1912*, on 23 June 2015 the Electoral Commissioner filed a motion to have the matter dismissed and Mr Jones subsequently filed a motion to discontinue the petition. The matter is expected to be concluded in September.

## Enforcement Activities

On 1 December 2014 the *Electoral and Lobbying Legislation Amendment (Electoral Commission) Act 2014* commenced, granting the Commission a clear mandate to institute criminal and civil proceedings for contraventions of the electoral and lobbying laws. To facilitate this mandate, the Commission will undertake investigations into any suspected contraventions of the legislation, with the view of collecting, collating and presenting such evidence in an admissible format, to ensure compliance and enforcement functions meet appropriate professional standards.

The Electoral Commission received a considerable number of complaints concerning alleged breaches of the *Parliamentary Electorates and Elections Act 1912* during the 2015 State General Election. The vast majority concerned the alleged inadequate authorisation and/or registration of electoral ('how-to-vote') material and other election material, and the conduct of election participants.

There were four matters of interest that came to the attention of the Commission, which involved allegations of aspects of the following:

1. Multiple voting – matter was the subject of a preliminary review and assessment and it was determined that there was insufficient evidence to conduct an investigation;
2. Failure to provide details of printer and failure to register electoral material pursuant to s 151E and s 151G of the *Parliamentary Electorates and Elections Act 1912*, (East Hills electoral district) – investigation is ongoing;
3. Tampering with the NSW Electoral Commission's iVote system/protection of computer hardware and software pursuant to s 121AI of the *Parliamentary Electorates*

*and Elections Act 1912* – the matter was subject to a preliminary review, and no offence found;

4. Tampering with electoral papers – post election – pursuant to s 136 and s 114J of the *Parliamentary Electorates and Elections Act 1912* – the matter was investigated, and no offence was found.

### Advice on Future Legislative Amendment

On 9 May 2013, the Joint Standing Committee on Electoral Matters reported on the conduct of its review into the *Parliamentary Electorates and Elections Act 1912* and *Election Funding, Expenditure Disclosure Act, 1981*. The Joint Standing Committee on Electoral Matters' recommendations largely reflected the submissions made to it by the Commission which were, in summary: to simplify, modernise and combine the electoral and campaign finance laws under one Electoral Act; to abolish the Election Funding Authority (EFA); and to reconstitute the Commission into a three member entity with the enforcement functions of the former EFA in relation to campaign finance offences and additional enforcement functions in relation to electoral offences.

In its November 2013 response to the Joint Standing Committee on Electoral Matters' review of the *Parliamentary Electorates and Elections Act 1912* and *Election Funding, Expenditure Disclosure Act, 1981*, the Government supported the Committee's principal recommendation that those Acts should be replaced with a modernised and unified Electoral Act. The response also noted that each of the Committee's specific recommendations was to be considered in detail during the drafting of legislation. In May 2014 however, the Government established a 'Panel of Experts' to investigate the potential for further reforms to election funding laws, and the government announced that it intends to refer the Panel's findings to the Joint Standing Committee for Electoral Matters for consideration. Therefore, it is anticipated that amendments to the *Parliamentary Electorates and Elections Act 1912* and the *Election Funding, Expenditure Disclosure Act, 1981* will take place before the 2019 State General Election.

As noted earlier, on 1 December 2014 the *Electoral and Lobbying Legislation Amendment (Electoral Commission) Act 2014* introduced amendments to, among other things, give effect to the Joint Standing Committee on Electoral Matters' recommendation regarding the reconstitution of the Commission. A Bill is yet to be introduced to Parliament to give effect to the remaining Committee's recommendations which largely go to streamlining and modernising the NSW electoral and campaign finance laws. The full list of recommendations is included as Appendix P.

Since the Commission's submission to the Joint Standing Committee on Electoral Matters' Acts review, and following the conduct of the 2015 State General Election, additional amendments are recommended, including:

- enabling registered postal voters to be deemed as registered for iVote due to concerns that reduced postal delivery services ultimately will impact on the

ability of postal vote material to be distributed and returned in accordance with election time frames;

- amending the Court of Disputed Returns provisions to clarify that “illegal practices” means only those that are breaches of the *Parliamentary Electorates and Elections Act 1912*, in order to prevent unwarranted/ misguided petitions as occurred in the Jones petition referred to above. Mr Jones did not allege any irregularity in the conduct of the election or any breach of the *Parliamentary Electorates and Elections Act 1912*, but that the illegal practices consisted of defamatory statements made by political parties and the media which had affected the election result;
- further streamlining the political party registration provisions to address past problems;
- limiting the membership of a Legislative Council Group to the number capable of being elected, i.e., 21. A model provision is in s58(4) of the *South Australian Electoral Act, 1985* – ‘The number of candidates in a group must not exceed the number of candidates required to be elected at the particular election’;
- fully centralising nominations for the Legislative Assembly at the office of the NSW Electoral Commission, as is currently the case for Legislative Council nominations;
- amending authorisation requirements to make it clear on whose behalf electoral material is being distributed. This is in line with the *Commonwealth Electoral Act 1918*, and will assist with eliminating second preference ‘how-to-vote’ cards being distributed prior to election day (currently s151G(7A)(a1) deals only with material to be registered for election day distribution); and
- including offences for passing off as the NSW Electoral Commission, or otherwise distributing material made to appear as an official message, e.g., brochures bearing the State Arms, and posters stating “Just Vote 1” or “Remember to number every square”.
- enhancing the electoral commissioner’s ability to make approved procedures in connection with the iVote system that will ensure responsible disclosure of iVote system vulnerabilities.

### 3. Service Charter Goal: Foster Participation in the Democratic Process

***We aim to:***

- ***conduct impartial and fair elections in accordance with the law and to provide services and information to enable all election participants to participate fully including communities with historically lower participation rates, and***
- ***communicate election information and support activities that encourage participation in democracy***

**We will be successful when election participants see the election as impartial and fair, participation is fostered, so participation and formality rates exceed or equal prior elections and there are no Court challenges stemming from the conduct of the election by the Commission.**

The Commission successfully engaged electors and citizens with the democratic process. Services were provided that enabled electors to participate easily and conveniently. Electors stated that they thought the Commission conducted the election impartially and fairly.

#### **Electorate boundary changes**

New South Wales is currently divided into 93 electoral districts. At a NSW State General Election, the people in each electoral district elect one person to represent them in the Legislative Assembly or lower house of Parliament. Each of these elected representatives has one vote in the Parliament so it is important that each of them represents approximately the same number of voters. This means that all electoral districts should have approximately the same size population of voters.

The number of voters in each electoral district should equal the number of people enrolled in NSW divided by the number of districts, allowing for no more than a 10% variation.<sup>1</sup>

In NSW, legislation requires a redistribution to take place after every two state elections. The last redistribution was held in 2004. There have been two state elections held since the 2004 redistribution (in 2007 and 2011) so NSW was required to conduct another redistribution in preparation for the 2015 State General Election.

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<sup>1</sup> [http://www.redistribution.nsw.gov.au/about\\_redistributions/why](http://www.redistribution.nsw.gov.au/about_redistributions/why)

A redistribution must also take place if, at any time, more than one quarter of electoral districts differ from the average, by more or less than 5%, for more than two months. This is to safeguard equal representation in the event that many electoral districts become uneven before the next scheduled redistribution. In recent times this trigger for a redistribution has not arisen.

In 2013, a redistribution of the NSW electoral districts was carried out. The district of Newtown was created and Murrumbidgee was abolished. The following districts were renamed:

- Cootamundra (formerly Burrinjuck)
- Holsworthy (formerly Menai)
- Murray (formerly Murray-Darling)
- Prospect (formerly Smithfield)
- Seven Hills (formerly Toongabbie)
- Summer Hill (formerly Marrickville)

More information on the re-distribution process can be found at [http://www.redistribution.nsw.gov.au/about\\_redistributions/how](http://www.redistribution.nsw.gov.au/about_redistributions/how)

### **Engaging Citizens with the Democratic System**

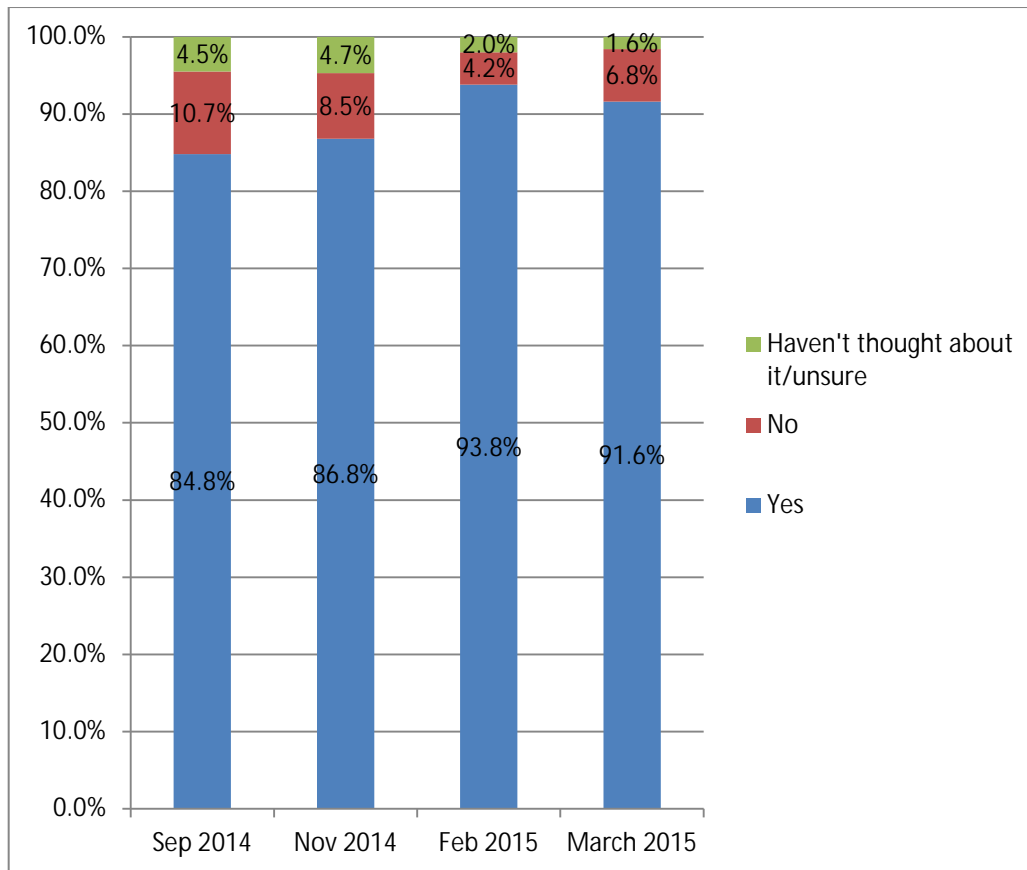
Between elections the Commission engages with the community via peak bodies and various groups representing communities and special interest groups. Consultation and communication heightened with these groups in the run up to the 2015 State General Election. The NSWEC engaged with the community by:

- seeking feedback from registered political parties and elected Members of Parliament on the number and location of polling places;
- liaising with the following advocacy groups on services required by special groups in the community:
  - Homelessness NSW
  - NSW Council for Intellectual Disability
  - Vision Australia
  - Blind Citizens Australia
  - Brain Injury Association
  - Mental Health Coordinating Council
  - Mental Health Association
  - Physical Disability Council of NSW
  - Multicultural Disability Advocacy Association of NSW
  - Carers NSW
  - Deaf Society of NSW
  - Aboriginal Disability Network
  - NSW Council of Intellectual Disability
  - SHHH Australia Inc.
- actively promoting participation for all groups in the community;

- establishing online mechanisms for enquiries and feedback including complaints of allegations of unlawful activities, to be raised with the NSW Electoral Commission.
- seeking feedback from all stakeholders on electoral services and the performance of the Commission.
- conducting 'Get Ready to Vote' and other election workshops to educate community reference groups on the election.

To guide its communication campaign for the coming election, the Commission from September 2014 monitored the intention of electors to vote in the March 2015 State General Election.

Snapshot surveys were undertaken in September and November 2014 and again in early February and March 2015. As the following graph shows, intention to participate peaked in the February 2015 survey and then fell slightly in the following (March) survey.



Source: Woollcott Research for the NSW Electoral Commission, September 2014, November 2014, February 2015 and March 2015.

**Graph 12: Intent to Vote in the 2015 State General Election**

### Voting Participation by Electors

Despite these positive indications of intentions to vote, the election had a participation rate of 90.5%, a small decrease (2.1%) from 2011. This is generally consistent with recent elections held in other Australian jurisdictions.

Across Australia, Queensland, the Australian Capital Territory, South Australia and Tasmania experienced a decrease in election participation. Victoria and the Northern Territory had small increases in elector turnout.

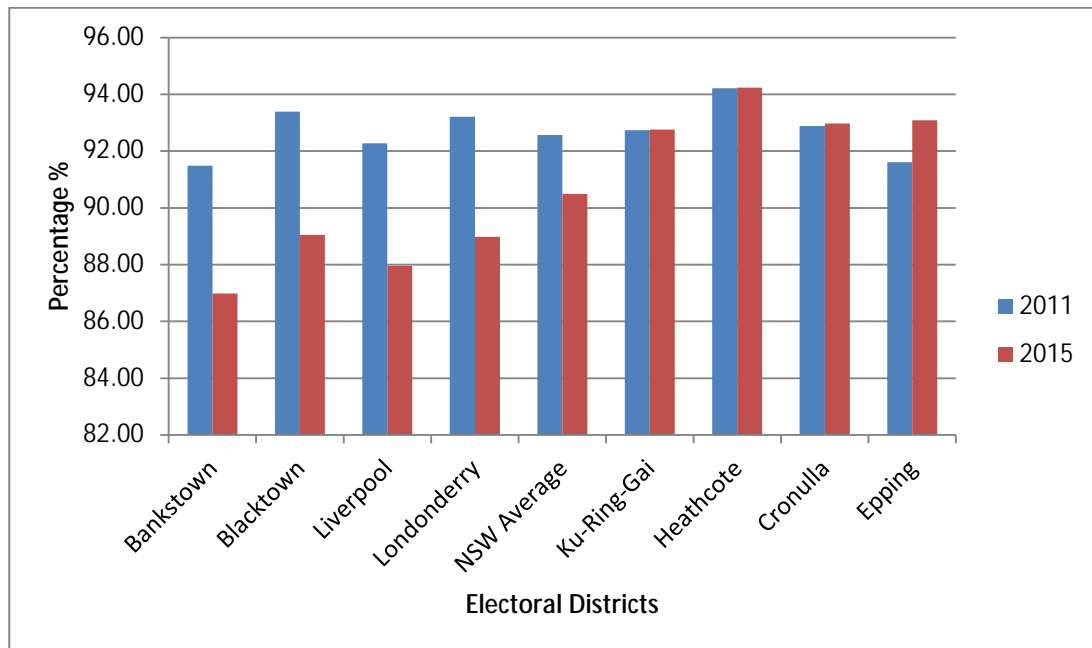
**Table 3: Election Participation Across Australia**

State	Election Period	Participation Rate	Change
Australian Capital Territory	2008 - 2012	90.32% - 89.26%	-1.06%
Northern Territory	2008 - 2012	75.65% - 76.91%	1.26%
Queensland	2012 - 2015	90.99% - 89.89%	-1.10%
South Australia	2010 - 2014	92.78% - 91.94%	-0.84%
Tasmania	2010 - 2014	93.85% - 93.49%	-0.36%
Victoria	2010 - 2014	92.96% - 93.01%	0.05%

Source: <http://elections.uwa.edu.au/statedetail.lasso?statesection=Elections>

As in every election, the rate of participation varies by electoral district. Within NSW, for the 2015 State General Election, the picture is indicated by:

- Heathcote (94.2%), Baulkham Hills (93.8%), Hornsby (93.4%) and Blue Mountains (93.3%) districts had the highest rate of participation.
- Sydney district with 83.9% had the lowest participation rate as in the 2011 Election (83.9%).
- Epping, Cronulla, Heathcote and Ku-ring-gai districts had the largest increases in participation.
- Bankstown, Blacktown, Liverpool and Londonderry districts had the largest decreases in participation.



Source: NSW Electoral Commission.

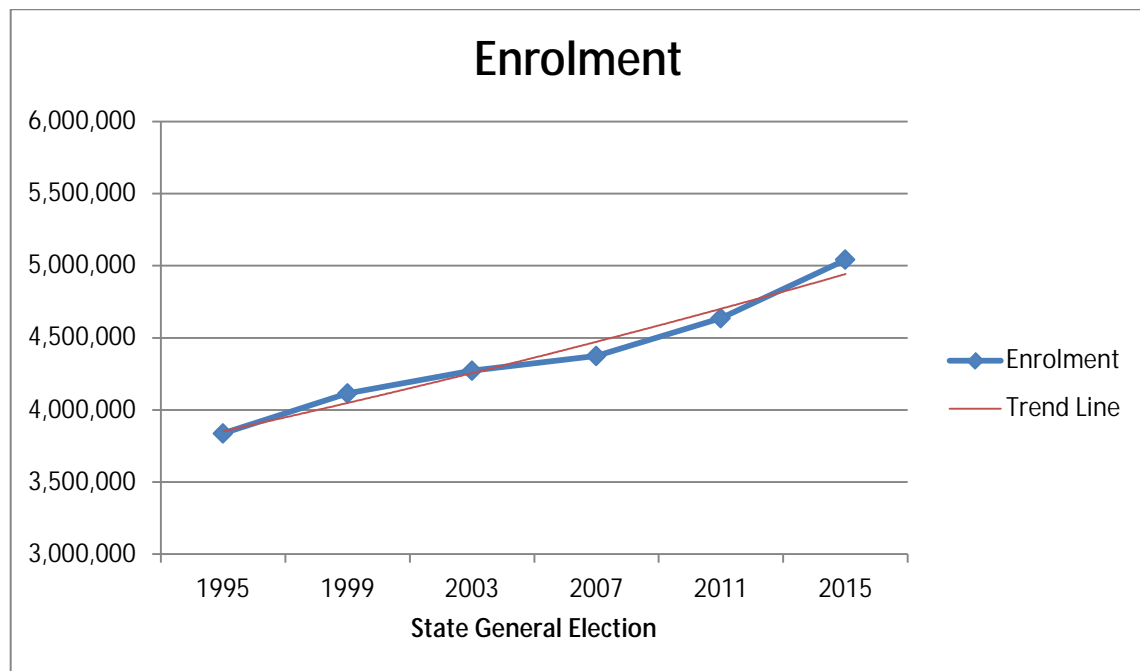
**Graph 13: Electoral Districts with the Greatest Changes in Participation between State General Elections 2011 and 2015**



While some district boundaries have changed between the 2011 and 2015 elections making comparisons more difficult, the comparisons provide some useful indications for further monitoring.

### Enrolment by Electors

The number of citizens enrolled for the 2015 State General Election was 5,040,662; an increase of 404,852 voters (8.7%) from 2011 State General Election. There has been a steady increase in the number of enrolled electors since 1995 as shown in the following graph:



Source: NSW Electoral Commission.

**Graph 14: Enrolments from 1995 to 2015 State General Elections**

### Formality

Formality of votes cast is also an indicator of participation. In the 2015 State General Election, formality had a negligible decrease from 96.8% in 2011 to 96.6% in 2015. All ten districts with the highest informality rates were located within the Sydney metropolitan area.

The ten electoral districts with the highest informality rates were:

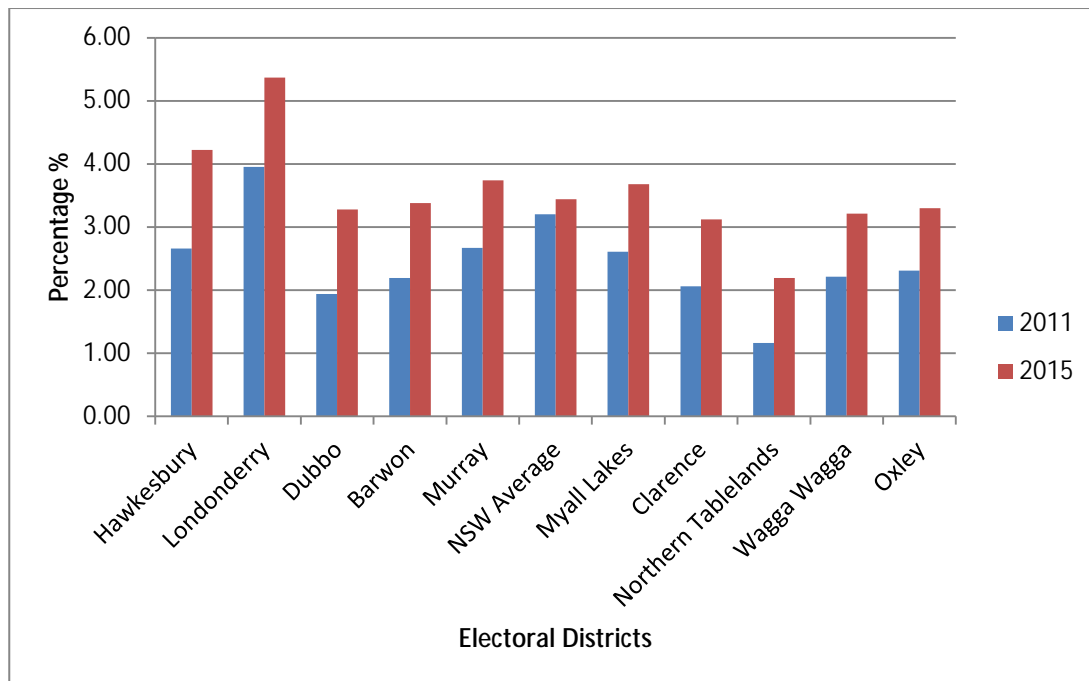
Bankstown	6.1%	Lakemba	5.5%
Auburn	5.5%	Fairfield	5.4%
Londonderry	5.4%	Liverpool	5.4%
Mount Drutt	5.3%	Holsworthy	4.9%
Prospect	4.8%	Canterbury	4.8%

Nine of these ten districts (excepting Holsworthy) have a higher than average proportion of Aboriginal or culturally and linguistically diverse residents. Six also had some of the highest informality rates in the 2011 State General Election (Bankstown, Lakemba, Auburn, Fairfield, Liverpool and Mount Druitt).

The ten electoral districts recording the lowest informality rates were:

North Shore	2.0%	Balmain	2.1%
Manly	2.1%	Northern Tablelands	2.2%
Davidson	2.2%	Lismore	2.2%
Hornsby	2.3%	Tamworth	2.3%
Ballina	2.4%	Coogee	2.4%

The districts that showed the largest increase in informality since the 2011 election were Hawkesbury, Londonderry, Dubbo, Barwon, Murray-Darling, Myall Lakes, Clarence, Northern Tablelands, Wagga Wagga and Oxley. The below graph shows a comparison between the informality rates of these districts during the 2011 and 2015 elections:



**Graph 15: Electoral Districts with the Greatest Changes in Informality Rates between State General Elections 2011-2015**

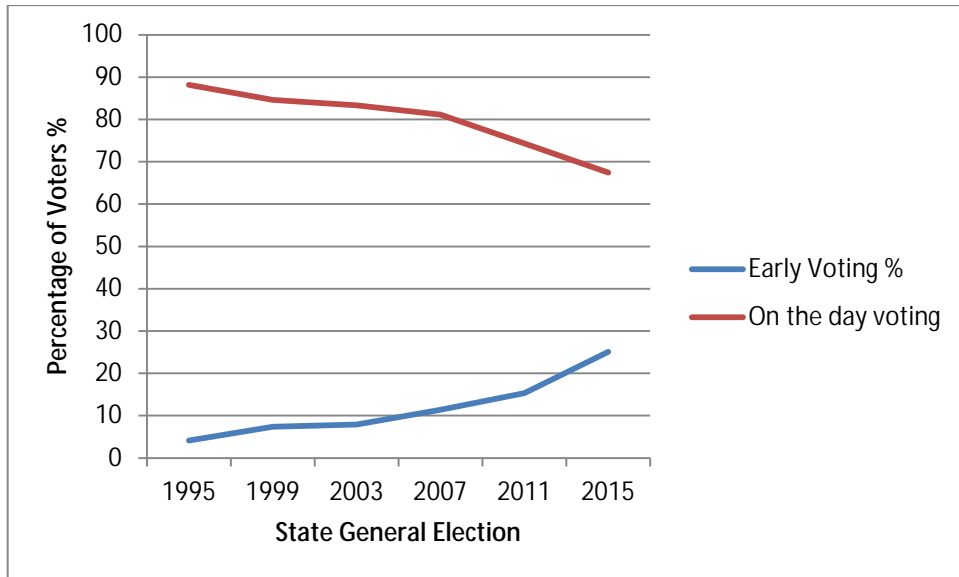
Source: NSW Electoral Commission.

### Early Voting

Overall, the percentage of voters using an early voting method, such as iVote, postal, pre-poll and declared institution voting, increased from 15.3% in 2011 to 25.1% in 2015. Pre-poll voting and iVote experienced the greatest change in usage (up by 82% and 505% respectively). There is a fuller description of iVote in Section 6.

Ordinary voting (voting on the day of the election at a polling place) has experienced a steady decline since the 1995 State General Election, from 74.3% of votes in 2011 to 67.4% of votes in 2015.

The following graph shows the trend in early voting versus voting on the day.



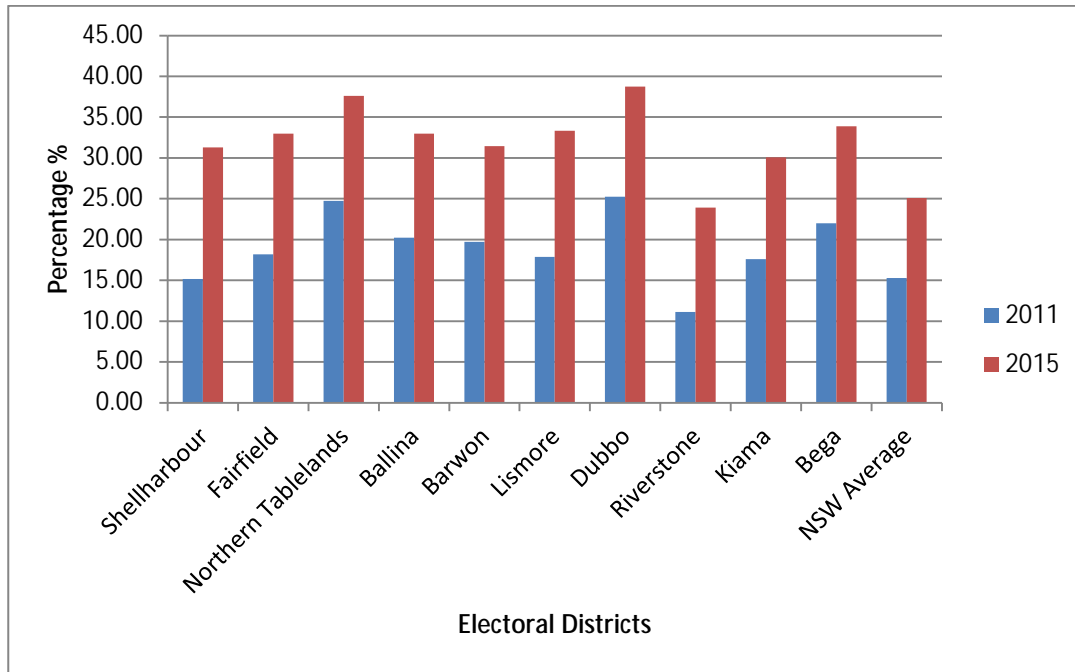
Source: NSW Electoral Commission.

**Graph 16: Early Voting versus on the Day Voting Percentages for the State General Elections from 1995 to 2015**

The ten districts with the highest increases in usage of early voting methods were:

Shellharbour	16.1%	Lismore	15.4%
Fairfield	14.8%	Dubbo	13.5%
Northern Tablelands	12.8%	Riverstone	12.8%
Ballina	12.7%	Kiama	12.5%
Barwon	11.8%	Bega	11.9%

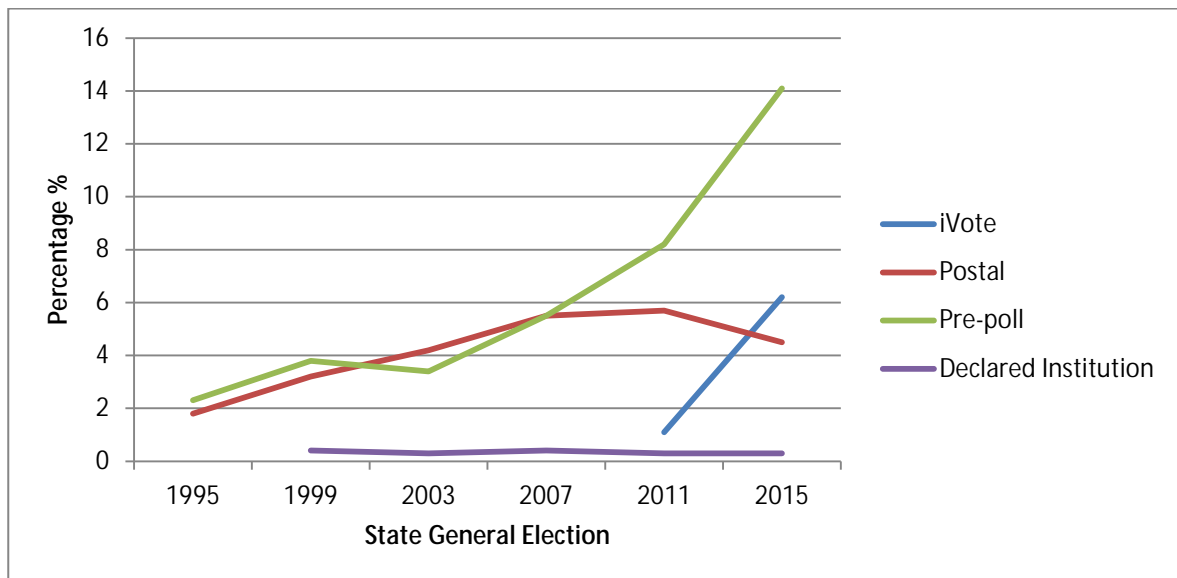
See the below graph for a comparison of early voting percentages for the above districts between the 2011 and 2015 State General Elections.



Source: NSW Electoral Commission.

**Graph 17: Electoral Districts with the Greatest Changes in Early Voting Rates between State General Elections 2011-2015**

The next graph shows the change in usage of early voting methods over the past 20 years:



Source: NSW Electoral Commission.

**Graph 18: Trends in Early Voting State General Elections 1995 to 2015**

Postal voting is the only voting type that markedly decreased in use between the 2011 and 2015 State General Elections. It is likely that some postal voters from 2011 would have used iVote in the 2015 State General Election.

The below table shows the percentages for the different types of voting methods used at the elections from the years 1995 to 2015.

**Table 4: Proportion of Total Votes by Vote Types at 1995 to 2015 State General Elections**

Vote Type	1995	1999	2003	2007	2011	2015
	%	%	%	%	%	%
iVote®	-	-	-	-	1.1%	6.2%
Postal	1.8%	3.2%	4.2%	5.5%	5.7%	4.5%
Pre-poll	2.3%	3.8%	3.4%	5.5%	8.2%	14.1%
Declared Institution	N/A	0.4%	0.3%	0.4%	0.4%	0.3%
<b>Early Voting Totals</b>	<b>4.1%</b>	<b>7.4%</b>	<b>7.9%</b>	<b>11.4%</b>	<b>15.4%</b>	<b>25.1%</b>
Ordinary	88.2%	84.6%	83.6%	81.1%	74.3%	67.4%
<b>On the day voting totals</b>	<b>88.2%</b>	<b>84.6%</b>	<b>83.6%</b>	<b>81.1%</b>	<b>74.3%</b>	<b>67.4%</b>
Section/Silent	N/A	0.1%	0.2%	0.1%	0.3%	0.3%
Enrolment New	-	-	-	-	0.5%	0.9%
Absent	7.7%	7.9%	8.3%	7.4%	9.5%	6.3%
<b>Other voting methods totals</b>	<b>7.7%</b>	<b>8.0%</b>	<b>8.5%</b>	<b>7.5%</b>	<b>10.3%</b>	<b>7.6%</b>
<b>Totals</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: NSW Electoral Commission.

Appendix H shows the number of votes for these types of votes in the State General Elections from 1995 to 2015.

### Candidate Participation (Nominations)

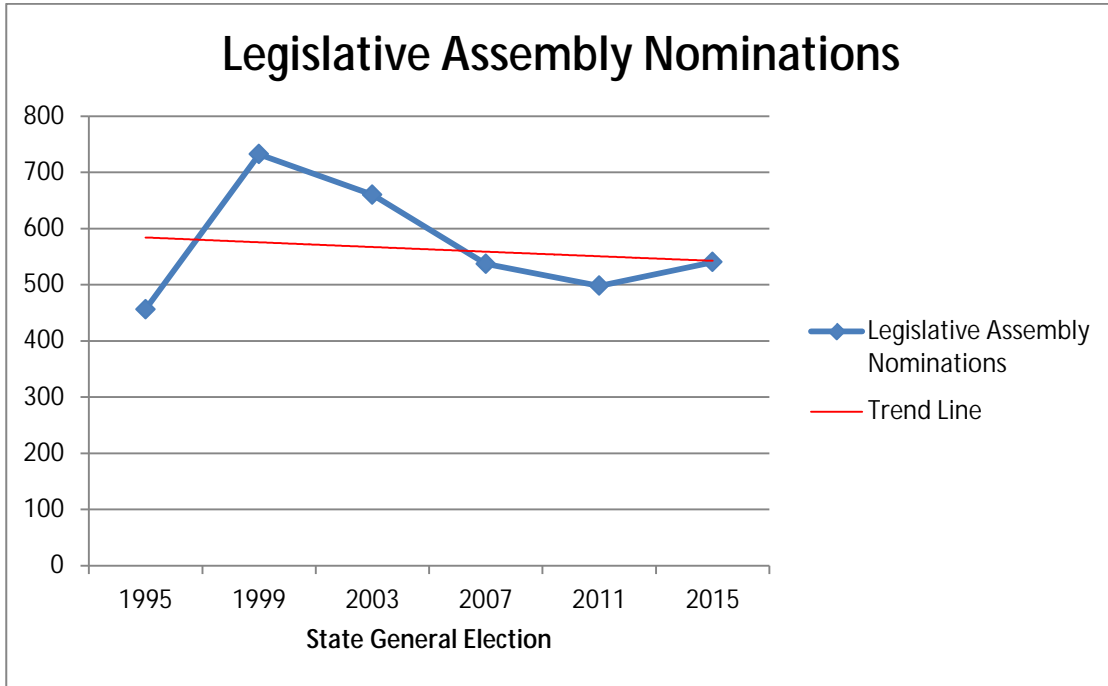
The number of candidates nominated for the Legislative Assembly steadily decreased from the 1999 to 2011 elections but increased by 8.5% since the 2011 election.

Legislative Council nominations jumped from 311 in the 2011 election to 394 in 2015, an increase of 26.7%.

It has been said the increase in the number of candidates in 1999 can be explained by the fact that 81 groups were registered on the ballot paper for the 1999 election as opposed to only 28 groups in 1995. After the 1999 election, rules regarding the registration of political parties were amended causing the number of candidates nominated to decrease as there were less parties registered for the 2003 election.<sup>2</sup>

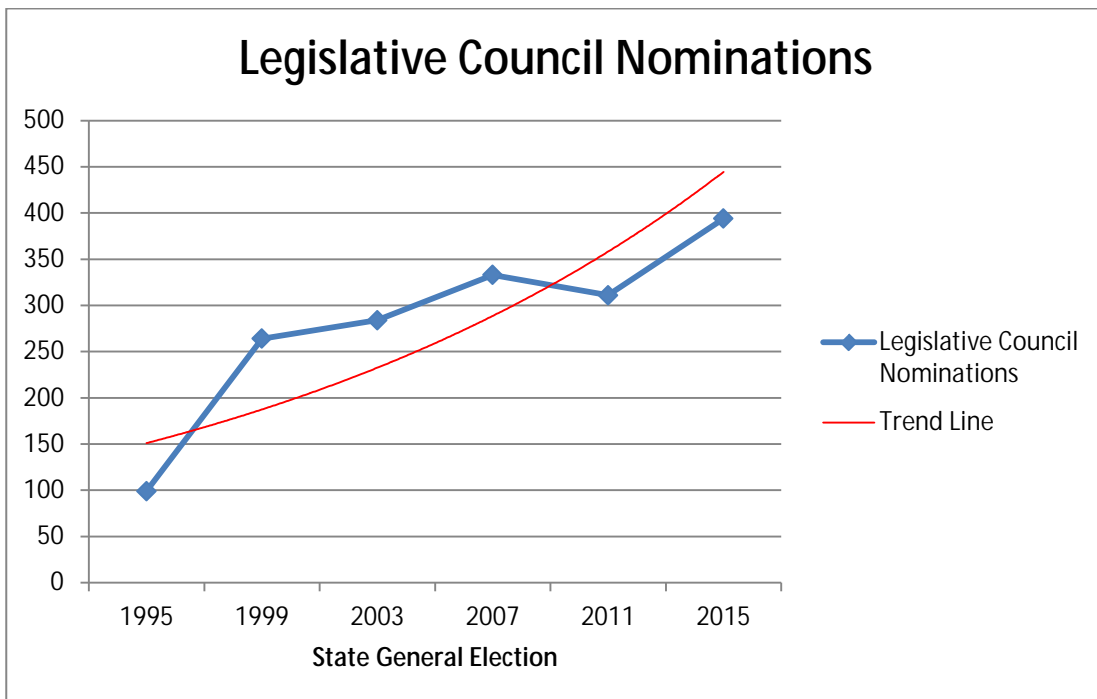
These trends are shown in the two graphs following.

<sup>2</sup> <http://blogs.abc.net.au/antonygreen/2009/06/nsw-legislative.html>



Source: NSW Electoral Commission.

**Graph 19: Legislative Assembly Nominations from State General Elections 1995 to 2015**



Source: NSW Electoral Commission.

**Graph 20: Legislative Council Nominations from State General Elections 1995 to 2015**

## iVote

iVote was introduced in 2011 to give the following elector groups access to internet/telephone voting while maintaining their right to a secret ballot:

- electors with blindness or low vision;
- electors with another disability including a reading disability;
- electors living 20 kilometres or more from a polling place; and
- electors going to be outside of NSW on election day.

299,890 people registered for iVote for the 2015 State General Election and 283,669 used the system to cast their vote. This means that 94.6% of people who registered used the system to vote in the 2015 State General Election. Detail on iVote is provided in Section 6: Innovative, Fast Adaption.

The below table shows the number of people from each eligible group who cast their vote using iVote.

**Table 5: iVote Votes by Eligibility Criteria and Technology Used, 2015 State General Election**

Criteria	iVote Totals	Total %	Internet/Call Centre iVote	Telephone (IVR) iVote®
Blind/vision impaired/illiterate	4,818	2%	4,609	209
Other disabilities	12,714	4%	12,337	377
20km from a polling place	8,407	3%	8,270	137
Outside NSW on polling day	257,730	91%	255,357	2373
<b>Totals</b>	<b>283,669</b>	<b>100%</b>	<b>280,573</b>	<b>3,096</b>

Source: NSW Electoral Commission.

## 2015 State General Election Communication campaign

The *Parliamentary Electorates and Elections Act 1912* requires the NSW Electoral Commission to advertise certain electoral activities and milestones such as nominations. The Commission also provided a broader communication campaign using its website, media releases and liaison with community groups to promote an awareness of coming election and maximise participation. A total of 19 media releases were distributed as part of the 2015 State General Election campaign (see Appendix N for more detail).

The NSW Electoral Commission's advertising campaign was organised around the following messages:

- Redistribution may affect you.
- Participation - the need to enrol and vote;
- issue of the Writ;
- candidate nominations;
- registration of candidates and registered political parties' 'how-to-vote' material;
- arrangements for pre-poll and postal voting;
- arrangements for interstate and overseas voting;
- Legislative Assembly and Legislative Council candidates; voting formally for the Legislative Assembly and Legislative Council elections;
- remember to vote – election day messages.

A media briefing was held at Parliament House on 16 February 2015 and was attended by 24 media personnel.

The communication campaign commenced on 22 February 2015 with Brand/ enrolment and iVote as the first messages. The messages, advertising timeframes and medium used are shown in Appendix N.

The forms of media used went beyond the more traditionally used forms of television, radio and press, to include catch up and internet television. A total of 68 interviews were conducted on 30 regional, Sydney metropolitan or state-wide radio and television stations. Culturally and linguistically specific forms of communications outlets were used as shown in Appendix N.

Please see Appendix J for the advertisements used in the lead up to the election.

Election funding and disclosure information was provided via press and radio advertisements focussing on the reporting requirements for the election. The messages, advertising timeframes and medium used are provided in Appendix I.



## Using Digital Advertising and Social Media for the 2015 State General Election

Digital advertising delivered a huge number of banner advertisements to internet users raising awareness of the election and delivering a direct 'clickthrough' to the NSW Electoral Commission's website for further action and information. The interest it engendered through subsequent actions such as going to the Commission's website or posting comments or blogging was directly measurable.

Digital banner advertising was placed on major portals such as Fairfax Digital, News Limited, Nine MSN and Yahoo. The target audience was all people over 18 years but with a younger skew. Each advertisement invited viewers to click through to the Commission's website for further action or more information. Copies of digital advertisements are at Appendix J.

### Digital Advertising

The target audience was all people over 18 years but with a younger skew. In line with changing media consumption habits digital advertising continues to be used to reach a more fractured media audience, particularly the younger demographic. Digital spend was second only to television. Digital advertising utilised multiple formats including banner display on major portals for PCs, laptops and mobile devices optimised towards the most engaged audiences, social media through video and photo posts on Facebook and Spotify. Each advertisement invited viewers to click through to the Commission's website for further action or more information.

### Getting online with Social Media

For the first time the Commission used the new forms of communication provided by social media and digital advertising to increase awareness of the election.

The rapidly increasing use of the internet as information and communications medium and the relative decline in the reach of traditional forms of media resulted in digital advertising and social media being included as communication forms for the 2015 State General Election. The investment in social media and digital advertising was \$18,000 and \$450,000 respectively.

The results of these new forms of interaction were striking in maximising the distribution of election messages and the nature and quantity of responses. Please see Appendix N for detail and statistics regarding social media usage.

The 2015 State General Election is the second election to actively use social media to communicate election information and increase awareness. The NSW Electoral Commission created Facebook, Twitter and YouTube accounts to encourage awareness of and engagement with the election. As the election drew closer interaction and engagement increased, for example from 1,486 'likes' on the NSW Elections Facebook page on 31 December 2014, to 4,287 on 30 April 2015, a 188% increase.

Facebook was used to broadcast messages during the election period to support the various phases of the election and answer questions posted to the NSWEC Facebook

account. 'Boosted' posts performed well with a 'work at the election' post reaching over 357,000 people. Forty posts (not including replies) were made over the election period. Page followers increased by the identical amount as the growth in 'likes'.

Twitter was also used to broadcast messages during the election period to support the various phases of the election. Generally each Facebook post had a corresponding twitter post. Questions addressed to @nswelections were responded to as required. Seventeen posts (not including replies) were made over the election period.

YouTube: Videos were posted on the NSW Electoral Commission's YouTube account with social media posts linking to them as required. The YouTube channel was used to host election official training videos for convenience of users. Comments by the public were turned off for all videos. Fourteen videos were posted receiving 15,583 views over the election period.

LinkedIn was monitored but not actively used.

The Commission's social media channels were managed in-house, delivering cost savings and effective moderation and monitoring over the election period.

Conversations on the Commission's social channels were monitored. In addition, election related social media conversations around search topics were monitored.

Social channels were continuously monitored through the following channels: Hootsuite, social management tool, Facebook and Twitter accounts and daily reports from third party supplied social media monitoring. This monitoring provided us with timely accurate intelligence about conversations that related to the election and our management of it.

### **Maximising Website Reach**

Search engine optimisation was used to ensure the maximum number of people looking for information on the election were able to find it. Data from this optimisation is below:

- there were 1.45 million visits to the [www.votensw.info](http://www.votensw.info) website, 90% of these were unique visits
- 578,139 were free wording in to search engines and of this total, 544,742 were google/organic visits (37.6%)
- 328,419 (22.6%) were 'referred on' from the main elections site (<http://www.elections.nsw.gov.au>)
- 119,680 were paid search (8%)
- 59,490 (4%) were paid advertisements
- 49% of visitors used a mobile to access website, an increase from 38% for the previous election)

## **Feedback indicates overall satisfaction with the 2015 State General Election**

The overall impression of the Commission from electors, candidates and staff is overwhelmingly positive.

### **Electors' feedback**

Electors were generally satisfied with their overall voting experience (88% were satisfied in the core survey), with more than half very satisfied (53%) and one-third fairly satisfied (35%).

Further, nine in ten participants were satisfied that the NSW Electoral Commission conducted the election fairly and impartially (89%), with again more than half very satisfied (53%) and 36% fairly satisfied.

### **Information on the election including electoral boundary changes**

It is difficult to directly link advertising with outcomes, as elector behaviour is complex and depends on many factors, including engagement with the political process and specific issues only pertinent to a particular electoral district. The advertising campaign competed with media coverage and party political advertising, adding to the difficulty of assessing the effectiveness of the NSW Electoral Commission's information campaign. The success in scheduling and targeting messages was measured by traffic to the Commission's website and call centre, election metrics and post-election surveys.

Identified exposure to the NSW Electoral Commission's advertising campaign was relatively low. Fourteen percent had seen television advertising, 16% had heard radio advertising and 8% had seen print advertisements (campaign evaluation).

The vast majority of participants agreed the campaign made it clear when they had to vote (69% strongly agreed and 22% somewhat agreed) and what to do if they needed more information about the election (67% strongly agreed and 22% somewhat agreed). Before election day, around three-quarters of participants were able to correctly identify the date of the election (72%). Participants also generally felt informed about finding out where they could vote on election day, with almost four in five indicating they felt informed (78%, with 55% feeling very informed and 23% fairly informed; core survey).

Seeing or hearing the NSW Electoral Commission advertising campaign did not appear to impact awareness of the election date but did appear to increase the likelihood of both calling the enquiries line and visiting votensw.info to find out the date.

Prior to election day, the majority of participants were aware of being able to vote by post and pre-poll (71% and 63% respectively; campaign evaluation). Two-thirds of participants felt informed about early and alternative voting options (65%, with 32% feeling very informed and 33% fairly informed; core survey), however around one-third felt uninformed (30%, with 17% feeling fairly uninformed and 17% very uninformed).

Respondents generally felt informed about finding out where to vote on election day, with almost four in five (78%) indicating they felt informed. Seeing or hearing the NSW Electoral Commission advertising campaign appeared to increase the likelihood of both calling the enquiries line and visiting [votensw.info](http://votensw.info) for this information. Half of in-person voters in the core survey cast their vote at the same polling place as they voted last time. To find out where to vote, around one in nine asked a friend, family member or neighbour (11%), and a similar proportion said they found their polling place upon seeing crowds or signs (9%).

Two-thirds of respondents in the core telephone survey felt very informed about how to fill in a ballot paper, with a further 29% feeling somewhat informed.

Around half of pre-poll respondents received information from the NSW Electoral Commission to help them vote (52%). Satisfaction was typically high with this information, with most of those who received information very satisfied (76%).

Some of the Arabic-speaking voters recalled assistance from other (non-family) Arabic speakers outside the polling place, but none once they had entered. There was interest in greater in-language support from electoral officials once inside the polling place.

Most respondents who had a disability or restriction and their carers were unaware of information being available in large print, audio files or Auslan. Only one in five respondents (20%, 14% and 13%, respectively), were aware of information in these formats.

Around a quarter of participants were aware of iVote (26%; campaign evaluation). Among those who did not use iVote, around two-fifths were aware of the system (38%; core survey). However, seeing or hearing the campaign did not appear to significantly impact their awareness of the eligibility requirements. In addition, it did not appear to significantly impact motivation to use it.

Almost half of participants had heard of the enquiries line (48%; campaign evaluation) and two in five had heard of [votensw.info](http://votensw.info) (39%), and seeing or hearing the campaign appears to have increased both awareness of the enquiries line (65% of those who had seen or heard the campaign compared with 41% of those who had not) and likelihood of calling it (11% and 7% respectively).

Around two-fifths of participants were aware there had been changes to state electoral boundaries since the previous State General Election (39%; core survey). Most were satisfied with the communication of these changes (22% very and 35% fairly satisfied), however one-quarter were dissatisfied (24%), with 14% fairly dissatisfied and one in ten very dissatisfied (10%). Supporting this, only a third of Newtown voters were aware that their State Electoral District had changed (32%; campaign evaluation), and around half of those in Murrumbidgee (46%). Further, prior to the election, the majority of participants in Newtown and Murrumbidgee did not recall receiving the letter from the NSW Electoral Commission informing them about their changed State Electoral District (68% and 56% respectively).

Most of those in the relevant locations who were aware of the redistribution had checked their enrolment details (55% in Newtown and Murrumbidgee combined).

Understanding of how to check and update enrolment details was somewhat low, with around one in three participants saying they felt uninformed of how to do this prior to election day (16% fairly uninformed and 13% very uninformed). For this, though, the campaign appeared to increase the likelihood of calling the NSW Electoral Commission enquiries line and visiting votensw.info (33% and 27%, respectively among those who had, compared with 23% and 12% of those who had not).

Of those in Murrumbidgee, the vast majority correctly identified that they could vote at any polling place (92%) while less than half of the respective Newtown participants were aware of this (47%).

### **Voting attitudes, intentions and behaviours**

The campaign had a positive impact on attitudes towards voting and the State Government. Those who had seen or heard the campaign were more likely to rate both voting and State Government decisions as important (96% for each, compared with 86% and 83% respectively among those who had not), and State Government decisions as impactful (93% compared with 83%). Most participants agreed that the campaign communicated the importance of voting (85%), with three in five agreeing strongly (59%) and one in four agreeing somewhat (26%).

The vast majority of participants saw voting as important (89%; campaign evaluation), with two in three thinking it very important (65%) and one in four somewhat important (24%). In addition, participants tended to agree the election was their chance to vote for what mattered to them (80%, with 49% agreeing strongly and 31% agreeing somewhat) and that decisions made by State Government were important to them on a personal level (87%, with 50% thinking them very important and 37% somewhat important).

In general, older participants placed a greater level of importance on voting than younger participants (88% of those aged 65+ rated it as very important, compared with 44% of those aged under 25), and were more likely to strongly agree that the election was their chance to vote for what mattered to them (68% of those aged 65+ compared with 37% of those aged under 35) and that decisions made by State Government were important to them personally (66% compared with 46%).

The campaign was typically more impactful in this respect among younger participants. For example, those in the 18-44 age bracket who had seen or heard the campaign were more likely to rate State Government decisions as important (92% compared with 80% of those who had not) whereas no significant impact was observed among those aged 45+.

Prior to election day, the vast majority expected that they would vote in the election (95%) and, of these participants, around nine in ten intended to cast a valid vote (assuming they voted; 92%). Almost all participants ended up voting in the election (98%; core survey), with three-quarters doing so on election day (75%).

The campaign did appear to impact intention to cast a valid vote (98% of those who had seen or heard the campaign intended to cast a valid vote, compared with 90% of those who had not). This campaign effect was most prominent among younger participants (aged 18-44; 97% compared with 85% amongst 45+ years).

### **Candidates, parties, media and election staff feedback**

Candidates were asked to complete an online survey based on their overall experience. When asked "Do you believe the NSW Electoral Commission conducted the NSW State General Election on 28 March 2015 fairly and impartially?" 88% of respondents answered "Yes". When asked the same question, 80% of media, 98% of Office Managers, 98% of Polling Place Managers and 94% of Election Officials also answered "Yes".

The Commission's media communication response for the election received positive feedback, with 70% of respondents from the media being satisfied or very satisfied.

## 4. Service Charter Goal: Customer Focused and Fiscally Responsible

*We aim to build better relationships with clients and partners by understanding their needs, and responding to them professionally with well organised, reliable and quality elections provided on a competitive basis.*

**Our success is measured by participants' satisfaction with services and electoral staff.**

### Electoral Services Reflect Customer Needs

In the 2015 State General Election over 4.5 million electors voted through a variety of voting service options. The *Parliamentary Electorates and Elections Act, 1912* largely determines the services and flexibility the Commission can provide electors, candidates and parties. Legislative amendments for the 2015 State General Election had been mooted but did not eventuate. Consequently, changes to better meet the needs of election participants were not introduced as planned.

Using feedback from evaluations of previous elections and input from community reference groups, the Commission improved the services provided for election participants within legislative parameters.

This section covers the services provided to certain groups traditionally less well represented in the electoral system, public funding of candidates and political parties, the financial details of conducting the 2015 State General Election and the management of the election workforce.

### Meeting the Needs of Different Community Groups

The Aboriginal and Torres Strait Islander Reference Group, the Culturally and Linguistically Diverse Reference Group and the Disability Reference Group assisted in identifying barriers to equal participation and solutions to these barriers for the 2015 State General Election.

Community education materials were produced to address the needs of each of these groups in paper, audio, online, video, Auslan and translated form. The 'how to vote' brochures were produced in 23 community languages with the most downloaded brochure being the Chinese guide.

The Commission sought to increase employment from communities of Aboriginal and Torres Strait Islander, and people with bilingual and multilingual skills. Recruitment strategies targeted electoral districts with significant populations of electors who



spoke a language other than English at home and Aboriginal and/or Torres Strait Islander people.

Electoral districts that were identified as having a significant Aboriginal and/or Torres Strait Islander population were expected to achieve an employment target of 2.6%. The majority of districts participating in the targeted recruitment strategy met and/or exceeded the 2.6% target.

Bilingual speakers were given priority for employment in the 15 districts that have a high population of people from culturally and linguistically diverse (CALD) communities. A total of 1,404 people with bilingual skills were employed to work across these 15 districts.

The number of community languages spoken by electoral staff was 110. (See Appendix P for languages spoken by election staff.)

The Commission also trained electoral staff to assist voters who might experience language or cultural challenges in navigating voting.

### **Communicating according to Customer Ways - Social Media**

Conscious of the growth in social media, particularly by younger people, the NSW Electoral Commission used its Facebook<sup>3</sup> and Twitter<sup>4</sup> and YouTube<sup>5</sup> accounts to communicate information about the election and answer questions from electors in real time. The evaluation showed social media was a highly effective way of engaging electors.

Traditional radio, print, internet and television advertisements were used also to communicate election information to the public. More detail has been set out in Section 3 'Foster Participation in the Democratic Process'. Appendix J sets out the advertising strategies used.

Section 5 'Provide Seamless Service Delivery' gives information on general election services provided to election participants.

### **Public Funding – Election Campaigns Fund**

The public funding scheme for the 2015 State General Election was amended by way of the *Election Funding, Expenditure and Disclosures Amendment Act 2014* which commenced 28 October 2014.

Under the scheme, public funding is available to eligible parties and eligible candidates who are not endorsed by an eligible party.

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<sup>3</sup> <https://www.facebook.com/NSWElections/>

<sup>4</sup> <https://twitter.com/nselections>

<sup>5</sup> <https://www.youtube.com/user/NSWElections>



A party is eligible if, among other things, it is a registered party and the total number of first preference votes received by the party's endorsed candidates in either the Legislative Assembly or Legislative Council election is at least 4% in the Legislative Assembly or Legislative Council (as applicable), or at least one endorsed candidate of the party is elected.

A candidate is eligible if, among other things, the person is a registered candidate and the candidate receives at least 4% of the first preference vote in their district (in the case of a Legislative Assembly candidate) or in the case of a Legislative Council candidate the candidate was not a member of an endorsed group and receives at least 4% of the first preference vote in the Legislative Council.

Under the scheme the amount of public funding to be distributed from the Election Campaigns Fund to an eligible party is the lesser amount of the following:

- \$4 for each first preference vote received by the party's endorsed candidates in the Legislative Assembly and \$3 for each first preference vote received by the party's endorsed candidates in the Legislative Council; or
- the total amount of actual campaign expenditure incurred by the party and all of its endorsed candidates.

If the party was eligible for funding only by way of the % of first preference votes received in the Legislative Council and the party had fewer than 10 endorsed candidates in the Legislative Assembly then the amount of funding is \$4.50 for each first preference vote received by the party's endorsed candidates in the Legislative Council or the total amount of actual campaign expenditure incurred by the party and all of its endorsed candidates, whichever is the lesser.

The amount to be distributed to an eligible candidate who is not endorsed by an eligible party is \$4 for each first preference vote received by the candidate in the Legislative Assembly or \$4.50 for each First Preference Vote received by the candidate in the Legislative Council.

To receive a payment from the Election Campaigns Fund the agent of an eligible candidate or party is required to make a claim for payment. The claim for payment is to include all actual campaign expenditure of the eligible candidate or, in the case of an eligible party, all actual campaign expenditure of the party and its endorsed candidates.

Claims are required to be lodged by 28 August 2015. The maximum amount payable to the eligible parties and candidates is \$29.4 million as shown below.

**Table 6: Public Funding Available to Political Parties and Candidates, 2015 State General Election**

Total Public Funding available to Parties	Total Public Funding available to Candidates	Total Public Funding available
\$28,733,669	\$703,928	\$29,437,597

Source: NSW Electoral Commission.

Eight parties and 31 candidates are eligible to make a claim. Two of those parties have made a claim and five of those eligible candidates have made a claim. The two party claims have been finalised as has one candidate claim. Advance payments were made to the parties prior to the election and the two parties that have lodged a claim have each received a preliminary payment.

Advance payment is 30% of the amount a party was entitled to receive at the 2011 election. Advance payments can be paid any time after 1 October in the year before a general election. \$4,795,516.43 has already been paid to eligible parties by way of advance payments.

Preliminary payment is 70% of the estimated amount payable to the party reduced by the amount of the advance payment, which is paid within 14 days of the party making the claim. \$ 4,926,644.66 has been paid to parties by way of preliminary payments.

### Responsible Financial Management - Resourcing the Election

The project structures, processes and governance arrangements established for the 2015 State General Election were documented in the Commission's submission to the Joint Standing Committee Electoral Matter's Inquiry into preparation for the 2015 Election and those interested are referred to this submission at [www.parliament.nsw.gov.au/prod/parliament/committee.nsf/0/63E9DD13653B69FFCA257D7B001A633C](http://www.parliament.nsw.gov.au/prod/parliament/committee.nsf/0/63E9DD13653B69FFCA257D7B001A633C).

### 2015 State General Election Budget

Treasury provided funding for the conduct of the 2015 State General Election based on the 2011 State General Election with escalation for price inflationary factors. Additional funding above the 2011 level was provided for iVote (100,000 electors) and systems support. The budget across the two-year programme totalled \$49.2 million.

Expenditure is currently forecast to exceed budget by \$6.4m to total \$55.6m.

Significant overspend items were:

- **Quality Control Enhancements \$1.6m** - a review of our election processes following examination of the report into the Australian Electoral Commission conduct of the Western Australian Senate Election in 2013. This review highlighted the need to increase our quality control measures resulting in an increase in expenses for ballot paper tracking and additional security.
- **iVote \$2.6m** – initial iVote funding was based on an estimate of 100,000 voters. This usage increased to a final total of 283,000, which, due to the fee per vote nature of the costs and the increased security required around the system, resulted in the cost overrun.
- **System Support \$1.7m** – increased software support costs were incurred to ensure enhancements to the three key internally developed election programs were operational in time for the election. This included the critical election results system.

Supplementary funding was sought and approved by Treasury in May 2015.

As in previous elections, expenditure incurred to conduct the 2015 State General Election included both operating and capital expenditure. The nature of preparing for a major event such as a State General Election has a long lead-time and typically expenditure is incurred over two financial years.

### Capital Expenditure

A total of \$3.850m was invested in IT infrastructure and election systems (including some in iVote) over the two financial years 2013/14 and 2014/15.

**Table 7: Capital Expenditure Financial 2013/14 and 2014/15 State General Elections**

Capital Project	2013/14 \$m	2014/15 \$m	Total \$m
iVote	-	677	677
Online Electoral Material	-	197	197
iRoll	-	553	553
ICT Infrastructure	1,899	524	2,423
<b>Total</b>	<b>1,899</b>	<b>1,951</b>	<b>3,850</b>

Source: NSW Electoral Commission, August 2015.

## The Right Number of Staff with the Right Skills

### Recruitment of Election Staff

There were approximately 22,000 election officials employed for the 2015 State General Election. Additionally, there were an estimated 4,500 individuals employed as office assistants in Returning Officer offices, visiting Declared Institutions and counting ballot papers.

**Table 8: Number of Employees for Each Position Type for the 2015 State General Election**

Position	Number Employed
Declaration Vote Issuing Officers	6,773
Election Officials	6,486
Polling Place Managers	2,810
Office Assistants	2,669
Part Day Election Officials	1,607
Deputy Polling Place Managers	845
Legislative Council Count Managers	464
Polling Place Assistants	333
Senior Office Assistants	182
Returning Officers	93
Returning Officers' Support Officers	8
<b>TOTAL</b>	<b>22,270</b>

Source: NSW Electoral Commission, 2015

Since 2010, the Commission has established an eligibility pool of senior election officials across NSW. The pool typically contains approximately 240 individuals who have undergone a merit selection process including written application, interview and online training against specific criteria to fulfil the role of

- Returning Officer Support Officer
- Returning Officer
- Office Manager, or
- Senior Office Assistant

Recruitment information required includes response to the selection criteria, previous experience as an election official, references, a declaration of political neutrality and no criminal convictions. This conforms to the recommendation of the Keelty Report into the Federal Western Australian Senate election in 2014, that the political neutrality of all persons having contact with a ballot paper should be assured.

### Polling Place Election Officials

The Commission has developed a model based on vote projections and other factors such as redistribution of electoral boundaries, special events being held in electoral districts on election day, population movement and growth across districts, to determine the number and type of polling place staff to be recruited for each voting venue on election day.

A similar model forecasts the number of office assistants a Returning Officer requires during nominations and pre-poll period, and staffing requirements for ballot paper counting and decommissioning of the Returning Officer's office. An advertising campaign supplemented SMS and email messages to those who had indicated they wished to be notified of recruitment opportunities for the 2015 State General Election.

The staffing model has been tested at prior major election events. It is calculated on:

- location of the polling place (country, metropolitan or regional);
- whether there is a high culturally and linguistically diverse community or Aboriginal and Torres Strait Islander population;
- if the district has been affected by the 2013 Redistribution; and
- whether there are any local events (for example, festivals on election day or during the pre-poll period).

The model is also adjusted for multi district polling venues versus issuing ordinary votes for a single venue. The number of Polling Place Managers corresponds directly to the number of polling places.

Applicants used an online recruitment system available on the Commission's website. Paper applications are also made available for members of special interest groups for whom online systems are not appropriate. The Commission's monitored applications and undertook additional advertising in specific geographic areas to increase the number of applications.

Three information packs were developed focussing on three stakeholder groups:

- Aboriginal applicants
- Multilingual applicants
- Applicants with a disability

The information packs were available from 29 January 2015 on the website which received a total of 12,208 visits. The information packs provided information about working at the election in terms of:

- the application process
- the selection process
- the requirement of the jobs (tasks and duties]
- the hours of work

### **Election Official Training**

Depending upon their role, election officials have different levels of training. All election officials are briefed by their supervisor and short training videos, such as how to do Legislative Assembly and Two Candidate Preferred counts, are available on mobile tablet devices for viewing at any time, including during the counting process if required. Procedure manuals, and a more comprehensive online training programme, including interactive quizzes and scenario testing, are provided along with check lists and quick reference guides for reference at the polling place.

In early 2014, the Commission undertook a training needs analysis for senior election officials and election officials. An upgrade to the online learning management system provided a greater level of interactivity and a better training delivery platform. A

minimum pass rate was required for each module undertaken and the system monitored the number of attempts the individual made per module.

Face to face training on processes such as ballot paper allocation and reconciliation and ballot paper counting procedures occurred and was supplemented by a set of Standard Operating Procedures and associated forms, quick reference guides, training manuals and short videos to provide guidance for daily election activities. For this election, in addition to the usual online and face-to-face training, a video was created on the vote counting process.

### **Performance Assessment**

All senior election officials underwent a formal performance assessment undertaken by their supervisor during and at the end of the election event. All performance assessment Reviews were checked against minimum quality standards before being provided to the officer. An appeal mechanism is in place for those who feel the performance assessment review did not accurately reflect their work. Once signed by the recipient of the review, these assessments were stored and used to assess suitability for future roles.

### **Providing Equipment and Materials Logistical Support**

Approximately 29 million ballot papers were produced to cover the Legislative Assembly and Legislative Council and absent voting requirements. These ballot papers were distributed across 3,327 polling locations to cover both pre-poll and election day polling places.

The Commission introduced a new approach to distributing the ballot papers required for each polling place within each of the 93 electoral districts. Instead of each of the 93 different districts allocating, packing and distributing ballot papers to polling places, this was undertaken centrally. This entailed the allocation required for each polling place being determined centrally by modelling of expected votes and the ballot papers supplier packaging the allocated number of ballot papers for each polling place. These packages were then provided to the Returning Officers' offices for distribution to polling places. The supplier was certified with ISO 9001.

This approach provided a higher level of security by centralising access to the ballot papers and by monitoring the movement of ballot papers. The outcome was an improvement in the quality of the ballot paper distribution and accuracy of matching supplies to the polling place requirements. The transfer and ownership of ballot papers was enhanced further by introduction of tamper evident seals with unique identification numbers.

The success of this process change provides an opportunity for the Commission to further review the functions and need for Returning Officer Offices, especially in metropolitan districts.

## Workplace and Venue Safety

The Commission reports the occupational health matters that arose during the election as part of its accountability.

There were 82 workplace safety incidents reported to the Commission. Of these the bulk (66%) occurred on election day when the majority of election officials were employed. The incidents which became Workers' Compensation matters made up 39% of the total and were primarily slips, trips and falls incurred on voting premises.

In terms of public liability matters, there were a total of 50 incidents reported by members of the public; a very small number considering the number of voters who use the election venues. Of these 37 or 74% were slips, trips and falls at voting premises.

The Commission is concerned that there are increasingly more adverse comments from election officials regarding the long working hours on election day. This is a nationwide trend and growing from election to election, so much so that it is becoming difficult to attract people to take up positions.

Regrettably there is no simple answer to the long hours. Attempts have been tried to introduce part-day staff with limited success, attracting fewer people than desired.

One of the key issues in NSW is the time taken to count the Legislative Council ballot paper. One option might be to only count the Legislative Assembly ballot papers on election night and not count the Legislative Council ballot papers.

## Electors' Satisfaction with election services and election officials

- As stated above, participants were generally satisfied with their overall voting experience (88%; core survey), with more than half very satisfied (53%) and one in three fairly satisfied (35%). The majority voted on election day in-person (97%). The vast majority of these respondents voted in their own electorate (91%). Only 2% voted by iVote.
- Satisfaction with the voting services available to electors was all high but satisfaction was highest among iVote users (97%, with 80% very satisfied and 17% fairly satisfied; iVote telephone survey), followed by postal voters (95% satisfied, with 73% very satisfied and 22% fairly satisfied; core survey) and pre-poll voters (93% were satisfied with their pre-polling experience, with 70% very satisfied and 23% fairly satisfied; pre-poll survey). Among those who voted in-person on election day, 87% were satisfied with their overall experience (with 49% very satisfied and 38% fairly satisfied).
- Those aged 25-34 were more likely to have voted at a polling place in another electorate (13%) compared with any other aged group (3%-7%). Those in regional areas were more likely to have voted in-person in their own electorate (94%) than those in metropolitan areas (89%).
- Among those who voted before election day, more than half voted 'in person' pre-polling (57%). Most pre-poll voters did so in their own electorate (49% of



pre-election day voters). Around one-fifth of early voters voted by iVote online (22%) and a similar proportion by postal voting (20%).

- Younger voters (aged 25-34) were more likely to have used iVote (49%) on the internet before election day than voters aged over 35 (22%-26%).
- In the core survey, voting in-person on election day received the highest level of advocacy. Nine in ten participants were likely to recommend it to a friend or family member (90%; core survey), with more than half very likely to do so (53%) and 37% somewhat likely. This compares with 44% who were very likely to recommend pre-polling and 29% who were very likely to recommend postal voting. Among those who had heard of iVote (but not necessarily used it), likelihood to recommend was relatively high, with around half very likely to recommend it (46%). However, iVote also received higher levels of those saying they were very unlikely to recommend, with one in nine (11%) saying this.
- Older respondents were more likely to recommend postal voting (63% of those aged over 65) than respondents aged 18-24 (50%) or 25-34 (45%).
- Most in-person voters either did not need or did not receive assistance from electoral staff in understanding how to vote properly (60%). Of those who did ask for assistance, around three-quarters were very satisfied (31% of all in-person voters). Only 1% of in-person voters were dissatisfied with the assistance. Younger voters (aged 18-24) were more likely to be satisfied with the assistance they received than older respondents as were respondents with a disability.

### **Culturally and linguistically diverse participants**

- Participants from a culturally and linguistically diverse background (CALD) were generally less engaged overall. Prior to election day, they were less likely to say they were certain to vote (73% compared with 89% non-CALD).
- Despite this, satisfaction levels among CALD participants did not significantly differ from the overall figures, with high levels of satisfaction reported for all key measures. Almost nine in ten CALD participants were satisfied with their overall voting experience and 90% were satisfied that the Commission conducted the election fairly and impartially (50%).
- Two-thirds of CALD participants were very satisfied with the facilities at the polling place (68%), with a further 27% fairly satisfied. Similar proportions were very satisfied with the amount of time it took to cast their vote (67%) and fairly satisfied with this (24%).
- 67% were very satisfied with their privacy when filling out the ballot paper and 28% were fairly satisfied and, of those who received assistance in understanding how to vote properly, 74% were very satisfied with this assistance and a further 16% were fairly satisfied.



- CALD participants however felt least informed about early and alternative voting options (31% very informed) and how to check and update their details (33% very informed). They were also the most likely to want more information about parties or candidates (13%) and iVote (10%).

### Aboriginal and Torres Strait Islander participants

- Satisfaction levels among Aboriginal and Torres Strait Islander (ATSI) participants were generally high with 84% satisfied with their overall voting experience while two thirds of ATSI participants were very satisfied with the assistance they received if they needed assistance in understanding how to vote properly (67%) and a further 22% were fairly satisfied.
- ATSI participants were significantly less likely than overall to be satisfied that the NSW Electoral Commission conducted the election fairly and impartially (31% were very satisfied, compared with 54% of non-ATSI participants).
- They were significantly less likely to be very satisfied with the amount of time it took to cast their vote (46%, compared with 72% of non-ATSI). They were also less likely to be very satisfied with the facilities at the polling places (50% compared with 73% of non-ATSI) and their privacy when filling out the ballot paper (46% compared with 71% of non-ATSI).
- ATSI participants were the least likely to feel informed about how to check and update their details (15% very informed) and when the election results were declared (23%).

### Electors with a Disability

- The vast majority were satisfied (96%) with the accessibility of the polling place.
- Those who were not very satisfied one-third (34%) said there was nothing that could be improved. Those mentioning an improvement suggested: allowing online voting (14%), more information and help on how to vote (6%), reducing the queues (5%), more identity checks (4%), more polling booths/more room and privacy (4%) and more staff members (3%)..
- Very few of those who were aware of information in other formats used any of them, either for themselves or for the person they care for (14%). Among the two respondents who used audio files, both were very satisfied with this information, while the two respondents who used large print were satisfied. The respondent who used Auslan did not know whether he or she was satisfied or dissatisfied.

### On-the-day enrolment

- While a small number of respondents had enrolled and voted on the day (14 respondents in total), all were satisfied with this service.

### Privacy and security

- Almost all in-person voters interviewed in the core telephone survey were satisfied with their privacy while filling out their ballot papers (95%). Older respondents were more likely to be satisfied with their privacy (98% of those over 65 were satisfied) compared with those aged 25-34 (93%).

### Satisfaction with polling place facilities

- Almost all in-person voters were satisfied with the facilities at their polling place (96%).
- Respondents who had a disability or mobility issue were generally satisfied with the accessibility of their polling place and their ability to move around it (96%).

### Satisfaction with time taken to vote

- Around three-quarters of in-person voters were satisfied with the time it took them to cast their vote (92%).
- Two-thirds of in-person voters in the core telephone survey waited less than five minutes to vote, with 40% not waiting at all.
- Nine percent (9%) waited for more than 15 minutes. The average queue time was around 4 minutes.

### Pre-poll voting meets electors needs

- Among those pre-polling at the four survey locations, satisfaction was higher at Sydney Town Hall and lower at Fairfield, largely reflecting the waiting times at each of these locations. Around half of pre-poll respondents received information from the Commission to help them vote (52%). Satisfaction was typically high with this information, with most of those who received information very satisfied (76%).
- As with overall experience and ease of voting, satisfaction with the amount of time it took to vote was typically high. Again, satisfaction was highest at Sydney Town Hall (86% very satisfied), and significantly lower at Fairfield and Tamworth (54% and 60% respectively, compared with 71% overall).
- Respondents living in regional areas were more likely to say they would recommend pre-polling in-person (77% likely to recommend), than those living in metro areas (67%), while respondents with reading difficulties (81%) and hearing impairments (82%) were also more likely to say they would recommend pre-polling in-person.

### Electors reporting dissatisfaction with services

- Those who were dissatisfied, were critical of crowded polling places, long queues and consequent lengthy waiting time (7%).

**“It took too long the line was long and it was slow inside.” - Core telephone survey respondent**

- Others were confused by the ballot paper instructions (6%) and long list of candidates.

**“I don’t like the big bits of paper.” - Core telephone survey respondent**

- While some were negative due a general dislike of politics and a disdain and detachment from the political process (4%).

**“I don’t think that voting really matters - politics bore me death.” - Core telephone survey respondent.**

### **Location plays a role in satisfaction**

- Respondents in metropolitan areas more likely to be satisfied (91%), than those in regional areas (86%). The location of the polling place also influenced satisfaction, along with closeness to home (4%), parking, and amount of signage (6%).

### **Satisfaction with website and enquiries line**

- Four in five website users in the core telephone survey were satisfied with NSW Electoral Commission websites (83%). Respondents aged 25-34 were the most satisfied with the website (94% compared to 79% of those aged 45-54).
- Almost nine in ten call centre users in the core telephone survey were satisfied with the enquiries line service they received (85%).

### **Election Results**

- Among those who followed the election results on election night, almost all were satisfied with the speed at which these results were available; 71% were very satisfied and a quarter were fairly satisfied (25%).

### **Candidates’ and political parties’ satisfaction with election services**

- Both candidates and parties were confident that the Commission conducted the election impartially (88.4% candidates and 76.9% parties). Perceptions of the overall conduct of the election were similarly high with 85.1% of candidates and 84.6% of parties indicating satisfaction.
- The vast majority of both candidates and parties indicated that they received sufficient information to explain their rights and obligations, and where to get help if needed. The political parties were most satisfied with the website 78.6%, Enquiry and Help Desk 77.1% followed by advertising 50.0%. The

corresponding figures for candidates were website 74.7%, advertising 56.8% and Enquiry and Help Desk 50.0%.

**Table 9: Candidate and Political Party Satisfaction with Information Sources, 2015 State General Election**

Services	Candidates	Political parties
Website	74.7%	78.6%
Advertising	56.8%	50.0%
Enquiries and Help Desk	50.0%	77.1%

Source: NSW Electoral Commission in-house surveys conducted April, 2015

- Both candidates and parties were satisfied with election and funding and disclosure staff although candidates were markedly more satisfied with election staff (78.5%) than funding and disclosure staff (53.5%). The provision of election funding and disclosure responsibilities was not regarded as positively with 56.9% of candidates and 50.0% of parties feeling they received sufficient information.
- Usage of the new online webinars was low with 9.1% of responding candidates participating and only 25.3% aware these were provided. The majority (76.9%) of responding political parties did not attend the parties' briefing. The majority (58.3%) of responding candidates did not use the new online registration for 'how to vote' materials nor the online analysis tool for performing customised two candidate preferred counts.
- Political parties were more satisfied with the provision of election results than candidates (91.7% as compared to 73.7%).
- The comments from parties and candidates for suggested improvements included

"There is a very short time from when candidates nominate to run and when pre-polling opens, which makes it almost impossible to get voting material printed in time. Would it be possible to make the registration of candidates earlier in the election campaign?" – **Online political party survey respondent.**

"Bearing in mind the late input of the NSW Government more timely information would be helpful. With a fixed 4 year term I think the lodgement date for candidates should close one month prior to the Election. For smaller parties and individual candidates setting up and printing approved electoral material was difficult and led to additional expenses. Pre-polling should only be for one week prior to the election day." - **Online political party survey respondent.**

"Independent candidates would struggle with many requirements. I stood for a party which provided many resources, but independents

perhaps need direct help from the EC especially for funding and disclosure requirements. This may be one barrier to more people standing as independents?" – **Online candidate survey respondent.**

"A single list of all electorates with every candidate (and party where applicable) in ballot paper order would be a great advantage." - **Online candidate survey respondent.**

## Satisfaction of election officials

- In an online survey conducted by the Commission, staff were asked to "Rate your overall satisfaction with the recruitment process run by the NSWEC for this election." The majority of respondents were happy with the recruitment process, with an average of 83.1% of staff answering "Very Satisfied" or "Satisfied".

**Table 10: Staff Satisfaction with Recruitment Process, 2015 State General Election**

	RO Office Managers	Election Officers	Polling Place Managers
Very Satisfied	45.2%	36.6%	30.8%
Satisfied	40.6%	50.8%	45.4%
Neither Satisfied nor Dissatisfied	7.9%	6.9%	11.5%
Dissatisfied	4.4%	3.1%	8.6%
Very Dissatisfied	2.0%	2.6%	3.8%

Source: NSW Electoral Commission in-house surveys conducted April, 2015.

- In the online survey of Polling Place Managers, they were asked: "How adequately did your training prepare you for sorting and counting votes on election night?" – a total of 81.2% of respondents answered "Very adequately" or "Adequately" (29.4% and 51.8% respectively).
- Office Managers were asked if they were satisfied with the training received, with 79.9% of respondents answering "Yes".
- Comments from election officials regarding training include:
  - "Possible if instead of just online training to have an evening/day session prior to election day to run through the whole procedure of everything and questions can be asked then to make a more efficient election day." – **Online election official survey respondent**
  - "I believe training could be streamlined. Whilst elections are a process that needs to be carefully controlled, the online training is so long that many of the points get lost in it. Summary slides would be useful." – **Online election official survey respondent**

"Love the training - doing the modules thoroughly I then proceeded to summarise the training on a cheat sheet and used it on the day. I felt extremely confident that I could handle all situations - and I did. Well done whoever put it together." - **Online election official survey respondent**

The majority of election officials (72.9%) said that there were no workplace health and safety issues they wanted to raise with the Commission. Of those they did (22.4%) the matters raised centred on the facilities at polling places for storing food brought by staff, the number and length of breaks, suitability of furniture for counting ballot papers. As polling place venues are not owned by the Commission it is not always possible to locate premises that suit all criteria including kitchen facilities. There are other issues however that fall within the control of the Commission that will be addressed such as providing safety briefings prior to staff commencing work.

Some of the issues raised included:

"Would be more efficient to employed ballot counters separately at 6pm to avoid fatigue" **Online election official survey respondent**

"Ensure enough tables for sorting of votes so staff don't have to place them on the floor and bend over to count them." **Online election official survey respondent**

"People were leaning on polling booths, crushing and pushing it around the room, and try to keep an eye on voters to place the right paperwork in the right box. The disability booth should be at the front of the room rather at the back for easy access." **Online election official survey respondent**

"Need more breaks and more staff to come in and help with counting as it is a very long day and the breaks are not adequate considering the pay is low compared to the long hours without penalties." **Online election official survey respondent**

"The lighting in the venue in the evening when sorting and counting votes was not adequate to make reading and seeing the pen marks easily without straining. **Online election official survey respondent**

"No OHS briefing was conducted." **Online election official survey respondent**

## 5. Service Charter Goal: Provide Seamless Service Delivery

***We aim to provide well-planned, cohesive and comprehensive services including:***

- ***information services***
- ***enrolment services***
- ***voting options***
- ***location and accessible polling places***
- ***services to assist those with particular needs***
- ***responsibilities and entitlements of candidates, groups and political parties including funding and disclosure requirements***

***that meet the need of participants according to legislative mandate in a timely, efficient and professional manner.***

**Our success is measured by participants feeling well informed and satisfied with electoral services.**

A key feature of the Commission's efforts to provide seamless services for election participants for the 2015 State General Election was to improve the communication of services available and how to access these, and to increase quality control through centralisation where possible and practicable.

The Commission introduced changes to provide greater convenience to election participants such as an increased number of multi-district polling places and the introduction of multi-district pre-poll venues for electors, online registration of 'how to vote' materials for candidates and political parties, pre-packing of polling place materials centrally rather than within each electoral district by Returning Officers and training videos for 'just in time' refresher training of polling place staff on how to conduct the count post 6pm.

The project structures, processes, and governance arrangements established for the State General Election were documented in the Commission submission to the Joint Standing Committee on Electoral Matter's Inquiry into preparation for the 2015 State General Election. Those interested are referred to this submission at [http://www.parliament.nsw.gov.au/prod/parlment/committee.nsf/0/a7a5bc53400a1aa8ca257d8e001c88f4/\\$FILE/Final%20Report%20-%20Preparations%20for%20the%202015%20NSW%20State%20Election.pdf](http://www.parliament.nsw.gov.au/prod/parlment/committee.nsf/0/a7a5bc53400a1aa8ca257d8e001c88f4/$FILE/Final%20Report%20-%20Preparations%20for%20the%202015%20NSW%20State%20Election.pdf).

## Information services

The Commission provided broad information services to electors, candidates and parties as well as the media. The following information services were provided to electors in the lead up to the election:

- Votensw.info website
- NSWEC enquiries phone line
- Community education kits
- Voting instructions
- Animations
- Auslan video clips
- Audio instructions

Information on the Commission's information campaign is contained in Section 3.

## Enrolment services

### SmartRoll

Over past election cycles, electoral jurisdictions around Australia realised that there are a significant number of eligible voters who are not included on the current Australian Electoral Commission register (or Roll) for NSW or not included at their current address.

The SmartRoll project, established by the NSW Electoral Commission in 2009 and implemented in 2010, addresses this problem by delivering NSW a more up-to-date, accurate and comprehensive roll for upcoming elections through automatic enrolment and re-enrolment systems, than that supplied through conventional enrolment techniques.

Between the 2011 and 2015 State General Elections, there was an increase in enrolment participation of 4.4%. This increase can be attributed to the proactive approach SmartRoll takes in automatically enrolling eligible voters.

### Enrol and Vote on Election Day

This involves enrolling on the day of the election at a polling place. A total of 41,978 electors used this form of enrolment for the 2015 State General Election, up from 20,960 electors in 2011 (an increase of 100%).

## Voting services

In addition to voting on the day of the election, eligible electors were able to vote via:

- Pre-poll voting
- Postal voting
- iVote



- Declared Institution voting
- Absentee voting

### Location and accessible polling places

The Commission established 2,806 polling places, 1,355 (48.3%) of these were outside the Sydney metropolitan area. To prevent delays and inconvenience arising from the changes to electoral districts, 1,000 multi-district polling places were provided. These delivered the following benefits to electors:

- a faster and more effective service – electors were able to take advantage of where the polling places are located in their local area, regardless of district and cast a normal vote instead of an absent vote
- reduction in confusion/frustration arising from electoral district boundary changes, a number of districts were highly affected. Multi-district polling places assisted with this pressure
- maintained electors expectation of service – at the last Federal election, all of the pre-poll locations had multi-district voting, therefore it was understandable for electors to expect the same in the 2015 State General Election.

Where possible, the Commission used polling places that were fully accessible, and met other criteria such as appropriate workplaces. Polling places must meet a comprehensive criteria before being deemed accessible. Many of these polling places were the same as ones used by the Australian Electoral Commission which assists electors as most go to the polling place they have used in past elections. Information was provided on location and accessibility of polling places via inspection reports.

The location of pre-poll and polling places always attracts local media attention. The general issue of location of pre-poll polling places received 22 mentions in the media. Local media raised issues around polling places in Whiporie, Clarence District, Nowendoc in the Tamworth electoral district, Mingoola at Picton, and Upper Horton, Glendonbrook, Lyndhurst, Neville, Newbridge, Rowena, and Tumberumba. Such stories tended to centre on either a change in location or a view that a polling place had not been provided. The Commission's media liaison officer provided responses to the media questions raised.

The Commission is conscious of its responsibility to assist all electors to vote and the particular assistance required by some sections of the community. A total of 543 polling places were fully accessible (19%) and 1,845 (67%) were assisted access. All polling places and pre-poll voting centres had the following resources to assist those with particular needs:

- Hand-held magnifiers
- Maxi pens
- Voting instructions in large print
- Instructions for voting – multilingual guide

Section 4 provides more detailed information on particular services to meet the needs of different sections of the community.

### Services for candidates, groups and political parties

The elections website contained fact sheets, forms and information for candidates on the following topics:

1. How to register as a candidate
2. How to appoint an official agent for a candidate
3. How to open and operate a campaign account

The following information services were provided:

- Candidate seminars and webinars
- Candidate registration, funding entitlements, and funding and disclosure information with the relevant forms

Six candidate seminars and two webinars were held in the lead up to the election, with a total of 85 people attending (9.1% of the total nominations). Seminars for future elections should be better publicised in order to reach more candidates. The following table shows the number of attendees for each seminar and webinar.

**Table 11: Details of Information Seminars and Webinars held for Candidates, 2015 State General Election**

Seminar or Webinar	Date	Location	Candidate Attendees
Seminar	29 November 2014	Newcastle	2
Seminar	2 December 2014	Sydney	19
Seminar	6 December, 2014	Wollongong	4
Seminar	9 December 2014	Hurstville	10
Seminar	10 December 2014	Blacktown	12
Seminar	16 December 2014	Sydney (Kent Street)	8
Webinar	3 December 2014	From NSWEC	15
Webinar	9 December 2014	From NSWEC	15
<b>Total</b>			<b>85</b>

The information provided by the Commission also included funding and disclosure requirements. Appendix K outlines the venues and dates of these seminars and webinars.

## Satisfaction of electors with election information and services

### Information provision, enquiries line and votensw.info website

- Prior to election day, the vast majority of respondents were aware of being able to vote in-person at a polling place (87%), vote by post (71%) and pre-poll (63%). Awareness was generally higher among older respondents (voting in-person at a polling place: 93% of those aged 55+ compared with 81% of those under 35; postal voting: 84% compared with 58%; pre-poll: 78% compared with 47%).
- Two-thirds of respondents in the core telephone survey felt informed about early and alternative voting options: 32% very informed and 33% fairly informed. Seeing or hearing the campaign appeared to increase the likelihood of using both the votensw.info and ivote.nsw.gov.au websites to find out about these options (28% of those who had selected each of these websites, compared with 17% and 14% respectively of those who had not).
- Prior to election day, 5% of electors had either used, or intended to use, the election enquiries line, and 3% of participants actually called it. Satisfaction was high with 85% satisfied.
- Of those who used votensw.info website, 83% were satisfied with the website and 91% were able to find the information they wanted. The majority of media respondents (75%) were satisfied with the range and comprehensiveness of information on the votensw.info website.
- Most of those who accessed a NSW Electoral Commission website had done so using a computer (73%, compared with 18% who used a tablet and 17% a smartphone).
- Satisfaction was also high with the enquiries line. Eighty-five percent were satisfied, with more than two in three very satisfied (68%) and 17% somewhat satisfied.
- Survey respondents from the media were satisfied overall with the media communication support provided by the Commission, with 83% satisfied or very satisfied with the comprehensiveness, 91% satisfied or very satisfied with the quality and 82% satisfied or very satisfied with the timeliness of information provided.

### Enrolment

- Prior to election day, the vast majority of respondents reported that they were enrolled (96%), and enrolled at the correct address (97% among those enrolled). Indeed, upon voting, almost all voters said their electoral details were correct (95%).
- The reported level of enrolment was higher among older voters (99% of those aged 55+ compared with 92% of those under 25), as was the level of being enrolled at the correct address (99% of those aged 55+ compared with 93% of those under 35).

- Further, among those who thought their electorate had changed, only four per cent reported that they had experienced difficulties as a result.
- Among those who enrolled and voted on election day, satisfaction was generally high (thirteen of the fourteen participants in the core survey who used the service were satisfied, with ten very satisfied and three fairly satisfied). Further, among those who thought their electorate had changed, only 4% reported that they had experienced difficulties as a result.

### **Polling place facilities and assistance**

- Almost all in-person voters were satisfied with the facilities at their polling place (96%).
- Participants who had a disability or mobility issue were generally satisfied with the accessibility of their polling place and their ability to move around it (96%).
- Satisfaction with wait time was typically high among election day in-person voters. More than nine in ten were satisfied (92%). The average queue time was recalled as around four minutes. Two thirds of in-person voters waited for less than five minutes to vote (66%), with 40% not waiting at all.
- Similar recalled waiting times were found among those voting at a pre-poll centre. Sydney Town Hall received the most positive report of wait times, with only 7% of participants waiting at all before voting. In comparison, around 30% of Fairfield participants had to wait for over twenty minutes. Around half of participants did not have to wait at all (46%; pre-poll survey), and for a further 29%, the wait was less than five minutes.
- Some of the Arabic-speaking voters in the qualitative research recalled assistance from other (non-family) Arabic speakers outside the polling place, but none once they had entered. Among such participants, there was interest in greater in language support from electoral officials once inside the polling place.
- Additionally, most participants who had a disability or restriction and their carers were unaware of information being available in large print, audio files or Auslan (core survey). Only 20%, 14% and 13% respectively were aware of information in these formats.

### **Provision of results**

- Satisfaction with the speed of election results was high, 96% were satisfied. Confidence in the accuracy of the results was similarly high (90%).
- Of voters who followed the election results on election night, the vast majority got their information from television (86%), with 5% using the NSW Electoral Commission website. (Television services obtained their results from the Commission.)

- Survey respondents from the media were satisfied with the provision of results, with 67% satisfied with timeliness and 75% satisfied with the accuracy of election results.

### **Satisfaction of candidates and political parties with election services**

- Candidates and political parties reported that they received sufficient information to explain their rights and obligations and where to get help if they needed it (see survey results in Appendix P).
- 78% of registered political parties were satisfied with the website and 57% were satisfied with the Candidates Enquiry and Help Desk while 78% of candidates were satisfied with election staff and 54% were satisfied with funding and disclosure staff.
- 56% of candidates and 50% of parties felt that the NSWEC provided sufficient information on their election funding and disclosure responsibilities.
- 77% of parties were satisfied with the assistance provided by Commission staff.
- Two-thirds (67%) of candidates were satisfied with their Returning Officer.
- The majority of candidates (73%) and political parties (92%) were satisfied with the provision of the results on election night and 74% were satisfied with information provided on how the count would be conducted. 83% of parties were satisfied with information provided on how the count would be conducted.

### **Satisfaction of media with election services**

- The respondents were small in number (13) and the majority were from smaller newspapers with particular interest in the local candidates and electorate issues.
- Correspondingly, the information sought by journalists concerned candidates and election results.
- Most media contacts were reported to have been with the Commission's media spokesperson on a weekly basis.
- Satisfaction with the Commission's media strategy as comprehensive (83.3%), quality (90.8%), timely (81.8%), ease of access (90.9%), content of media releases (81.8%) and the media page (80.0%).
- Satisfaction with the Commission's website was 87.5% for range of information, 75.0% comprehensiveness of information, 75.0% for accuracy of information, and 75.0% for timeliness.
- The Virtual Tally Room was reported as satisfactory in terms of its layout and ease of use, the timeliness of results provided, and the accuracy of results.

- Overall the media communication strategy was seen to be satisfactory.

### Satisfaction of election officials

- The majority of Polling Place Managers (85.3%) reported satisfaction with the location accessibility, security, signage of their polling place. This view appears to have been shared by electors as 85.3% of Polling Place Managers reported that they received no complaints about accessibility for example.
- Both Polling Place Managers and Polling Place officials (83.7%) reported that the morning was the busiest time. Polling Place officials reported that the longest time an elector had to queue to vote was less than 10 minutes (55.4%). Two thirds of officials reported no complaints about queuing (64.7%)
- In terms of complaints, the majority of Polling Place Managers (58.2%) reported less than 5 received over the entire election day. Polling Place Officials reported few complaints by voters overall but where complaints were received the majority concerned having to vote (75.4%).
- The majority of Polling Place Officials reported that electors did not ask for more information but when they did the majority of requests concerned information about enrolment (85.5%). The second highest request was reported to be for information about electronic voting (43.5%).
- Polling Place Officials were satisfied with the briefing received before they commenced their duties (78.7%) and the recruitment process run by the Commission (86.4%). Polling Place Managers also were satisfied with the recruitment process (76.3%) and their training for election night counting of votes (81.3%).
- Polling Place Officials found the Commission's instructions useful for sorting ballot papers (78.4%), checking formality (79.4%) and on how to count votes (78.3%).
- The majority of both Polling Place Managers (84.7%) and Polling Place Officials (72.9%) reported there were no workplace health and safety issues on election day although the majority did not finish work until after 9pm (88.0% Polling Place Managers and 83.8% Polling Place Officials).
- On staffing, Polling Place Managers felt that staffing was adequate (67.4%) and that there were sufficient numbers of multi-lingual staff (70.7%).

## 6. Service Charter Goal: Innovative, Fast Adaption

*We aim to utilise new technologies to increase convenience for election participants while maintaining the integrity of the election and security of information.*

**We are successful when the Commission is recognised for innovative services that meet participants' needs and for advising the NSW Government of innovations to strengthen the democratic system and improve administration of elections.**

Innovations introduced for the 2015 State General Election included an enhanced iVote system, expansion of self-service roll look up and mark off, social media communication campaign and centralisation of manual, labour intensive processes such as processing of postal vote applications, and the introduction of a self-service facility for non-voters responding to a non-voting penalty notice.

These innovations were designed to improve customer service and increase efficiency in service delivery.

### **More Choice and Convenience - Internet and telephone voting (iVote)**

The Commission provided internet and telephone voting services for the 2015 State General Election. Known as iVote, this system of internet and telephone voting was introduced in the 2011 State General Election. Until then, voters could vote only by attending in person or using the post; options that don't always suit people living in remote areas with infrequent postal services, or electors with a disability. Those with vision impairments can also be denied a secret ballot when dependent upon someone else for voting assistance.

In 2011 iVote was taken up enthusiastically, particularly by voters intending to be outside NSW on election day (92.3% of users). A total of 46,864 votes were cast using the iVote system. The evaluation showed:

- iVote was effective in facilitating a secret and independently verifiable vote for electors who were blind or visually impaired
- the system enfranchised many people who would not have otherwise voted
- high satisfaction levels with iVote overall and individual elements of the system
- most would use the system again and would recommend it

The major improvement suggested by users in the 2011 State General Election was for increased promotion of iVote and to amend the legislation to allow a wider group of people to use it. Additional recommendations concerned improving navigation of the



iVote website, addressing technical issues and making the registration process easier to use. The Commission's survey of electors after the 2011 State General Election suggested the general population would use iVote if it was available to them. The evaluation suggested a potentially larger population of users as it was found that while 35% of the representative sample of the NSW population was eligible, only three respondents (0.3%) had used iVote.

The Commission was confident after the 2011 State General Election and various subsequent by-elections that the system could handle greater numbers than cast in 2011. The Commission also gauged interest in iVote before the election. It was found that prior to election day, around a quarter of those aware of iVote (excluding those who thought/knew they were ineligible) had registered for it (23%) and a further one in five intended to do so (19%).

Accordingly, the Commission undertook a more extensive communication campaign. The number of likely iVotes for the 2015 State General Election was estimated at a total of 250,000 votes. As it turned out, 283,699 votes were taken although registrations for iVote numbered 299,890.

Developments to the system since 2011 have included:

- addition of 'person-to-person' telephone voting to the original remote Interactive Voice Response (IVR) telephone voting and internet voting options
- vote verification to confirm the vote was cast as intended (only available during the election period)
- competitive tendering to procure the major elements of the iVote service
- specialist expertise to implement, project manage, advise, operate, review and audit the iVote service
- provision of system architecture and project management documents available to the public via the NSWEC website
- qualified experts (observed by scrutineers) to confirm the votes going into the count matched those verified by iVoters
- increased system audits of the iVote system by specialist contractors

### **Ensuring a Secure iVote environment**

The critical analyses and reviews undertaken to ensure the systems were 'fit for purpose' are contained in documents available on the Commission's website [www.elections.nsw.gov.au](http://www.elections.nsw.gov.au):

- 2015 State General Election Specifications
- 2015 Strategy for State General Election
- Presentations to NSW Parliament in 2013 and 2011
- 'Evaluation of Technology Assisted Voting (iVote) at the NSW State General Election March 2011 Report'



- Feasibility Report for the 2011 State General Election
- 'International Experiences of Electronic Voting and their Implications for New South Wales Report 2009'.

To address technological threats the Commission:

- engaged external experts to undertake a threat analysis and received advice on securing the iVote service against the identified threats
- established a Technical Advisory Group of international experts
- used the NSW Government Data Centres to raise the technical and security requirements for hosting of the Core Voting System.

Concerns had been raised about the level of confidence that iVoters could have in their vote being counted as cast. In response, vote verification was introduced to allow voters to confirm their vote was captured as cast; and to enable the auditor and independent observers to verify that the vote preferences forwarded to the count agreed with the separate store of votes on the verification service.

The verification service was provided by telephone to voters to separate the checking process from the device used to cast the vote. This removed the possibility that a virus on the voter's computer had undetectably altered their preferences and then hid the alteration when the voter verified their vote. The Commission encouraged all voters to use the iVote Verification service once they had voted and provided this service until 6pm election day.

The Commission deployed an advanced multi-layer security framework to ensure vote integrity whereby a large scale attack would be detected through one of the additional security layers, for example, the verification service. We also implemented new cryptographic techniques such as 'Zero Knowledge Proofs' to improve security, verifiability and privacy.

### **Issues raised by the Media about iVote**

The concerns around using the internet for voting range from coercion of voters through to system inadequacies and human error.

The Commission sees coercion as a small risk because of the difficulty for any person or organisation to identify those individuals intending to vote remotely and in sufficient numbers, and then successfully subvert their vote to influence an election result. Such coercion would have to be of such a scale that the cost and risk would make it a barely viable option to attempt.<sup>6</sup>

Of more concern were reports in the media that the iVote system was insecure following concerns raised by Dr Halderman (University of Michigan, USA) and Dr

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<sup>6</sup> R. Smith, *Internet Voting and Voter Interference - A report prepared for the New South Wales Electoral Commission*, University of Sydney, March 2013 (rodney.smith@usyd.edu.au)

Teague (University of Melbourne).<sup>7</sup> The resulting media coverage questioned the security of the iVote system and the ability of the electorate to have confidence in the iVote system.

The Commission's position following its review of the claims and the advice of the information security auditors was that these vulnerability claims were overstated. The Commission was advised that the likelihood of someone intercepting votes online using this approach was low. The posited FREAK attack required a high level of technical expertise and certain pre-conditions to be successful and as a result, was not a real threat to iVote.<sup>8</sup>

The evaluation of the views of electors' generally and iVote users' views of the security of the system is provided below and more detail is provided in the full evaluation report (Part 2 disc).

A further issue arose in relation to the ballot paper for the Legislative Council used by the iVote system. Through human error, the digital ballot paper provided between 8am Monday, 16 March and 11am Tuesday, 17 March was missing the group voting squares for two parties. Voting using the iVote system was paused from 11am to 3:45pm on the Tuesday to enable the Commission to correct the error on the iVote Legislative Council ballot paper. The registration system and verification service continued to operate normally.

Approximately 19,000 people had cast their vote through the iVote system prior to the suspension. Voting was suspended when the Commission became aware that above the line Group Voting squares for the Outdoor Recreation Party (Group B) and the Animal Justice Party (Group C) had been omitted. Notwithstanding this omission, the names of the respective candidates for these groups appeared below the line on the ballot paper. (Hard copy ballot papers used for voting at pre-poll venues were unaffected.)

The Commission is satisfied that the omission on the ballot paper was due to a human error not a system error with the iVote system.

The effect of the inaccurate ballot paper upon iVote users was probed in the evaluation and 94% were confident that the ballot paper they used included all candidates. Responses from iVote users on this issue are outlined below. More detail is available in the full evaluation report (Part 2 disc).

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<sup>7</sup> On 20 March 2015 Dr Teague and Dr Halderman sent a report marked "Confidential report: Please do not distribute" to media outlets and CERT Australia and published a blog which received prime time TV coverage on 21 March 2015. The report was titled "New South Wales iVote System is Vulnerable to MiTM Vote Stealing Attacks"

<sup>8</sup> Dr Teague also is understood to have said this type of "hack would be difficult for an attacker to perform". <http://www.abc.net.au/news/2015-03-23/ivote-security-hack-allowed-change-ofvote-security-expert-says/6340168>.

Lastly, there was a performance issue with the registration system on election day due to inadequate network capacity when a peak of demand was experienced. Many people had left it to the last day to register and vote by iVote and this received some media attention.

### Feedback - Electors Highly Satisfied with iVote

The Commission evaluated satisfaction with the iVote system through the general survey of electors and a survey specifically of iVote users.

The vast majority of iVote users were satisfied with the system (97%; iVote telephone survey). This was supported by the findings of the general survey of electors which found that of those in this sample who had used iVote, satisfaction with iVote overall was similarly very high (96%).

The main reason for this high level of satisfaction was the ease and convenience of the system (85% of users). Almost all iVote users found the system easy to use (96%). Respondents also liked that it was quick and secure. Those who were dissatisfied generally felt so because of technological issues.

**Table 12: Overall Satisfaction with iVote, 2015 State General Election**

Core telephone survey	
Very satisfied	80%
Fairly satisfied	17%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	1%
Very dissatisfied	0%
Don't know	1%

Source: IPSOS *Evaluation of the Conduct of the 2015 State General Election*, NSW Electoral Commission.

Satisfaction with the time taken to cast a vote with iVote was high (96%), with four in five participants very satisfied (80%) and 16% fairly satisfied. Similar results were observed for the time taken to register to use iVote (93% satisfied, with 67% very satisfied and 26% fairly satisfied) and to receive their post registration iVote number (91% satisfied, with 75% very satisfied and 16% fairly satisfied). There were, however, a number of participants in the qualitative research for whom their iVote number took longer to arrive than they had expected.

Satisfaction was also high for assistance received with using iVote. Almost all of those who required assistance were satisfied (97%), with more than four fifths very satisfied (84%) and 13% fairly satisfied.

Confidence was similarly high for the ballot paper listing all candidates (94% confident, with 67% very confident and 27% fairly confident) and their vote being recorded accurately (92% confident, with 59% very confident and 33% fairly confident). Further, 95% of participants were satisfied with the security of iVote, and nine in ten said they trusted the process (90%), with three in four trusting it a great deal (76%) and 14% a little. Feedback on the ballot paper in both the quantitative and qualitative research was generally positive, as was that for the level of mobile optimisation of the website.

When asked how iVote could be improved, around one in four iVote users thought there were technological issues that needed to be addressed (23%) and 7% that it should be made more secure. Awareness of the verification service was relatively low, with around one-third of iVote users aware (34%; core survey).<sup>9</sup>

Participants in the research overall typically thought that the eligibility requirements for iVote were not made clear enough. Indeed, in the qualitative research, a number of participants were not confident of the criteria until actually using iVote.

Australia’s embassies in London, New York and Hong Kong reported high satisfaction with iVote with no complaints from travellers and expatriates. A particular advantage reported for both consul staff and iVoters was that attendance at the embassy was not required. Other stakeholders provided qualitative feedback with the Vietnamese Embassy advising that there were some very positive responses to the new system, particularly from younger voters. They also indicated that awareness that there was no longer voting at embassies had not reached all expatriates and some Australians still attended in person, seeking to vote because they had found it difficult to use the iVote system. This was reported to be the case more amongst older and non-English speaking voters. Some of these voters lacked access or literacy in computers and some were unable to communicate with the Australia based telephone helpdesk.<sup>10</sup>

Trust in the iVote system varied considerably between those who used iVote and the general electorate. The core evaluation of electors generally, indicated a reasonably substantial amount of distrust of iVote, with 16% saying they distrusted it. On the other hand, around a third of those who did not use iVote trusted the system a great deal (30%) and a further 19% trusted it only a little, around a quarter stated they neither trusted it nor distrusted it (27%) and nine per cent did not know. Older respondents were the most likely to distrust the iVote process, with 25% distrusting, compared to only 14% of those aged 18-24.

Respondents living in major cities were more likely to trust the process (50%) than those living in inner regional areas (42%). CALD respondents were also more likely to trust the process (61%) than non-CALD respondents (47%).

**Table 13: Trust in the iVote process, 2015 State General Election**

Core telephone survey	
Trust it a great deal	30%
Trust it a little	19%
Neither trust nor distrust it	27%
Distrust it a little	8%
Distrust it a great deal	8%
Don't know	9%

Source: Ipsos Social Research Institute Elector Survey, 2015. Due to rounding, totals may not equal 100%.

<sup>9</sup> The instructions were set out on the screen after the iVote was submitted.

<sup>10</sup> Vietnamese Embassy 15 April 2015, communication to the NSW Electoral Commission iVote Team.

While iVote users were generally satisfied with the security of the iVote voting process (90%), 7% felt the system could be improved by being more secure as shown in the table below.

**Table 14: Satisfaction with the Security of the iVote process, 2015 State General Election**

Core telephone survey	
Very satisfied	60%
Fairly satisfied	30%
Neither satisfied nor dissatisfied	4%
Fairly dissatisfied	1%
Very dissatisfied	1%
Don't know	3%

Source: Ipsos Social Research Institute Elector Survey, 2015. Due to rounding, totals may not equal 100%.

Nine in ten iVote users were confident about using iVote prior to registering (89%), with around half very confident (48%) and 41% fairly confident. The evaluation asked those who registered but did not vote using iVote why they did not proceed to use the system following registration. The reasons provided are set out below:

- In the telephone survey, 3% of respondents registered for iVote but did not use it to vote. Out of these, 33% said they registered because they expected to be outside of NSW on election day, 30% tried to vote using iVote but had issues using or accessing the system.
- In the online survey, 2% registered for iVote but did not use it. The main reason for this was that they had problems accessing iVote to cast their vote (50%) or thought they would be out of NSW (9%) or more than 20km from a polling place (5%).

The core evaluation of electors generally (not specifically iVote users) revealed that among those who did not use iVote, around two-fifths were aware of the system (38%). Respondents without disabilities were more likely to have heard of iVote (40%) than those with disabilities or vision impairment (28%). Respondents who would have liked more information on iVote wanted to receive this via direct mail (52%) or email (40%). Those who had heard the advertising campaign on radio, print or Facebook posts were more likely to be aware of their eligibility for iVote.

Vision Australia conducted an informal email survey of around 30 people in the blind and low vision community who had used iVote. Their recommendations are based upon this informal survey and observations from Vision Australia staff and clients, and included: training for call centre operators on eligibility for iVote; improvements to the user friendliness of the web interface; making the process of selecting candidates easier; and addressing some minor navigation issues with the telephone option. Vision Australia remains strongly supportive of iVote and their involvement with the

testing of the new system in the lead up to the 2015 State General Election was invaluable in the development of the 2015 iVote system.

### Use of the Verification Service

Among online iVote users interviewed in the core telephone survey of electors, 5% called the Verification Service after voting. Of the four respondents who called the Verification Service three were satisfied with the service because of the ease of the service, and its calming of anxieties about voting online. One was very dissatisfied as the respondent tried to cancel their vote but was unsuccessful.

### Users Recommend iVote

The survey specifically of iVote users found that 99% of iVote users said they would recommend the system, and almost all iVote users said they were likely to use it again (96%), with around nine in ten saying they were very likely (88%) and 8% that they were fairly likely.

In the general elector survey, among respondents who had not used iVote, interest in the system was high with 70% indicating they were likely to use it in the future, assuming it was available to them. However, a quarter said they were unlikely to use it.

Younger voters were more likely to say that they would use iVote in the future and those living in metropolitan areas were also more likely to say that they would use it (74%) than those living in regional areas (64%).

Interest in iVote was higher among those voters from a culturally and linguistically diverse background; 81% said they would make use of iVote in the future, compared to 68% among those who are non-CALD. In contrast, there was a lack of interest among respondents with a disability, with 34% saying that they were unlikely to use iVote than those without a disability (23% unlikely to use).

### iVote increases Participation

The iVote internet and telephone voting system allows people to vote who, through disability or location, would otherwise find it difficult, if not impossible to do so. The public's acceptance of the iVote system is demonstrated quantitatively through



*iVote increases voter participation.*

*One in ten iVoters said that they would not have voted if*

*iVote had not been available.*



2011, the NSW Electoral Commission estimated that of the 43,257 people who used iVote because they were outside of NSW, 30,000 (64%) would not have voted at all, had iVote not been available. There are some indications that iVoting may encourage

uptake of the system and also the evaluation, which included questions on the security of the iVote system and reported below.

iVote was successful in both the 2011 and 2015 State General Elections in enfranchising electors. In



participation as a comparison of the participation rates of those who registered for iVote and those who applied for a postal vote revealed higher participation rates for iVoters. This finding however needs to be regarded with caution as there could be alternate explanations and until proper analysis occurs can only be regarded as indicative.

In any system there are risks. With appropriate checks and balances, as there are in traditional 'pencil and ballot paper' voting, iVoting is no more vulnerable to coercion than any other form of voting. Weighing up the comparative risks between the iVote and traditional voting systems it is clear that the benefits of iVote outweigh the small risk of interception.

It is impossible to eradicate all risks in voting systems, however risks can be reduced. Future challenges will continue to be around perceptions of security, raising awareness of the system's availability and re-designing the screen so that concerns about a non-random order of presentation giving an undue advantage to those candidates/parties who are always shown first. The Commission will investigate whether random presentation will address such concerns for future elections.

With the growth of iVote it is important to improve service to electors whose first language is not English by providing in the future, iVote brochures/instructions in the 24 languages in which the Commission currently provides voting information. Ideally the system would be resourced to enable registration, voting and voting verification to be communicated in some or all of these 24 community languages. The Commission recognises that such enhancements would add to the cost of the iVote system but believes as an equity issue, it needs to be drawn to the Committee's attention.

Participants commonly felt that the iVote eligibility criteria should be expanded to be available to the whole community. Around one in five spontaneously mentioned this when asked how iVote could be improved (17%), and the theme commonly arose in the qualitative research.

If iVote becomes a standard part of the voting services provided to electors, the best use is to have broader eligibility to include those who would be eligible for a pre-poll or postal vote. This would reduce the cost per vote. In Estonia where an internet voting option has been provided in the last five elections from 2005 - 2011, the proportion of people casting an electronic vote has risen steadily from 1.9% to 24.3%.<sup>11</sup> Further, studies of the Estonian experience show that once an elector uses internet voting they are unlikely to return to traditional voting methods.<sup>12</sup>

In the 2015 State General Election, voters using iVote made up approximately 5% of the NSW voting population. The Commission believes growth to around 15% of voters using iVote would provide a good balance with paper based voting.

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<sup>11</sup> iVoting in Estonian Elections 2005 – 2011: Vabariigi Valimiskomisjon (Estonian Electoral Commission –<http://www.vvk.ee>)

<sup>12</sup> A Council of Europe report (Internet Voting in Estonia: A Comparative Analysis of Four Elections since 2005, [www.coe.int](http://www.coe.int)) examined whether iVoters continue to use the system in subsequent elections. They found that 100% (n=58) of 2005 iVoters used iVoting in 2007 with 100% (n=116) of 2007 iVoters using iVoting in 2009 and 97% (n=173) of June 2009 iVoters used iVoting in October 2009.

The findings of the two evaluations undertaken by the NSW Electoral Commission clearly indicate that the general pool of electors do not have concerns about the security of the system. Moreover, the community wants this form of voting to be available as survey feedback indicates.

### **Faster Service – Self Service Mark Off**

Another innovation was the expansion of 'self-service mark off' first introduced at the Sydney Town Hall during the 2012 Local Government Elections. This was driven by the need to provide a more efficient and therefore faster, roll mark off service and to enable all voters regardless of where they were enrolled, the ability to cast an ordinary vote. The polling place was set up to allow electors to do a self-service look up and mark off through the use of computer consoles.

As Sydney Town hall is the largest polling place in NSW, there is considerable pressure to ensure long queues of electors are avoided. This has been a feature of voting at Sydney Town Hall which has been severely criticised in previous elections. Organising and managing a very large and complex polling place to best meet the needs of all electors has always been a challenge.

In the 2015 State General Election, Sydney Town Hall operated for both pre-poll and election day voting, issuing ordinary votes to electors who reside in any district of NSW. Electors could also update their enrolment details and be issued an enrolment vote. All processes were automated by the self-service mark off process which issued dockets direct to the elector which indicated whether the elector required to go to an ordinary issuing table or a declaration voting table.

The operation of self-service consoles is user friendly and many electors commented on how convenient it was to use. The consoles processed each elector's mark off in around 20 seconds. The self-service mark off by electors using computer consoles was only provided at the Sydney Town hall. All other polling places in NSW used the manual electoral roll mark off process requiring election officials to undertake the mark off.

In the 2015 State General Election, only 10% of voters at Sydney Town Hall said that roll marking took too long, compared with 35% at Tamworth and 19% in Fairfield. Wait times were also significantly shorter at Sydney Town Hall, with 93% of participants saying that they did not have to wait at all before casting their vote (compared with 46% overall). Only 3% of those voting at Sydney Town Hall waited for more than 5 minutes, compared with 64% at Fairfield and 40% at Tamworth.

Overall ratings of satisfaction were higher at Sydney Town Hall when compared with other pre-poll locations (pre-poll survey). Specifically, participants at Sydney Town Hall were more likely to be very satisfied with their voting experience (81% compared with 70% overall), the amount of time it took to cast a vote (86% compared with 71%) and any assistance they received (44% compared with 28%).

The Commission will examine the applicability of these approaches to other polling places across NSW typically where there are very large numbers of absent voters and consequently longer voting times.



## Centralised Postal Vote Application Processing

Postal votes account for a significant portion of votes cast. The difficulties experienced in the 2007 State General Election with the large volume of applications, late receipt of bulk numbers of applications from political parties, the calls from electors regarding late receipt of postal vote material and the pressure of processing these applications within Returning Officers' offices required the Commission to review the approach to handling a more utilised form of voting.

Before the 2011 State General Election, applications for postal voting could be lodged by:

- mail – electors download the form, fill it in and mail the signed application form to the Commission;
- scan and email or fax – the signed application form is received by the Commission via fax or email;
- political parties – political parties are a major source of postal vote applications. The parties actively support the use of postal votes by distributing applications, receiving completed postal vote applications, and then submitting the completed applications to the Commission for processing. There is usually a significant amount of 'last minute' applications lodged by the parties; and
- 'over the counter' at Returning Officers' offices – electors could hand in applications personally.

Over successive State General Elections since 2003, the Commission has been progressively improving the traditional heavily paper based and manual process. In 2007, the Commission relieved pressure upon Returning Officers and enquiries and complaints from electors by establishing a centralised processing centre for receiving and data entry of postal vote applications and notifying Returning Officers of the recipients of postal vote packs.

The volume of postal vote applications generated from parties was expected to increase significantly for the 2011 State General Election. The likelihood of significant numbers of applications being received just prior to the close of applications led the Commission to take the application process online believing this would be convenient for many electors and that the centralised pool of resources established to process packages for Registered General Postal Voters would better handle the volume and other challenges of processing postal vote applications.

The 2011 State General Election was the first time the Commission in providing postal votes used online forms to increase convenience to electors and streamline the administrative processes involved. The processing of applications forms and distribution of postal voting packs to electors has continued to be a significant process that traditionally has been handled at the local level within Returning Officers' offices. A centralised and online approach was introduced for the 2015 State General Election.

The benefits of a centralised and online approach were:

- more efficient utilisation of dedicated resources;

- ability to better train and support staff processing postal vote applications; and
- reduced workload in Returning Officers' offices and possibly reduced staffing costs.

The service provided to electors meant that they could download the form and submit the application online. Once accepted the form was automatically forwarded to the centralised postal vote processing centre, which generated a 'postal vote certificate', pack and ballot paper appropriate for that elector and directly mailed back to the applicant. The elector then only needed to complete the ballot papers and the postal vote certificate and post them directly to the Commission.

Of the total number of applications received for postal voting at the 2015 State General Election (263,050 applications), 10.1% were from the online system (26,586 applications).

While the take up of the online application initiative was low the advantages of this new system were that it made the application process more convenient for electors and reduced the administrative workload for Returning Officers and their staff.

The independently conducted evaluation of electors' satisfaction with the electoral services provided by the Commission found that of the 64 respondents who had voted by post, 28% had obtained their application form from a political party process and 25% had contacted the Commission in one way or another. 11% had used the online application process. Of all postal vote users, 86% were either very satisfied or satisfied with the service. The numbers of respondents are too small to compare whether there were any differences in satisfaction between those who use the online system and other approaches.

The advantages of centralising the administrative workload, using web technology to meet growing demands for more convenience and the greater quality assurance available from maintaining just one processing centre are powerful incentives for the Commission to continue centralised postal vote application processing.

## Social Media

In its communications campaign, the Commission utilised a Facebook strategy. Facebook posts generally directed voters to the [votensw.info](http://votensw.info) website. Nine percent of participants had seen advertising on social media about the election (in the campaign evaluation) and 7% specifically recalled seeing NSW Electoral Commission advertising or related posts on Facebook.

Compared with participants overall, those who had seen the NSW Electoral Commission campaign on Facebook were more likely to know about:

- whether they were eligible for iVote (63% compared with 49%)
- the election being in March (but not a specific date; 11% compared with 9%)
- the [votensw.info](http://votensw.info) website (31% compared with 25%)

On election night, 4% of participants accessed the election results through social media, a figure that increased to 13% for those aged 18-24. Further, in future, some

participants wanted to receive more election-related information through social media (3% mentioned social media when asked how they would like to have received additional information), including information:

- Enrolling or updating enrolment details (16% of those in the core survey who wanted this information);
- How to fill in a ballot paper (10%);
- Voting early (9%); and
- iVote (7%).

The Commission will continue to experiment with its best and most effective use of social media in encouraging participation in and knowledge of the NSW electoral system.

### **Self Service – Providing Reasons for Not-Voting**

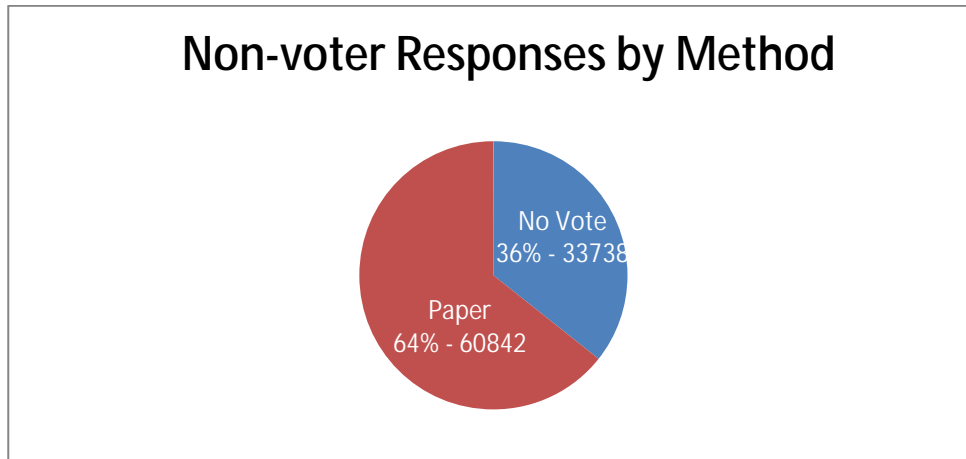
The NSW Electoral Commission is required to follow up on those electors who failed to vote. This has always been a labour intensive and protracted process due to the size of the number of apparent non-voters, the angst that can be generated and the procedural issues involved.

There were 368,740 penalty notices sent to apparent non-voters following the 2015 State General Election. This represents 7.3% of the total number of enrolments, which is a 2.2% increase on the 2011 figure (5.1% or 234,173 of the total votes). The electoral districts with the highest percentage of non-voters were Sydney (15%), followed by Vaucluse (12%), Newtown (11%), Tweed (11%) and Heffron (10%). The district with the lowest percentage of non-voters was Heathcote (4%).

Non-voters can provide reasons as to why they did not vote and may be excused from voting if the reason given falls within the categories allowed under the legislation. The top reason provided for not voting was “Absent from electoral area/district on polling day” (31.0%). It was also the top reason provided in the 2011 State General Election (29.1%), indicating that the population are becoming more mobile as time goes on.

In past State General Elections, upon receipt of a ‘please explain’ letter, the only way non-voters could provide a reason as to why they did not vote was to call a hotline or to write a letter. For the 2015 State General Election, a website was created (<https://novote.elections.nsw.gov.au/>) to provide a more convenient means to allow non-voters to provide a reason for not voting. The objectives included greater efficiency for all concerned, reduced costs to the Commission and better customer service for recipients of the penalty notices.

The below graph shows which method people used to provide their reason for not voting:



**Graph 21: Non-voter responses by method as at 31 July, 2015 State General Election**

It can be seen that submitting a non-voting response via paper is still the most favoured method at 64%, however, it is expected that the No Vote portal will experience increased usage in future elections.

Based upon the findings from work in the area of behavioural insights, the 'tone' of the penalty notices was also changed to a less aggressive format. The change in language and tone can be seen from the samples of the 2011 and 2015 penalty notice formats below.

The number of calls received by the call centre regarding penalty notices from 1 June, 2015 to 5 August, 2015 totalled 11,849. This is an 18% increase in the number of calls from the 2011 State General Election for the same time period. Call centre operators reported a noticeable positive change in attitude from the non-voters between this and the previous election, most likely because of the new letter tone and format.

Penalty Notice 2011 State General Election:



**NEW SOUTH WALES  
ELECTORAL COMMISSION**  
PENALTY NOTICE FOR FAILURE

JOE CITIZEN  
201 Kent Street  
SYDNEY NSW 2000



**FORGET SOMETHING?**

If you forgot to vote in the last election, take action now and avoid *another* fine. Log onto [www.elections.nsw.gov.au](http://www.elections.nsw.gov.au) and register for a FREE email or SMS reminder.

Remember - your vote is your voice

Issue Date: 12 June 2015

**Due Date: 28 July 2015**

The Electoral Commission records indicate that you appear to have failed to vote at the event: **NSW State General Election 2015**, held on **28 March 2015**

**YOU MAY DISPOSE OF THIS MATTER BY ANY OF THE OPTIONS BELOW: MARK WITH AN 'X'**

**OPTION 1: PAYMENT OF PENALTY \$55 to the NSW Electoral Commission**



Pay On-line\* [www.elections.nsw.gov](http://www.elections.nsw.gov)  
Reference Number: **0026000132014**

Pay by BPAY



Billor Code: 110239  
Ref: **0026000132014**

BPAY payments made after 6pm (EST/EDT) will be processed the next business day. Check with your institution for cut-off times.



Pay by Phone\* **1800 242 509**  
Reference Number: **0026000132014**

Pay by Post **NSW Electoral Commission**  
**GPO Box 3715, Sydney NSW 2001**

\* Credit card surcharge applies

CHEQUE OR MONEY ORDER: Should be crossed and marked 'Not Negotiable' and made payable to: 'NSW Electoral Commission'

**DO NOT SEND CASH IN THE MAIL. PART PAYMENT OF THIS PENALTY CANNOT BE ACCEPTED.**

**OPTION 2: REASON FOR NOT VOTING**

- a) Named person is deceased (explanation required)
- b) I was absent from the area on Polling Day (explanation required)
- c) I am ineligible to vote at the election (i.e. not an Australian Citizen) (explanation required)
- d) I had an honest belief that abstention from voting was part of my religious duty (explanation required)
- e) Other reason - explain below (explanation required)

Explanation (consideration will be given)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name:

*Please print your*

Signed:

*Elector's signature*

**MORE OPTIONS ON NEXT PAGE**



## Penalty Notice 2015 State General Election:



### Apparent failure to vote

JOE CITIZEN  
201 Kent Street  
SYDNEY NSW 2000

GPO Box 3715  
Sydney NSW 2001  
Enquiry Line: 1300 135 736  
Fax: (02) 9290 5991



Issue Date: **12 June 2015**  
Document No: **009900007890**  
Elector ID: **N72097545**  
Due Date: **28 July 2015**

Dear JOE CITIZEN,

#### Apparent Failure to Vote - NSW State General Election 2015

According to records held by the NSWEC it appears that you failed to vote at the **NSW State General Election 2015** held on **28 March 2015**.

In order to clarify the situation, could you please explain whether you did or did not vote at this election?

If you **did not vote** and you believe that you have a valid reason for not voting at the **NSW State General Election 2015**, please provide your explanation using one of the two options mentioned below.

If you **did vote** in the **NSW State General Election 2015**, in your explanation please tell us the day, the approximate time and at which polling venue you voted.

#### Option 1.

Provide your explanation via the NSWEC's online self-service portal – please go to [novote.elections.nsw.gov.au](http://novote.elections.nsw.gov.au). To enter that website you will need to use your web browser to access the website and then enter the unique 12 digit Document Number specified above and follow the prompts.

#### Option 2.

Please write your explanation by completing **Section B** on the back page of this letter and then send the whole letter to the GPO Post Box address above using the provided envelope. Note that a stamp is required on the envelope for the completed letter to reach the NSWEC.

If you did not vote and you believe that **you do not have a valid explanation**, please pay the penalty of \$55.00 by the due date noted above. Various payment methods are detailed in **Section A** on the back page of this letter.

Alternatively, if you wish to have the matter dealt with by a court, please fill in **Section C** on the back page of this letter and send the letter to the NSWEC as in Option 2 above.

Should you require any further information, please contact this office on 1300 135 736 and then choose the "If you have received a penalty notice" option.

Yours sincerely

Colin Barry  
Electoral Commissioner

Issued under the penalty notice provisions of sections 120C and 120F of the Parliamentary Electorates and Election Act 1912 No 41

Figure 1: Penalty notice samples, 2011 and 2015 State General Elections.

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## Appendix A: Enrolment for 2011 and 2015 State General Elections (NSW Electoral Districts)

District	Enrolment 2011 SGE	Enrolment 2015 SGE	Change	Variance from 2011 Average %
<b>NSW Total</b>	<b>4,635,810</b>	<b>5,040,662</b>	<b>404,852</b>	
Albury	49,719	54,641	4,922	0.81
Auburn	50,994	53,262	2,268	-1.73
Ballina	48,432	54,958	6,526	1.40
Balmain	51,888	54,286	2,398	0.16
Bankstown	48,714	52,535	3,821	-3.07
Barwon	43,814	56,356	12,542	3.98
Bathurst	49,419	54,105	4,686	-0.18
Baulkham Hills	50,946	54,002	3,056	-0.37
Bega	49,678	54,510	4,832	0.57
Blacktown	49,412	54,495	5,083	0.54
Blue Mountains	49,326	53,377	4,051	-1.52
Burrinjuck	48,874	N/A	N/A	N/A
Cabramatta	50,127	55,076	4,949	1.61
Camden	50,362	53,653	3,291	-1.01
Campbelltown	45,458	52,493	7,035	-3.15
Canterbury	51,501	55,787	4,286	2.93
Castle Hill	51,963	53,050	1,087	-2.12
Cessnock	51,035	52,475	1,440	-3.18
Charlestown	47,804	54,788	6,984	1.08
Clarence	50,358	54,305	3,947	0.19
Coffs Harbour	50,671	52,507	1,836	-3.12
Coogee	49,131	54,322	5,191	0.22
Cootamundra	N/A	52,781	N/A	-2.62
Cronulla	49,825	55,820	5,995	2.99
Davidson	49,043	54,364	5,321	0.30
Drummoyne	51,706	52,441	735	-3.25
Dubbo	48,970	52,994	4,024	-2.23
East Hills	47,627	53,843	6,216	-0.66
Epping	49,410	54,553	5,143	0.65
Fairfield	51,273	54,512	3,239	0.57
Gosford	50,140	55,001	4,861	1.48
Goulburn	50,057	53,960	3,903	-0.44
Granville	50,957	53,212	2,255	-1.82
Hawkesbury	51,331	53,064	1,733	-2.10
Heathcote	48,287	56,013	7,726	3.34
Heffron	53,342	54,971	1,629	1.42

District	Enrolment 2011 SGE	Enrolment 2015 SGE	Change	Variance from 2011 Average %
Holsworthy	N/A	54,299	N/A	0.18
Hornsby	51,221	54,625	3,404	0.78
Keira	48,301	56,897	8,596	4.97
Kiama	50,626	53,141	2,515	-1.96
Kogarah	49,740	53,744	4,004	-0.84
Ku-Ring-Gai	49,900	53,498	3,598	-1.30
Lake Macquarie	49,757	54,178	4,421	-0.04
Lakemba	51,583	54,496	2,913	0.54
Lane Cove	47,976	54,485	6,509	0.52
Lismore	50,285	53,585	3,300	-1.14
Liverpool	49,897	54,443	4,546	0.45
Londonderry	47,633	54,564	6,931	0.67
Macquarie Fields	51,735	54,977	3,242	1.43
Maitland	52,441	53,493	1,052	-1.31
Manly	48,337	53,866	5,529	-0.62
Maroubra	50,198	53,212	3,014	-1.82
Marrickville	52,182	N/A	N/A	
Menai	49,541	N/A	N/A	
Miranda	47,586	54,856	7,270	1.21
Monaro	50,062	53,048	2,986	-2.13
Mount Druitt	48,234	53,635	5,401	-1.04
Mulgoa	49,371	54,148	4,777	-0.10
Murray	45,860	55,087	9,227	1.64
Murrumbidgee	47,640	N/A	N/A	
Myall Lakes	50,469	54,796	4,327	1.10
Newcastle	48,787	55,337	6,550	2.10
Newtown	N/A	53,871	N/A	-0.61
North Shore	51,518	53,510	1,992	-1.27
Northern Tablelands	50,353	54,851	4,498	1.20
Oatley	48,982	53,558	4,576	-1.19
Orange	49,305	54,880	5,575	1.25
Oxley	48,810	53,981	5,171	-0.41
Parramatta	51,328	55,173	3,845	1.79
Penrith	47,194	54,184	6,990	-0.03
Pittwater	49,380	54,255	4,875	0.10
Port Macquarie	49,413	55,355	5,942	2.13
Port Stephens	49,514	52,678	3,164	-2.81
Prospect	N/A	54,271	N/A	0.13
Riverstone	57,408	52,137	-5,271	-3.81
Rockdale	49,466	53,787	4,321	-0.76

District	Enrolment 2011 SGE	Enrolment 2015 SGE	Change	Variance from 2011 Average %
Ryde	48,148	54,536	6,388	0.62
Seven Hills	N/A	54,258	N/A	0.11
Shellharbour	49,206	58,131	8,925	7.25
Smithfield	51,761	N/A	N/A	N/A
South Coast	50,762	52,393	1,631	-3.34
Strathfield	49,084	53,028	3,944	-2.16
Summer Hill	N/A	N/A	N/A	-0.05
Swansea	50,148	54,432	4,284	0.43
Sydney	56,786	53,109	-3,677	-2.01
Tamworth	49,246	54,412	5,166	0.39
Terrigal	48,647	55,474	6,827	2.35
The Entrance	49,942	55,059	5,117	1.58
Toongabbie	49,193	N/A	N/A	N/A
Tweed	48,888	53,491	4,603	-1.31
Upper Hunter	49,334	53,484	4,150	-1.32
Vaucluse	50,561	55,542	4,981	2.47
Wagga Wagga	50,492	53,358	2,866	-1.55
Wakehurst	50,629	54,183	3,554	-0.03
Wallsend	48,093	56,496	8,403	4.23
Willoughby	49,873	53,655	3,782	-1.01
Wollondilly	50,340	52,778	2,438	-2.62
Wollongong	50,519	58,190	7,671	7.36
Wyong	50,348	53,066	2,718	-2.09

## Appendix B: Participation in 2011 and 2015 State General Elections (NSW Electoral Districts)

District	Participation % 2011 SGE	Participation % 2015 SGE	Change	Variance from 2011 Average %
<b>NSW</b>	<b>92.57</b>	<b>90.49</b>	<b>-2.08</b>	
Albury	89.97	87.90	-2.07	-2.59
Auburn	90.89	87.01	-3.88	-3.48
Ballina	89.01	88.43	-0.58	-2.06
Balmain	90.17	88.33	-1.84	-2.16
Bankstown	91.48	86.98	-4.50	-3.51
Barwon	91.26	87.62	-3.64	-2.87
Bathurst	94.71	92.34	-2.37	1.85
Baulkham Hills	94.82	93.80	-1.02	3.31
Bega	92.02	90.07	-1.95	-0.42
Blacktown	93.39	89.05	-4.34	-1.44
Blue Mountains	94.00	93.30	-0.70	2.81
Burrinjuck	93.82	N/A	N/A	N/A
Cabramatta	92.97	90.68	-2.29	0.19
Camden	94.84	93.11	-1.73	2.62
Campbelltown	92.99	89.79	-3.20	-0.70
Canterbury	91.89	89.68	-2.21	-0.81
Castle Hill	93.69	93.13	-0.56	2.64
Cessnock	94.24	91.36	-2.88	0.87
Charlestown	94.40	92.95	-1.45	2.46
Clarence	92.77	89.69	-3.08	-0.80
Coffs Harbour	91.27	88.88	-2.39	-1.61
Coogee	89.44	87.33	-2.11	-3.16
Cootamundra	93.26	91.83	-1.43	1.34
Cronulla	92.88	92.97	0.09	2.48
Davidson	93.50	92.47	-1.03	1.98
Drummoyne	94.40	91.58	-2.82	1.09
Dubbo	93.83	90.89	-2.94	0.40
East Hills	93.11	92.09	-1.02	1.60
Epping	91.61	93.09	1.48	2.60
Fairfield	93.23	89.11	-4.12	-1.38
Gosford	93.23	90.61	-2.62	0.12
Goulburn	93.65	92.75	-0.90	2.26
Granville	91.94	89.17	-2.77	-1.32
Hawkesbury	95.07	92.21	-2.86	1.72
Heathcote	94.21	94.24	0.03	3.75
Heffron	88.70	87.18	-1.52	-3.31

District	Participation % 2011 SGE	Participation % 2015 SGE	Change	Variance from 2011 Average %
Holsworthy	N/A	91.29	N/A	0.80
Hornsby	94.54	93.38	-1.16	2.89
Keira	94.04	91.58	-2.46	1.09
Kiama	94.56	92.36	-2.20	1.87
Kogarah	93.16	90.52	-2.64	0.03
Ku-Ring-Gai	92.74	92.76	0.02	2.27
Lake Macquarie	93.38	90.99	-2.39	0.50
Lakemba	90.83	86.92	-3.91	-3.57
Lane Cove	92.52	91.66	-0.86	1.17
Lismore	90.81	89.79	-1.02	-0.70
Liverpool	92.27	87.95	-4.32	-2.54
Londonderry	93.21	88.98	-4.23	-1.51
Macquarie Fields	92.04	89.65	-2.39	-0.84
Maitland	94.49	92.58	-1.91	2.09
Manly	91.18	89.72	-1.46	-0.77
Maroubra	92.64	89.96	-2.68	-0.53
Marrickville	90.21	N/A	N/A	N/A
Menai	94.30	N/A	N/A	N/A
Miranda	94.83	93.26	-1.57	2.77
Monaro	91.80	89.43	-2.37	-1.06
Mount Druitt	91.42	88.48	-2.94	-2.01
Mulgoa	94.58	93.06	-1.52	2.57
Murray	87.53	87.50	-0.03	-2.99
Murrumbidgee	92.05	N/A	N/A	N/A
Myall Lakes	93.52	90.75	-2.77	0.26
Newcastle	92.42	90.33	-2.09	-0.16
Newtown	N/A	86.46	N/A	-4.03
North Shore	89.52	88.17	-1.35	-2.32
Northern Tablelands	93.24	90.12	-3.12	-0.37
Oatley	93.69	92.88	-0.81	2.39
Orange	94.24	91.52	-2.72	1.03
Oxley	92.20	89.12	-3.08	-1.37
Parramatta	90.65	89.32	-1.33	-1.17
Penrith	93.91	91.49	-2.42	1.00
Pittwater	92.79	91.32	-1.47	0.83
Port Macquarie	93.84	91.52	-2.32	1.03
Port Stephens	93.41	92.35	-1.06	1.86
Prospect	N/A	91.42	N/A	0.93
Riverstone	93.64	93.03	-0.61	2.54

District	Participation % 2011 SGE	Participation % 2015 SGE	Change	Variance from 2011 Average %
Rockdale	92.69	90.01	-2.68	-0.48
Ryde	92.72	91.33	-1.39	0.84
Seven Hills	N/A	91.80	91.80	1.31
Shellharbour	93.41	91.80	-1.61	1.31
Smithfield	94.52	N/A	N/A	N/A
South Coast	92.89	90.19	-2.70	-0.30
Strathfield	91.75	90.68	-1.07	0.19
Summer Hill	N/A	89.90	89.90	-0.59
Swansea	94.27	91.98	-2.29	1.49
Sydney	83.93	82.46	-1.47	-8.03
Tamworth	94.57	92.20	-2.37	1.71
Terrigal	92.66	91.04	-1.62	0.55
The Entrance	93.37	90.47	-2.90	-0.02
Toongabbie	93.91	N/A	N/A	N/A
Tweed	86.59	85.55	-1.04	-4.94
Upper Hunter	93.65	91.25	-2.40	0.76
Vaucluse	87.80	85.16	-2.64	-5.33
Wagga Wagga	92.27	90.26	-2.01	-0.23
Wakehurst	92.87	91.55	-1.32	1.06
Wallsend	94.14	91.57	-2.57	1.08
Willoughby	90.74	90.38	-0.36	-0.11
Wollondilly	94.46	92.89	-1.57	2.40
Wollongong	92.68	89.09	-3.59	-1.40
Wyong	93.12	90.74	-2.38	0.25

## Appendix C: Political Parties Registered and Nominations for Legislative Assembly and Legislative Council, 2015 State General Election

Party	Legislative Assembly		Legislative Council	
	Candidates Nominated	Elected	Candidates Nominated	Elected
Animal Justice Party	5	0	16	1
Australian Cyclists Party	6	0	15	0
Australian Democrats (NSW Division)	0	0	15	0
Australian Labor Party (NSW Branch)	67	31	16	6
Australian Motorist Party	0	0	17	0
Building Australia Party	0	0	17	0
Christian Democratic Party (Fred Nile Group)	93	0	20	1
Country Labor Party	26	3	5	1
Liberal Party of Australia New South Wales Division	74	37	11	6
National Party of Australia - NSW	19	17	5	3
No Land Tax Campaign	93	0	16	0
No Parking Meters Party	0	0	21	0
Outdoor Recreation Party	2	0	15	0
Shooters and Fishers Party	0	0	21	1
Socialist Alliance	2	0	16	0
The Fishing Party	0	0	20	0
The Greens	93	3	21	2
Unity Party	1	0	0	0
Voluntary Euthanasia Party	0	0	15	0
Independents	46	2	0	0
No Affiliation	13	0	112	0
<b>TOTALS</b>	<b>540</b>	<b>93</b>	<b>394</b>	<b>21</b>



## Appendix D: Number of Legislative Assembly Nominations by Electoral District, 2015 State General Election

Electoral District	No	Electoral District	No	Electoral District	No
Albury	5	Kiama	5	Strathfield	5
Auburn	6	Kogarah	6	Summer Hill	7
Ballina	7	Ku-ring-gai	5	Swansea	8
Balmain	7	Lake Macquarie	7	Sydney	8
Bankstown	6	Lakemba	5	Tamworth	7
Barwon	6	Lane Cove	6	Terrigal	5
Bathurst	5	Lismore	6	The Entrance	5
Baulkham Hills	5	Liverpool	5	Tweed	5
Bega	5	Londonderry	5	Upper Hunter	6
Blacktown	5	Macquarie Fields	7	Vaucluse	5
Blue Mountains	6	Maitland	6	Wagga Wagga	6
Cabramatta	5	Manly	5	Wakehurst	6
Camden	5	Maroubra	5	Wallsend	5
Campbelltown	5	Miranda	6	Willoughby	6
Canterbury	5	Monaro	5	Wollondilly	6
Castle Hill	5	Mount Druitt	5	Wollongong	7
Cessnock	5	Mulgoa	5	Wyong	7
Charlestown	7	Murray	8	<b>Total</b>	<b>540</b>
Clarence	8	Myall Lakes	6		
Coffs Harbour	5	Newcastle	7		
Coogee	5	Newtown	7		
Cootamundra	5	North Shore	7		
Cronulla	5	Northern Tablelands	6		
Davidson	5	Oatley	5		
Drummoyne	6	Orange	5		
Dubbo	7	Oxley	5		
East Hills	5	Parramatta	7		
Epping	6	Penrith	8		
Fairfield	5	Pittwater	5		
Gosford	6	Port Macquarie	5		
Goulburn	6	Port Stephens	5		
Granville	6	Prospect	5		
Hawkesbury	8	Riverstone	5		
Heathcote	6	Rockdale	6		
Heffron	5	Ryde	5		
Holsworthy	6	Seven Hills	7		
Hornsby	6	Shellharbour	7		
Keira	5	South Coast	5		

## Appendix E: Candidates Nominated for Legislative Assembly, 015 State General Election

Ballot Paper Name	Affiliation	District
ABDULLA Violet	Christian Democratic Party (Fred Nile Group)	East Hills
ACKERMAN Steve	Australian Labor Party (NSW Branch)	Hornsby
ADDAE Elaine	Christian Democratic Party (Fred Nile Group)	Sydney
ADDISON Jasmin	No Land Tax Campaign	Newcastle
AGLAND Joshua	Animal Justice Party	Swansea
AHMED Kays	No Land Tax Campaign	Auburn
AITCHISON Jenny	Country Labor Party	Maitland
ALBERTS Victor	No Land Tax Campaign	Hawkesbury
ALICK Justin	The Greens	Ryde
ALLEN Darryl	Christian Democratic Party (Fred Nile Group)	Epping
ALLEN Mick	Independent	Macquarie Fields
ANDERSON Kevin	National Party of Australia - NSW	Tamworth
APLIN Greg	Liberal Party of Australia New South Wales Division	Albury
ARBEAU Shawn	Christian Democratic Party (Fred Nile Group)	Heffron
ARCHARD Clyde	No Land Tax Campaign	Bega
ARCHER John	Christian Democratic Party (Fred Nile Group)	Ku-ring-gai
ARDUCA Frank	No Land Tax Campaign	Parramatta
ARDUCA Joe	No Land Tax Campaign	Londonderry
ARDUCA Rebecca	No Land Tax Campaign	Pittwater
ARENA Peter	Christian Democratic Party (Fred Nile Group)	Port Stephens
ARMITAGE Fran	Country Labor Party	Oxley
ARMS Luke	Independent	Charlestown
ARMSTRONG David	Australian Labor Party (NSW Branch)	Ku-ring-gai
ARONEY Nick	Liberal Party of Australia New South Wales Division	Kogarah
ASH Kieren	Australian Labor Party (NSW Branch)	Pittwater
ASHBY Craig	Country Labor Party	Barwon
ASHTON Wal	Outdoor Recreation Party	Goulburn
ATALLA Edmond	Australian Labor Party (NSW Branch)	Mount Druitt
ATANASIOUS James	The Greens	Granville
ATELJ Adrian	No Land Tax Campaign	Holsworthy
ATKINSON Leanne	Country Labor Party	Bega
ATTIA Matt	Christian Democratic Party (Fred Nile Group)	Liverpool
ATTKINS Steve	Independent	Myall Lakes
AVASALU Rhonda	Christian Democratic Party (Fred Nile Group)	Balmain
AYRES Stuart	Liberal Party of Australia New South Wales Division	Penrith

Ballot Paper Name	Affiliation	District
BAIRD Mike	Liberal Party of Australia New South Wales Division	Manly
BAKSS Anastasia	No Land Tax Campaign	Heffron
BALFOUR Anna	Christian Democratic Party (Fred Nile Group)	Maitland
BALLANTINE Stephen	The Greens	Myall Lakes
BARILARO John	National Party of Australia - NSW	Monaro
BARR Clayton	Country Labor Party	Cessnock
BARRATT Terry	The Greens	Kiama
BARSI Ned	Australian Labor Party (NSW Branch)	Wakehurst
BATE David	The Greens	Blacktown
BATTISTA Gianpiero	Christian Democratic Party (Fred Nile Group)	Lismore
BEAVIS Kris	National Party of Australia - NSW	Ballina
BEECHAM Holly	Christian Democratic Party (Fred Nile Group)	Northern Tablelands
BELGRAVE Leon	Outdoor Recreation Party	Drummoyne
BELLSTEDT Michael	The Greens	Castle Hill
BENJAMIN Susai	Australian Labor Party (NSW Branch)	Seven Hills
BENNETT Ursula	Christian Democratic Party (Fred Nile Group)	Bega
BEREJKLIAN Gladys	Liberal Party of Australia New South Wales Division	Willoughby
BEVAN Kate	No Land Tax Campaign	Davidson
BHALLA Raman	Liberal Party of Australia New South Wales Division	Blacktown
BHUIYAN Rashid	Liberal Party of Australia New South Wales Division	Lakemba
BICKNELL Janelle	The Greens	Orange
BOEHM Rohan	Independent	Barwon
BOSCH Andre	The Greens	Liverpool
BOUTROS Kamal	Christian Democratic Party (Fred Nile Group)	Parramatta
BRADLEY Phil	The Greens	Parramatta
BRATUSA Bernard	Liberal Party of Australia New South Wales Division	Londonderry
BRENTIN Chris	The Greens	Sydney
BRESSER Mitchell	The Greens	Wollongong
BRETT John	Independent	Miranda
BROADBRIDGE Colin	Christian Democratic Party (Fred Nile Group)	Camden
BROMHEAD Stephen	National Party of Australia - NSW	Myall Lakes
BROOK David	Christian Democratic Party (Fred Nile Group)	Strathfield
BROOKES Glenn	Liberal Party of Australia New South Wales Division	East Hills
BROWN Gordon	No Land Tax Campaign	Balmain
BROWN John	The Greens	Maitland

Ballot Paper Name	Affiliation	District
BROWN Leonard	Independent	Seven Hills
BROWNLEE Mary	The Greens	Macquarie Fields
BULJUBASIC Max	Country Labor Party	Murray
BURNEY Linda	Australian Labor Party (NSW Branch)	Canterbury
BYRNE Michael		Holsworthy
BYRNES Murray	Christian Democratic Party (Fred Nile Group)	Terrigal
CACCIOTTI Elio	No Land Tax Campaign	Cootamundra
CACCIOTTI Joe	No Land Tax Campaign	Ryde
CACCIOTTI Julia	No Land Tax Campaign	Blacktown
CACCIOTTI Karen	No Land Tax Campaign	Riverstone
CAGNEY Cindy	Australian Labor Party (NSW Branch)	Camden
CAINE Milton	Christian Democratic Party (Fred Nile Group)	Newcastle
CALVERT Barry	Australian Labor Party (NSW Branch)	Hawkesbury
CANTO Eddie	No Land Tax Campaign	Cabramatta
CANTO Tania	No Land Tax Campaign	Mulgoa
CAPIS George	Christian Democratic Party (Fred Nile Group)	Cronulla
CAR Prue	Australian Labor Party (NSW Branch)	Londonderry
CARNEY Todd	Australian Labor Party (NSW Branch)	Mulgoa
CAROLAN Joseph	Christian Democratic Party (Fred Nile Group)	Keira
CARPENTER Tracey	The Greens	Bathurst
CASHMAN Bill	The Greens	Cabramatta
CASSAR Jake	Independent	Gosford
CASUSCELLI Charles	Liberal Party of Australia New South Wales Division	Strathfield
CATLEY Yasmin	Australian Labor Party (NSW Branch)	Swansea
CAVANAGH Peter	Australian Labor Party (NSW Branch)	Willoughby
CAVANAUGH Janet	The Greens	Clarence
CECCELE Romeo	Independent	Shellharbour
CHANTHIVONG Anoulack	Australian Labor Party (NSW Branch)	Macquarie Fields
CHECCHIN Louisa	No Land Tax Campaign	Upper Hunter
CHEHAB Stephen	No Land Tax Campaign	Strathfield
CHEHAB Yahya	No Land Tax Campaign	Lakemba
CHESTERFIELD-EVANS Arthur	The Greens	North Shore
CHOKER Sam	No Land Tax Campaign	Rockdale
CHRISTIE Craig	The Greens	Coffs Harbour
CHURCH Andrew	Christian Democratic Party (Fred Nile Group)	Gosford
CLARK Philippa	The Greens	Oatley
CLEARY Melissa	Australian Labor Party (NSW Branch)	Lake Macquarie
CLIFFORD Philip	Liberal Party of Australia New South Wales	Keira

Ballot Paper Name	Affiliation	District
	Division	
CODEMO Garry	No Land Tax Campaign	Murray
COGAN James		Summer Hill
COLEMAN Cass	Country Labor Party	Bathurst
COLLARD Daniel	Liberal Party of Australia New South Wales Division	Lake Macquarie
COLLINS Kerrie	No Land Tax Campaign	Tweed
COLONELLI Noreen	No Land Tax Campaign	Wollongong
COLSELL Peter	Christian Democratic Party (Fred Nile Group)	Lane Cove
CONOLLY Kevin	Liberal Party of Australia New South Wales Division	Riverstone
CONSTANCE Andrew	Liberal Party of Australia New South Wales Division	Bega
CONSTANTINO Georgia	No Land Tax Campaign	Maroubra
CORONEO Andrew	No Land Tax Campaign	Lake Macquarie
COSTA Joe	No Land Tax Campaign	Oxley
COTTON Damien	Christian Democratic Party (Fred Nile Group)	Wallsend
COURE Mark	Liberal Party of Australia New South Wales Division	Oatley
CRAKANTHORP Tim	Australian Labor Party (NSW Branch)	Newcastle
CRIPPS Tom	No Land Tax Campaign	Bathurst
CROUCH Adam	Liberal Party of Australia New South Wales Division	Terrigal
CRUZ James	The Greens	Maroubra
CUBIS Luke	Christian Democratic Party (Fred Nile Group)	Swansea
CURCIC Zoran	Christian Democratic Party (Fred Nile Group)	Pittwater
da COSTA Kate	The Greens	Gosford
DALE Lance	The Greens	Strathfield
DALEY Michael	Australian Labor Party (NSW Branch)	Maroubra
DALTON Helen	Independent	Murray
DAOUD Jamal	Independent	Rockdale
DARLEY-JONES Patrick	The Greens	Wollondilly
DAVIES Tanya	Liberal Party of Australia New South Wales Division	Mulgoa
DAVIS Felicity	The Greens	Pittwater
DEVI Indira	Independent	Seven Hills
DI COSMO Mary	No Land Tax Campaign	Hornsby
DI COSMO Pat	No Land Tax Campaign	Drummoyne
DI COSMO Robert	No Land Tax Campaign	Wakehurst
DI COSMO Tony	No Land Tax Campaign	Wallsend
DI SANTO Aldo	No Land Tax Campaign	Willoughby

Ballot Paper Name	Affiliation	District
DI SANTO Irma	No Land Tax Campaign	Lane Cove
DIB Jihad	Australian Labor Party (NSW Branch)	Lakemba
DIEP Maria	Liberal Party of Australia New South Wales Division	Cabramatta
DIMOND Vicki	The Greens	Wyong
DINHAM Dale	No Land Tax Campaign	Newtown
DINHAM Leslie	No Land Tax Campaign	Monaro
DINKHA Linda	Christian Democratic Party (Fred Nile Group)	Coogee
DOMINELLO Victor	Liberal Party of Australia New South Wales Division	Ryde
DOUGHTY Paul	No Land Tax Campaign	Swansea
DOYLE Bryan	Liberal Party of Australia New South Wales Division	Campbelltown
DOYLE Trish	Australian Labor Party (NSW Branch)	Blue Mountains
DRAGOJEVIC Stevan	Christian Democratic Party (Fred Nile Group)	Wyong
DRAPER Peter	Independent	Tamworth
EADES Dean	No Land Tax Campaign	Oatley
EDWARDS Garry	Independent	Swansea
EISLER Linda	The Greens	Canterbury
ELAWAAD Ahmed	No Land Tax Campaign	Heathcote
EL-DAGHL Lena	Christian Democratic Party (Fred Nile Group)	Rockdale
EL-DAHR George	Christian Democratic Party (Fred Nile Group)	Lakemba
ELDER David	Christian Democratic Party (Fred Nile Group)	Murray
ELLIOTT David	Liberal Party of Australia New South Wales Division	Baulkham Hills
ERVIN Hadden	Christian Democratic Party (Fred Nile Group)	The Entrance
ESPOSITO Angelo	No Land Tax Campaign	Prospect
ESPOSITO Tania	No Land Tax Campaign	Maitland
EVANS Lee	Liberal Party of Australia New South Wales Division	Heathcote
EVES Hannah	Liberal Party of Australia New South Wales Division	Wallsend
FALANGA Mark	Christian Democratic Party (Fred Nile Group)	Miranda
FALANGA Ula	Christian Democratic Party (Fred Nile Group)	Heathcote
FARMER Pat	Liberal Party of Australia New South Wales Division	Macquarie Fields
FARUQI Osman	The Greens	Heffron
FERNANDEZ Juan	No Land Tax Campaign	Orange
FINDLEY Amanda	The Greens	South Coast
FINN Julia	Australian Labor Party (NSW Branch)	Granville
FIRTH Verity	Australian Labor Party (NSW Branch)	Balmain
FITZPATRICK Stephen	No Land Tax Campaign	Goulburn

Ballot Paper Name	Affiliation	District
FITZSIMON Bernard	Country Labor Party	Orange
FLOOD Rochelle	The Greens	Port Stephens
FLOWERS John	Liberal Party of Australia New South Wales Division	Rockdale
FOGARTY Patrick	Australian Cyclists Party	Balmain
FOIA Maria	No Land Tax Campaign	Wollondilly
FOLEY Luke	Australian Labor Party (NSW Branch)	Auburn
FOX Kerry	Independent	Epping
FRASER Andrew	National Party of Australia - NSW	Coffs Harbour
FRASER Caroline	Christian Democratic Party (Fred Nile Group)	Hawkesbury
FRENCH Kylie	Christian Democratic Party (Fred Nile Group)	Summer Hill
FUNNELL Paul	Independent	Wagga Wagga
FYFE Iain	The Greens	Goulburn
GALLAGHER Mick	Independent	Hornsby
GANNON Lyndon	Liberal Party of Australia New South Wales Division	Balmain
GARRARD Michelle	Independent	Parramatta
GARRARD Paul	Independent	Auburn
GARVIN Chris	The Greens	Lakemba
GAY Trevor	No Land Tax Campaign	Northern Tablelands
GEE Andrew	National Party of Australia - NSW	Orange
GEORGE Thomas	National Party of Australia - NSW	Lismore
GEORGIS Sam	Christian Democratic Party (Fred Nile Group)	Prospect
GERVAY Len	No Land Tax Campaign	Ku-ring-gai
GERVAY Susanne	No Land Tax Campaign	Vaucluse
GERVAY-RUBEN Victoria	No Land Tax Campaign	Coogee
GIBBONS Melanie	Liberal Party of Australia New South Wales Division	Holsworthy
GILBERT John	Christian Democratic Party (Fred Nile Group)	Orange
GILBERT Trent	Country Labor Party	Clarence
GIROTTI Maurice	Christian Democratic Party (Fred Nile Group)	Londonderry
GLASSMAN Jordanna	The Greens	Murray
GOLDSTEIN Mercurius	The Greens	Northern Tablelands
GOODMAN Ron	Country Labor Party	Tweed
GORMAN Shane	The Greens	Londonderry
GOUSKOS Giovina	No Land Tax Campaign	Myall Lakes
GOWARD Pru	Liberal Party of Australia New South Wales Division	Goulburn
GRANT Troy	National Party of Australia - NSW	Dubbo



Ballot Paper Name	Affiliation	District
GRASSO Paul	No Land Tax Campaign	Port Macquarie
GREEN Allan	Christian Democratic Party (Fred Nile Group)	Riverstone
GREEN Josh	Christian Democratic Party (Fred Nile Group)	Mount Druitt
GREENWICH Alex	Independent	Sydney
GRENFELL Oscar		Bankstown
GRITTEN Kim	Christian Democratic Party (Fred Nile Group)	Lake Macquarie
GUERRY Annette	No Land Tax Campaign	Coffs Harbour
GUISE Adam	The Greens	Lismore
GULAPTIS Chris	National Party of Australia - NSW	Clarence
HADID Mazhar	Liberal Party of Australia New South Wales Division	Liverpool
HAINES Alison	The Greens	Willoughby
HAMILTON Colin	Independent	Dubbo
HAMILTON Robyn	No Land Tax Campaign	Mount Druitt
HANCOCK Shelley	Liberal Party of Australia New South Wales Division	South Coast
HANNA Meena	Christian Democratic Party (Fred Nile Group)	Blacktown
HARLANDER Ralph	Independent	Hawkesbury
HARRIS Conny	Independent	Wakehurst
HARRIS David	Australian Labor Party (NSW Branch)	Wyong
HARRISON Jodie	Australian Labor Party (NSW Branch)	Charlestown
HARRISON Mark	Independent	Blue Mountains
HARTLEY Matthew	Independent	Ballina
HAVYATT David	Australian Labor Party (NSW Branch)	Epping
HAY Noreen	Australian Labor Party (NSW Branch)	Wollongong
HAYES Dan	Country Labor Party	Wagga Wagga
HAYLEN Jo	Australian Labor Party (NSW Branch)	Summer Hill
HAZZARD Brad	Liberal Party of Australia New South Wales Division	Wakehurst
HEBER Brent	The Greens	Kogarah
HENSKENS Alister	Liberal Party of Australia New South Wales Division	Ku-ring-gai
HEUSTON Stan		Tamworth
HEYDE Emma	The Greens	Epping
HILLARD Joe	Country Labor Party	Tamworth
HO Melody	Christian Democratic Party (Fred Nile Group)	Willoughby
HODGKINSON Katrina	National Party of Australia - NSW	Cootamundra
HOENIG Ron	Australian Labor Party (NSW Branch)	Heffron
HOLDEN Neil	No Land Tax Campaign	Baulkham Hills
HOLLAND Greg	Australian Labor Party (NSW Branch)	Miranda
HOLSTEIN Chris	Liberal Party of Australia New South Wales Division	Gosford

Ballot Paper Name	Affiliation	District
HOLT Noel		Wyong
HORNERY Sonia	Australian Labor Party (NSW Branch)	Wallsend
HORTON Joy	Christian Democratic Party (Fred Nile Group)	Monaro
HOWARD Karen	Liberal Party of Australia New South Wales Division	Newcastle
HUMPHRIES Kevin	National Party of Australia - NSW	Barwon
HUNT Nathan	The Greens	Cronulla
HUSAR Emma	Australian Labor Party (NSW Branch)	Penrith
HUTCHINSON Ian	Christian Democratic Party (Fred Nile Group)	Barwon
IMLAH Cherie	Animal Justice Party	Lismore
ISSA Tony	Christian Democratic Party (Fred Nile Group)	Canterbury
ISSA Tony	Liberal Party of Australia New South Wales Division	Granville
JACKSON Ross	Australian Labor Party (NSW Branch)	Albury
JAMIESON Rod	No Land Tax Campaign	Manly
JARY Jennifer	Australian Labor Party (NSW Branch)	Manly
JOHNSEN Michael	National Party of Australia - NSW	Upper Hunter
JOHNSON Jeff	Independent	Ballina
JOHNSON Julie	Christian Democratic Party (Fred Nile Group)	Cessnock
JONES Alan	No Land Tax Campaign	Lismore
JONES Cameron	The Greens	Barwon
JONES Mark	Liberal Party of Australia New South Wales Division	Shellharbour
JORDAN Ken	Liberal Party of Australia New South Wales Division	Port Stephens
KADWELL John	Christian Democratic Party (Fred Nile Group)	Shellharbour
KALIYANDA Charishma	Australian Labor Party (NSW Branch)	Holsworthy
KAMPER Steve	Australian Labor Party (NSW Branch)	Rockdale
KAYE John	The Greens	Upper Hunter
KEAN Matt	Liberal Party of Australia New South Wales Division	Hornsby
KEEGAN David	Country Labor Party	Myall Lakes
KELLY Jackie		Penrith
KENNETT Carolyn		Penrith
KERR Sandra	Liberal Party of Australia New South Wales Division	Wyong
KERTESZ Moya	No Land Tax Campaign	North Shore
KHOURY Jason	Australian Labor Party (NSW Branch)	Drummoyne
KING Jonathan	The Greens	Wakehurst
KING Niloufer	The Greens	Albury
KLOSE John	Christian Democratic Party (Fred Nile Group)	Oxley
KOLOMEITZ Glenn	Country Labor Party	Kiama

Ballot Paper Name	Affiliation	District
KONG Sophia	No Land Tax Campaign	Epping
KOUTSOUKIS John	Liberal Party of Australia New South Wales Division	Heffron
KUNIANSKY Joanne		Parramatta
LALICH Nick	Australian Labor Party (NSW Branch)	Cabramatta
LANGFIELD Philip	Christian Democratic Party (Fred Nile Group)	Cootamundra
LATZ Phil	Australian Cyclists Party	Wollongong
LAWRANCE Jeremy	No Land Tax Campaign	Bankstown
LAWRENCE Stephen	Country Labor Party	Dubbo
LAWRENCE Wayne	Christian Democratic Party (Fred Nile Group)	Oatley
LAXALE Jerome	Australian Labor Party (NSW Branch)	Ryde
LAZAR James	No Land Tax Campaign	Fairfield
LEE Geoff	Liberal Party of Australia New South Wales Division	Parramatta
LEONG Jenny	The Greens	Newtown
LETO Jason	No Land Tax Campaign	Keira
LIN David	No Land Tax Campaign	Kogarah
LIU Kingsley	The Greens	Mulgoa
LLOYD Edwina	Australian Labor Party (NSW Branch)	Sydney
LLOYD Olivia	Liberal Party of Australia New South Wales Division	Mount Druitt
LOPEZ Steven	Independent	Granville
LOPREIATO Domenic	No Land Tax Campaign	Cessnock
LOPREIATO Joe	No Land Tax Campaign	Clarence
LOPREIATO Nella	No Land Tax Campaign	Barwon
LOPREIATO Sonia	No Land Tax Campaign	The Entrance
LYNCH Paul	Australian Labor Party (NSW Branch)	Liverpool
MACFADYEN Ivan	The Greens	Lake Macquarie
MACKANESS Kate	Independent	Hawkesbury
MAGUIRE Daryl	Liberal Party of Australia New South Wales Division	Wagga Wagga
MAILLER David	Independent	Northern Tablelands
MAIORANA Gianna	No Land Tax Campaign	Blue Mountains
MAIORANA Tony	No Land Tax Campaign	Canterbury
MAKA Tony	Christian Democratic Party (Fred Nile Group)	Holsworthy
MALLIA Licio	No Land Tax Campaign	South Coast
MANTEL Alice	The Greens	Drummoyne
MARONEY Matthew	No Land Tax Campaign	Gosford
MARRA Antonetta	No Land Tax Campaign	Macquarie Fields
MARRA John	No Land Tax Campaign	Albury

Ballot Paper Name	Affiliation	District
MARRA Mario	No Land Tax Campaign	Granville
MARSHALL Adam	National Party of Australia - NSW	Northern Tablelands
MARSHALL Peter	The Greens	Monaro
MARTIN Arjay	Independent	Charlestown
MARTINEZ Elena	The Greens	Keira
MASSE Pierre	The Greens	Lane Cove
McDERMOTT Hugh	Australian Labor Party (NSW Branch)	Prospect
McEWIN Megan	The Greens	Vaucluse
McFARLANE Noel	Australian Cyclists Party	Newtown
MCGEECHAN Annie	No Land Tax Campaign	Wyong
McINNES Pippa	The Greens	Ku-ring-gai
McKAY Jodi	Australian Labor Party (NSW Branch)	Strathfield
MEAD Clinton		Macquarie Fields
MEGGET Drusi	The Greens	Port Macquarie
MEHAN David	Australian Labor Party (NSW Branch)	The Entrance
MICHELS Malikeh	The Greens	Auburn
MIHAILUK Tania	Australian Labor Party (NSW Branch)	Bankstown
MILLS Brian	Independent	Murray
MINNS Chris	Australian Labor Party (NSW Branch)	Kogarah
MISRA Atul	Independent	Murray
MODARELLI Don	Christian Democratic Party (Fred Nile Group)	Cabramatta
MORAN Peter	The Greens	Shellharbour
MORONEY Ben	The Greens	Campbelltown
MORRISON Ian	Australian Labor Party (NSW Branch)	Riverstone
MORTIMER Christie	No Land Tax Campaign	Cronulla
MORVILLO Hugo	No Land Tax Campaign	Shellharbour
MORVILLO Tania	No Land Tax Campaign	Charlestown
MURPHY Cameron	Australian Labor Party (NSW Branch)	East Hills
NAIRN Mick	The Greens	Miranda
NARANAPATTI Balaji	The Greens	Seven Hills
NASR Juliat	Christian Democratic Party (Fred Nile Group)	Bankstown
NERO Silvana	Christian Democratic Party (Fred Nile Group)	Wakehurst
NICHOLSON Andrew	The Greens	Fairfield
NICOL Gloria	Australian Labor Party (NSW Branch)	Vaucluse
NIELSEN Michelle	Animal Justice Party	Balmain
NOCK Richard	No Land Tax Campaign	Tamworth
NORWICK Alex		Wyong
NOTLEY-SMITH Bruce	Liberal Party of Australia New South Wales Division	Coogee
NOVAK Debrah	Independent	Clarence

Ballot Paper Name	Affiliation	District
OAKLEY Jane	The Greens	Charlestown
O'BRIEN Ciaran	Australian Labor Party (NSW Branch)	Wollondilly
O'BRIEN Debra	Country Labor Party	Northern Tablelands
O'BRIEN Steve	Socialist Alliance	Newcastle
O'DEA Jonathan	Liberal Party of Australia New South Wales Division	Davidson
O'NEILL Astrid	The Greens	East Hills
ORDISH Carol	Christian Democratic Party (Fred Nile Group)	Clarence
OSBORNE Chris	Independent	Swansea
OSBORNE Michael	The Greens	Newcastle
O'SULLIVAN Mark	The Greens	Penrith
OUEIK Ronney	Liberal Party of Australia New South Wales Division	Auburn
PANAYIOTAKIS Nomiky	Liberal Party of Australia New South Wales Division	Canterbury
PANDELEOS Patrice	Liberal Party of Australia New South Wales Division	Sydney
PARK Ryan	Australian Labor Party (NSW Branch)	Keira
PARKER Jamie	The Greens	Balmain
PARMETER Matt	The Greens	Dubbo
PARSONS Phillipa	The Greens	Swansea
PASSAS Julie	Liberal Party of Australia New South Wales Division	Summer Hill
PATTERSON Chris	Liberal Party of Australia New South Wales Division	Camden
PAULING Jason	Liberal Party of Australia New South Wales Division	Charlestown
PAVEY Melinda	National Party of Australia - NSW	Oxley
PEARCE Paul	Australian Labor Party (NSW Branch)	Coogee
PECH Keith	Christian Democratic Party (Fred Nile Group)	Wagga Wagga
PELLEGRINI Carmel	No Land Tax Campaign	Kiama
PELZMAN David	No Land Tax Campaign	Sydney
PENFOLD Philip	Independent	Maitland
PERGER Margaret	The Greens	Bega
PERROTTET Dominic	Liberal Party of Australia New South Wales Division	Hawkesbury
PETINOS Eleni	Liberal Party of Australia New South Wales Division	Miranda
PETTY Greg	Independent	Heathcote
PEZZANO Angelo	No Land Tax Campaign	Penrith
PEZZANO Mick	No Land Tax Campaign	Liverpool

Ballot Paper Name	Affiliation	District
PHILLIPS Fiona	Country Labor Party	South Coast
PHILLIPS Max	The Greens	Summer Hill
PICCOLI Adrian	National Party of Australia - NSW	Murray
PINSUTI Susan	Christian Democratic Party (Fred Nile Group)	Wollondilly
PIPER Greg	Independent	Lake Macquarie
PIPER Tony	Christian Democratic Party (Fred Nile Group)	Blue Mountains
POLISZCUK Luke	The Greens	Bankstown
POYNTER Kevin	The Greens	Wagga Wagga
PRATT Clarrie	Christian Democratic Party (Fred Nile Group)	Wollongong
PRENTICE Brendon	Christian Democratic Party (Fred Nile Group)	Seven Hills
PRICE Susan	Socialist Alliance	Summer Hill
PRICE-PURNELL Jessica	National Party of Australia - NSW	Cessnock
PRINABLE Ashley	Christian Democratic Party (Fred Nile Group)	Port Macquarie
PROVEST Geoff	National Party of Australia - NSW	Tweed
PRYOR Rod	Independent	Dubbo
QUILL Kristy	Country Labor Party	Port Macquarie
QUINN Wayne	Independent	Shellharbour
RAMSAY John	Christian Democratic Party (Fred Nile Group)	Macquarie Fields
RAMSAY Sarah	Christian Democratic Party (Fred Nile Group)	Campbelltown
RE Edward	Australian Cyclists Party	Willoughby
REICH Sam	Australian Cyclists Party	Newcastle
RICKARD Scott	The Greens	The Entrance
RIGBY Narelle	Christian Democratic Party (Fred Nile Group)	Bathurst
RITCHIE Matt	Australian Labor Party (NSW Branch)	Castle Hill
ROBERTS Anthony	Liberal Party of Australia New South Wales Division	Lane Cove
ROBERTS Brendan	Liberal Party of Australia New South Wales Division	Maroubra
ROBERTSON Brent	The Greens	Mount Druitt
ROBERTSON John	Australian Labor Party (NSW Branch)	Blacktown
ROBINS Bryan	Independent	Clarence
ROBINSON Christine	Independent	Clarence
ROHAN Andrew	Liberal Party of Australia New South Wales Division	Prospect
ROLLINSON Tania		Hawkesbury
RORRIS Arthur	Independent	Wollongong
ROSE Matt	Christian Democratic Party (Fred Nile Group)	South Coast
ROTIROTI Giuseppe	Christian Democratic Party (Fred Nile Group)	North Shore
ROWELL Jai	Liberal Party of Australia New South Wales Division	Wollondilly
ROYAL Edward	Christian Democratic Party (Fred Nile Group)	Fairfield

Ballot Paper Name	Affiliation	District
RUBEN Nadia	No Land Tax Campaign	Terrigal
RUFF Stephen	Independent	North Shore
RUSH Martin	Country Labor Party	Upper Hunter
RUSSELL Jean	No Land Tax Campaign	East Hills
RYAN Michelle	Christian Democratic Party (Fred Nile Group)	Tamworth
RYAN Steve	Christian Democratic Party (Fred Nile Group)	Kiama
RZETELSKI Joanna		Sydney
SAGE Roza	Liberal Party of Australia New South Wales Division	Blue Mountains
SAJN Danica	The Greens	Camden
SALAMA Mariam	Christian Democratic Party (Fred Nile Group)	Davidson
SALIBA Charbel	Liberal Party of Australia New South Wales Division	Fairfield
SANDERSON Jim	Independent	Lane Cove
SCAYSBROOK Peter	Australian Labor Party (NSW Branch)	Cronulla
SCHERER Peter	Christian Democratic Party (Fred Nile Group)	Dubbo
SCHOLFIELD Jennifer	Christian Democratic Party (Fred Nile Group)	Mulgoa
SCHUBERT Karl	Christian Democratic Party (Fred Nile Group)	Newtown
SCHULTZ Pat	The Greens	Tamworth
SELVENTHIRAN Sujana	The Greens	Prospect
SENTINELLA David	The Greens	Davidson
SHARPE Michael	Liberal Party of Australia New South Wales Division	The Entrance
SHARPE Penny	Australian Labor Party (NSW Branch)	Newtown
SHAW James	Australian Labor Party (NSW Branch)	Parramatta
SHEAHAN Charlie	Country Labor Party	Cootamundra
SHEAHAN Jennifer	No Land Tax Campaign	Seven Hills
SHEPHERD Ben	No Land Tax Campaign	Dubbo
SHIHA Jacque	Christian Democratic Party (Fred Nile Group)	Maroubra
SHIRLEY Joe	No Land Tax Campaign	Port Stephens
SHUREY Lindsay	The Greens	Coogee
SICHEL Michael	Christian Democratic Party (Fred Nile Group)	Tweed
SIDOTI Joe	No Land Tax Campaign	Wagga Wagga
SIDOTI John	Liberal Party of Australia New South Wales Division	Drummoyne
SKINNER Jillian	Liberal Party of Australia New South Wales Division	North Shore
SMITH Isaac	Country Labor Party	Lismore
SMITH June	Country Labor Party	Coffs Harbour
SMITH Kathy	Australian Labor Party (NSW Branch)	Gosford
SMITH O'Bray	Australian Labor Party (NSW Branch)	Oatley
SMITH Tamara	The Greens	Ballina



Ballot Paper Name	Affiliation	District
SNOWDON Madeleine	The Greens	Rockdale
SPEAKMAN Mark	Liberal Party of Australia New South Wales Division	Cronulla
SPENCER May	Christian Democratic Party (Fred Nile Group)	Penrith
SPOONER Paul	Country Labor Party	Ballina
ST QUINTIN Douglas	Australian Labor Party (NSW Branch)	Davidson
STEPHANDELLIS Chris	No Land Tax Campaign	Campbelltown
STEPHENS Ursula	Country Labor Party	Goulburn
STEVIS Anna	No Land Tax Campaign	Castle Hill
STOKES Rob	Liberal Party of Australia New South Wales Division	Pittwater
STOREY John	The Greens	Hornsby
STOTT Vyvan	Christian Democratic Party (Fred Nile Group)	Ballina
STRAIN Susan	Animal Justice Party	Lake Macquarie
STRETTON Richard	Christian Democratic Party (Fred Nile Group)	Upper Hunter
STUART Maryanne	Australian Labor Party (NSW Branch)	Heathcote
STYLES Lynette	Independent	Wollondilly
SULTANA Muriel	Christian Democratic Party (Fred Nile Group)	Castle Hill
SUNDSTROM Jeff	Australian Labor Party (NSW Branch)	Terrigal
SUSILO Sonny	Christian Democratic Party (Fred Nile Group)	Kogarah
SUTHERLAND Ian	Christian Democratic Party (Fred Nile Group)	Coffs Harbour
SUTTIE Alice	The Greens	Baulkham Hills
SWEGEN Aleona	The Greens	Wallsend
TABONE Mario	No Land Tax Campaign	Camden
TAFFA Victor	Independent	Sydney
TANG Annie	Unity Party	Kogarah
TAOUK SLEIMAN Lara	Christian Democratic Party (Fred Nile Group)	Granville
TASIRE Alandra	The Greens	Blue Mountains
TAURIELLO Don	No Land Tax Campaign	Summer Hill
TAYLOR Mark	Liberal Party of Australia New South Wales Division	Seven Hills
THERKELSEN Rod	The Greens	Cootamundra
THEW Leighton	Christian Democratic Party (Fred Nile Group)	Hornsby
THOMAS Beresford	Christian Democratic Party (Fred Nile Group)	Vaucluse
THOMSON Steve	Liberal Party of Australia New South Wales Division	Maitland
THORPE Kaia	Christian Democratic Party (Fred Nile Group)	Baulkham Hills
TOOLE Paul	National Party of Australia - NSW	Bathurst
TRACEY Ryan	Australian Labor Party (NSW Branch)	Baulkham Hills
TRAN Andrew	No Land Tax Campaign	Miranda
TUCKER Brian	Christian Democratic Party (Fred Nile Group)	Charlestown
TUDEHOPE Damien	Liberal Party of Australia New South Wales	Epping

Ballot Paper Name	Affiliation	District
	Division	
UIDAM Johanna	Liberal Party of Australia New South Wales Division	Swansea
UPTON Gabrielle	Liberal Party of Australia New South Wales Division	Vaucluse
VAIL Rob	The Greens	Riverstone
VAN DER BYL Adrian	Christian Democratic Party (Fred Nile Group)	Goulburn
VERNON Carol	The Greens	Oxley
VICE Pip	Australian Cyclists Party	North Shore
VICKERS Andrea	The Greens	Tweed
WADE Kym	Christian Democratic Party (Fred Nile Group)	Albury
WALKER Raema	Christian Democratic Party (Fred Nile Group)	Auburn
WALSH Michael	Animal Justice Party	Newtown
WALTERS Cameron	Liberal Party of Australia New South Wales Division	Wollongong
WARD Gareth	Liberal Party of Australia New South Wales Division	Kiama
WARREN Greg	Australian Labor Party (NSW Branch)	Campbelltown
WASHINGTON Kate	Country Labor Party	Port Stephens
WATERSON Victor		Penrith
WATSON Anna	Australian Labor Party (NSW Branch)	Shellharbour
WATSON Natasha	The Greens	Heathcote
WATTS Lee	Independent	Upper Hunter
WEATHERSTONE Andrew	Christian Democratic Party (Fred Nile Group)	Myall Lakes
WESTERBERG Signe	The Greens	Holsworthy
WHAN Steve	Country Labor Party	Monaro
WHEELDON James	Australian Labor Party (NSW Branch)	North Shore
WHEELER Danielle	The Greens	Hawkesbury
WHELDALL Rachael	Liberal Party of Australia New South Wales Division	Newtown
WILLIAMS Leslie	National Party of Australia - NSW	Port Macquarie
WILLIAMS Lindy	The Greens	Cessnock
WILLIAMS Ray	Liberal Party of Australia New South Wales Division	Castle Hill
WILLIAMS ROLDAN Clara	The Greens	Manly
WILLIAMSON Doug	The Greens	Terrigal
WORSLEY Julie	Christian Democratic Party (Fred Nile Group)	Ryde
WRIGHT Annie	Christian Democratic Party (Fred Nile Group)	Manly
ZAFIRIAN Isabelle	Christian Democratic Party (Fred Nile Group)	Drummoyne
ZAKHIA George	Liberal Party of Australia New South Wales	Bankstown

Ballot Paper Name	Affiliation	District
	Division	
ZANGARI Guy	Australian Labor Party (NSW Branch)	Fairfield
ZBIK Andrew	Australian Labor Party (NSW Branch)	Lane Cove
ZYLBER Greg	No Land Tax Campaign	Ballina

## Appendix F: Candidates Nominated for Legislative Council, State General Election 2015

Ballot Paper Name	Affiliation	Group
ACKERMAN Jared		M
ADAMSON Gary	NO LAND TAX	A
AITKEN Bruce		H
AJAKA John	LIBERAL / NATIONALS	E
AKKANEN Laurie	ANIMAL JUSTICE PARTY	C
ALAFACI Frank	LABOR / COUNTRY LABOR	K
ALLAN Margaret	SOCIALIST ALLIANCE	O
AMATO Louis	LIBERAL / NATIONALS	E
AMBROSE Jamie		D
AMJAD Aisha	LABOR / COUNTRY LABOR	K
ARMER Jezza	NO LAND TAX	A
ASH David		
ATKINS Gregory	BUILDING AUSTRALIA PARTY	G
ATKINS Nikki	BUILDING AUSTRALIA PARTY	G
ATKINS Scott	THE FISHING PARTY	R
AUSTIN James	NO LAND TAX	A
BAANSTRA Stuart		
BAKER Arthur	SHOOTERS AND FISHERS	N
BALDWIN Aaron		
BARBAR Daniel	LABOR / COUNTRY LABOR	K
BARCA Thomas	AUSTRALIAN DEMOCRATS	T
BARRON Kevin	NO PARKING METERS PARTY	I
BARTON Alan		V
BAYLEY Donald	VOLUNTARY EUTHANASIA PARTY	L
BEAUMONT OWLES Brian	VOLUNTARY EUTHANASIA PARTY	L
BELL S	OUTDOOR RECREATION PARTY	B
BELLENGER Carol	ANIMAL JUSTICE PARTY	C
BENEDEK Paul	SOCIALIST ALLIANCE	O
BENNETT Frank	NO PARKING METERS PARTY	I
BENNETT Tony		
BEREGSZASZI Janos	OUTDOOR RECREATION PARTY	B
BERNER Richard	OUTDOOR RECREATION PARTY	B
BILL Cory		M
BINGLE Stephen	AUSTRALIAN DEMOCRATS	T
BISARO Susan	NO PARKING METERS PARTY	I
BLANCH Neil	AUSTRALIAN MOTORIST PARTY	F
BLATCHFORD Penny	THE GREENS	S
BLOCH Barbara	THE GREENS	S

Ballot Paper Name	Affiliation	Group
BOLAND Helen	BUILDING AUSTRALIA PARTY	G
BOLLING Kay	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	Q
BOLLING Roger	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	Q
BONICH Nick	AUSTRALIAN CYCLISTS PARTY	X
BORSAK Robert	SHOOTERS AND FISHERS	N
BRENNAN Peter		D
BRIDGE Ross	AUSTRALIAN MOTORIST PARTY	F
BRIERLEY NEWTON De	THE GREENS	S
BRITT Joshua	VOLUNTARY EUTHANASIA PARTY	L
BRIX-NIELSEN Alain		
BROOKING Victor	NO PARKING METERS PARTY	I
BROOKS Melissa	THE GREENS	S
BROWN Ray	BUILDING AUSTRALIA PARTY	G
BUTTEL Christopher		D
BYRNE Christine		H
BYRNES Howard	SOCIALIST ALLIANCE	O
BYRT T		M
CACCIOTTI Emma	NO LAND TAX	A
CALLAGHAN Adrian	THE FISHING PARTY	R
CAMPEY Ron		P
CANNULI Sam	SHOOTERS AND FISHERS	N
CARBONE Pat	NO LAND TAX	A
CARPENTER Jennifer	LIBERAL / NATIONALS	E
CHEN David		
CHEUNG Lam Chong		J
CHIRCOP Joe	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	Q
CHUNG Craig	LIBERAL / NATIONALS	E
CIURPITA Roman	AUSTRALIAN CYCLISTS PARTY	X
CLAPHAM Jennifer	LABOR / COUNTRY LABOR	K
CLARK Brent		H
CLIFFORD Ross	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	Q
COLEFAX Stan	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	Q
COLEMAN John	SOCIALIST ALLIANCE	O
COLLINS PJ		
CONNOLLY Matthew	LIBERAL / NATIONALS	E
COOK Dave	SHOOTERS AND FISHERS	N

Ballot Paper Name	Affiliation	Group
COOK Patria	NO LAND TAX	A
COOLEY Tucky		U
COSTIGAN Simon	BUILDING AUSTRALIA PARTY	G
COTSIS Sophie	LABOR / COUNTRY LABOR	K
COVER Myles		M
COX Geoff		
COX Mithra	THE GREENS	S
CRAIG Anthony		
CRAIG Geoff	BUILDING AUSTRALIA PARTY	G
CRANFIELD Kevin	BUILDING AUSTRALIA PARTY	G
CRISP Gordon		
CROCKFORD Mike	SHOOTERS AND FISHERS	N
DALEY Judith	VOLUNTARY EUTHANASIA PARTY	L
DALRYMPLE Garry	AUSTRALIAN DEMOCRATS	T
DAVIDSON Ross		V
DAVIS Jan	THE GREENS	S
DAVISON Douglas	ANIMAL JUSTICE PARTY	C
DAWSON R W	OUTDOOR RECREATION PARTY	B
DE LIMA Joaquim	OUTDOOR RECREATION PARTY	B
DEAN Paul	NO PARKING METERS PARTY	I
DENTON David	AUSTRALIAN CYCLISTS PARTY	X
DENTON Stephen	OUTDOOR RECREATION PARTY	B
DERRICK Paul	THE FISHING PARTY	R
DERWENT Luke		H
DI MEGLIO Paul	AUSTRALIAN MOTORIST PARTY	F
DIORIO Phillip	AUSTRALIAN MOTORIST PARTY	F
DILWORTH Pamela		H
DINGLE WALL Sally	ANIMAL JUSTICE PARTY	C
DONALD Janet		H
DONAYRE Christine	THE GREENS	S
DOWNEY John	NO PARKING METERS PARTY	I
DOYLE Therese	THE GREENS	S
DRISCOLL Patricia	VOLUNTARY EUTHANASIA PARTY	L
DRISCOLL Peter		H
DUNCAN Darelle	THE GREENS	S
EGAN John		V
ELLIOTT-HALLS Samantha	AUSTRALIAN DEMOCRATS	T
ELLIS Mark	OUTDOOR RECREATION PARTY	B
ELLSMORE Sylvie	THE GREENS	S
EMRICH Eva	BUILDING AUSTRALIA PARTY	G
ERICKSEN Joanna	ANIMAL JUSTICE PARTY	C

Ballot Paper Name	Affiliation	Group
ERICKSEN Wayne	ANIMAL JUSTICE PARTY	C
ERICOLI Chris	BUILDING AUSTRALIA PARTY	G
ERWIN Warwick		W
EVANS Rachel	SOCIALIST ALLIANCE	O
FAIRFAX Kathryn	SOCIALIST ALLIANCE	O
FARLOW Scott	LIBERAL / NATIONALS	E
FARUQI Mehreen	THE GREENS	S
FIELD Justin	THE GREENS	S
FINNO Andrea		M
FISHER-WEBSTER Mark		D
FITZPATRICK Sharon	NO LAND TAX	A
FOSTER Terry	AUSTRALIAN MOTORIST PARTY	F
FOUNTAIN Cerelia		J
FRANKLIN Ben	LIBERAL / NATIONALS	E
FRANZONE Frank	NO LAND TAX	A
FROST Adam	OUTDOOR RECREATION PARTY	B
GARDINER Dave	AUSTRALIAN CYCLISTS PARTY	X
GAREMYN Keith	OUTDOOR RECREATION PARTY	B
GARLICK Rosemary	ANIMAL JUSTICE PARTY	C
GARNETT Michael	NO PARKING METERS PARTY	I
GEORGE Andrew		D
GESLING Bernie	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	Q
GESLING Leeanne	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	Q
GIBSON Tonja		H
GOHIL Hasmukhlal	NO PARKING METERS PARTY	I
GOLDSMITH Pam		P
GOODBAR Chris	THE FISHING PARTY	R
GORDON Thomas		M
GREEN Andrew	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	Q
GREENTREE Darrel		D
GRIFFITHS Philip	AUSTRALIAN CYCLISTS PARTY	X
GUO Xiao Yi		J
HAGGERTY James		M
HARKER-MORTLOCK James		V
HARKER-SMITH Angus	AUSTRALIAN CYCLISTS PARTY	X
HARWIN Don	LIBERAL / NATIONALS	E
HARWOOD Ross	BUILDING AUSTRALIA PARTY	G
HATCHER S		H



Ballot Paper Name	Affiliation	Group
HEARN Bob	BUILDING AUSTRALIA PARTY	G
HESLOP Benjamin		P
HICKSON Barbara	AUSTRALIAN CYCLISTS PARTY	X
HIGSON Shayne	VOLUNTARY EUTHANASIA PARTY	L
HILL Peter		P
HILL Rusan		P
HINMAN Pip	SOCIALIST ALLIANCE	O
HOGAN Anthony	AUSTRALIAN MOTORIST PARTY	F
HONEYBROOK Bob	AUSTRALIAN MOTORIST PARTY	F
HOOD Alan		
HOPPER Brian		V
HOUSEMAN Karl	SHOOTERS AND FISHERS	N
HOUSSOS Courtney	LABOR / COUNTRY LABOR	K
HOWARD Mark		D
HOY Allan		H
HUANG Kun	LABOR / COUNTRY LABOR	K
HUGHES Hollie	LIBERAL / NATIONALS	E
HUTCHINSON John		H
IMSIES Philip		D
JANSSON James		M
JARNASON Susan	THE GREENS	S
JETHI Reena	LIBERAL / NATIONALS	E
JING Wei		J
JOHNS Vicki	THE FISHING PARTY	R
JOHNSON Deirdre	VOLUNTARY EUTHANASIA PARTY	L
JOHNSON Kevin	THE FISHING PARTY	R
JOHNSON Peter	SHOOTERS AND FISHERS	N
JOHNSON W		H
JONES Adam		H
JONES Neville	BUILDING AUSTRALIA PARTY	G
JONES Peter	NO LAND TAX	A
JUSTICE John		
KAYE John	THE GREENS	S
KEENAN Tracey	ANIMAL JUSTICE PARTY	C
KENNEDY Anne		P
KHALIFA Omar	AUSTRALIAN CYCLISTS PARTY	X
KHAN Trevor	LIBERAL / NATIONALS	E
KHOURY Simon	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	Q
KING Bill	VOLUNTARY EUTHANASIA PARTY	L
KING David	AUSTRALIAN DEMOCRATS	T

Ballot Paper Name	Affiliation	Group
KOHLER Ben	SOCIALIST ALLIANCE	O
KOLHATKAR Vinay	OUTDOOR RECREATION PARTY	B
KONTELLIS Marika	THE GREENS	S
KWON Soon-Hyung	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	Q
KYLE Lindy	AUSTRALIAN MOTORIST PARTY	F
LAM Floris	LABOR / COUNTRY LABOR	K
LAW Bradley		D
LAY Jill	LABOR / COUNTRY LABOR	K
LEE Steve	SHOOTERS AND FISHERS	N
LEROY-DYER Sharlene	SOCIALIST ALLIANCE	O
LESAGE Jason	SHOOTERS AND FISHERS	N
LIANG Jie		J
LIU James		J
LOPREIATO Joe	NO LAND TAX	A
LOVELL Simon	AUSTRALIAN DEMOCRATS	T
LUXFORD Glenn	AUSTRALIAN DEMOCRATS	T
LYNCH Kate	NO LAND TAX	A
MA Yingxi		J
MACKAY Ted	THE FISHING PARTY	R
MACKENZIE John	VOLUNTARY EUTHANASIA PARTY	L
MACLAREN Ulysses	NO LAND TAX	A
MACRI Gus	NO LAND TAX	A
MAILLER Pete		V
MAKER Rosemary	LABOR / COUNTRY LABOR	K
MALLARD Shayne	LIBERAL / NATIONALS	E
MANICKAM Saritha		M
MARSHALL Sonya		P
MASON Chloe	AUSTRALIAN CYCLISTS PARTY	X
MASON-COX Matthew	LIBERAL / NATIONALS	E
MATERAZZO Mayo	AUSTRALIAN DEMOCRATS	T
MATTHEWS Carol	NO PARKING METERS PARTY	I
MATTHEWS Charles	NO PARKING METERS PARTY	I
McCARTNEY Craig	THE FISHING PARTY	R
McCARTNEY Dave	THE FISHING PARTY	R
McFARLANE Gregory	SOCIALIST ALLIANCE	O
McGREGOR Nicole	SOCIALIST ALLIANCE	O
McKENNA Lucille	LABOR / COUNTRY LABOR	K
McLACHLAN Ellemarie		V
McMANUS Tony	SHOOTERS AND FISHERS	N
MELLAND Julia	AUSTRALIAN DEMOCRATS	T

Ballot Paper Name	Affiliation	Group
MEYER Ken	VOLUNTARY EUTHANASIA PARTY	L
MILLER Lynette		D
MILLS Richard	VOLUNTARY EUTHANASIA PARTY	L
MOOKHEY Daniel	LABOR / COUNTRY LABOR	K
MOONEY Blake	LABOR / COUNTRY LABOR	K
MOORE A	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	Q
MORRIS Robert	NO PARKING METERS PARTY	I
MORRISEY Jo-Anne	NO PARKING METERS PARTY	I
MORRISEY Louise	NO PARKING METERS PARTY	I
MORRISEY Michael	NO PARKING METERS PARTY	I
MORRISEY Michelle	NO PARKING METERS PARTY	I
MOSELMANE Shaoquett	LABOR / COUNTRY LABOR	K
MOUAFI Lorraine		V
MULHALL Natasha	VOLUNTARY EUTHANASIA PARTY	L
MUNN Brendon	AUSTRALIAN MOTORIST PARTY	F
MURRAY Christine	BUILDING AUSTRALIA PARTY	G
MUSGRAVE Jim	OUTDOOR RECREATION PARTY	B
NASR Eddie	NO PARKING METERS PARTY	I
NEVILLE Danielle	SHOOTERS AND FISHERS	N
NEW Anthony	AUSTRALIAN CYCLISTS PARTY	X
NG Lok Long		J
NG Kim Fong		J
NI Feng Yi		J
NICKOLS Graham	OUTDOOR RECREATION PARTY	B
NILE Fred	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	Q
NO LAND TAX		A
NOTT Jemma	SOCIALIST ALLIANCE	O
NOUJAIM Alain	SHOOTERS AND FISHERS	N
NUTHALL Ramsay		
OATEN Craig	THE FISHING PARTY	R
O'CONNOR Michael	THE FISHING PARTY	R
O'DONNELL Michael	BUILDING AUSTRALIA PARTY	G
OLSEN Sue-Maree	AUSTRALIAN DEMOCRATS	T
O'TOOLE Cathy	NO LAND TAX	A
PAGE Nathan		M
PAINE Neil	NO PARKING METERS PARTY	I
PALMER L	SHOOTERS AND FISHERS	N
PAN Xue Ming		J
PARKES Ken		H

Ballot Paper Name	Affiliation	Group
PATCHETT Linda	SHOOTERS AND FISHERS	N
PATERSON Kate	ANIMAL JUSTICE PARTY	C
PATERSON Stewart	THE FISHING PARTY	R
PAXINOS George	AUSTRALIAN CYCLISTS PARTY	X
PAXINOS Yvette	AUSTRALIAN CYCLISTS PARTY	X
PEARSON Mark	ANIMAL JUSTICE PARTY	C
PEEBLES Robyn	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	Q
PENNEFATHER James	AUSTRALIAN CYCLISTS PARTY	X
PETERSEN Terje	OUTDOOR RECREATION PARTY	B
PFISTER Markus		M
PIEROTTI Paul		V
PIKE Julie		V
PIKE Ron		V
POWELL Daniel		M
PRIEST Annette	LABOR / COUNTRY LABOR	K
PUNDPAL Mahesh		
PURCELL Adrian	THE FISHING PARTY	R
QUINANE Christopher	NO PARKING METERS PARTY	I
QUINANE Eileen	NO PARKING METERS PARTY	I
QUINCE David		P
RAINFORD John	SOCIALIST ALLIANCE	O
RALPH Ingrid	AUSTRALIAN CYCLISTS PARTY	X
RASHBROOK Jan		H
RENSHAW Nicholas		D
RICHARDS Peter	SHOOTERS AND FISHERS	N
RIDINGS Chris	AUSTRALIAN DEMOCRATS	T
RISELEY Julia	ANIMAL JUSTICE PARTY	C
ROBERTSON Ellie	ANIMAL JUSTICE PARTY	C
ROBINSON Mark		P
ROBINSON Ray		W
ROCKOFF Todd		M
RODEN Duncan	SOCIALIST ALLIANCE	O
ROSTIROLLA John	BUILDING AUSTRALIA PARTY	G
ROUSELL Joshua		D
ROUSELL Thomas		D
RUAN Hua Mei		J
RUBEN James	NO LAND TAX	A
RYAN James	THE GREENS	S
SANDERS Mia	SOCIALIST ALLIANCE	O
SARKIS Nadrra	SHOOTERS AND FISHERS	N

Ballot Paper Name	Affiliation	Group
SAYLE Jeff	NO PARKING METERS PARTY	I
SCEVOLA Sal		
SCHILLING Kath	VOLUNTARY EUTHANASIA PARTY	L
SCHWAGER Bill		P
SCHWAGER Kate		P
SEARLE Adam	LABOR / COUNTRY LABOR	K
SECORD Walt	LABOR / COUNTRY LABOR	K
SHAW Bob	SHOOTERS AND FISHERS	N
SHEN Victor	THE FISHING PARTY	R
SHEPHERD Deanne	THE FISHING PARTY	R
SHEPHERD Miranda	THE FISHING PARTY	R
SHEPPARD Elwyn	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	Q
SIMMER Colin		M
SIMMONS Drew		P
SINGH Ranbir	NO PARKING METERS PARTY	I
SLAVICH Eve		M
SMALL Matt	THE FISHING PARTY	R
SMITH Beth	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	Q
SMITH Bob	THE FISHING PARTY	R
SNAIDERO Paul		V
SPEARS Daniel	SHOOTERS AND FISHERS	N
SPREADBOROUGH Robert		
STEEL Craig	SHOOTERS AND FISHERS	N
STEEP Sandi	VOLUNTARY EUTHANASIA PARTY	L
STEFANAC Jennifer		U
STOCK Sue	THE GREENS	S
STOCKER Liz	THE FISHING PARTY	R
STONER Lynda	ANIMAL JUSTICE PARTY	C
STRATTON Sean		D
STRONG Kristy		D
SUTHERLAND Christine	AUSTRALIAN MOTORIST PARTY	F
SWIFT Harriett	THE GREENS	S
TADROS Peter	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	Q
TARELA-MOYES Valerie	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	Q
TAYLOR Bronnie	LIBERAL / NATIONALS	E
TAYLOR Theresa	ANIMAL JUSTICE PARTY	C
THALER Alisa		P

Ballot Paper Name	Affiliation	Group
THALER Andrew		P
THEW Diana	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	Q
THOMPSON Ken	AUSTRALIAN CYCLISTS PARTY	X
THOMPSON Matthew	THE GREENS	S
TOMASUMS Debbie	ANIMAL JUSTICE PARTY	C
TURNER Kylie	THE GREENS	S
VAN DER NEUT Dane	SHOOTERS AND FISHERS	N
VEITCH Mick	LABOR / COUNTRY LABOR	K
VELLENGA John	BUILDING AUSTRALIA PARTY	G
VILLAVER Ronaldo	AUSTRALIAN DEMOCRATS	T
VITNELL Luke	THE FISHING PARTY	R
VOLTZ Lynda	LABOR / COUNTRY LABOR	K
WADDELL Elwynne	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	Q
WADDELL Graham	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	Q
WAGNER Rendall	AUSTRALIAN DEMOCRATS	T
WALFORD Denis	AUSTRALIAN MOTORIST PARTY	F
WALFORD Grant	AUSTRALIAN MOTORIST PARTY	F
WALFORD Nicole	AUSTRALIAN MOTORIST PARTY	F
WALKER Dawn	THE GREENS	S
WALLACE Andrew	AUSTRALIAN DEMOCRATS	T
WALSH Cameron		M
WALTER David	BUILDING AUSTRALIA PARTY	G
WARD Jane		
WARD Kath	AUSTRALIAN MOTORIST PARTY	F
WARD Robert	AUSTRALIAN MOTORIST PARTY	F
WARD Wes	AUSTRALIAN MOTORIST PARTY	F
WARDLE John	AUSTRALIAN MOTORIST PARTY	F
WESTWOOD Helen	LABOR / COUNTRY LABOR	K
WHELAN James	OUTDOOR RECREATION PARTY	B
WHELAN Peter	OUTDOOR RECREATION PARTY	B
WIGGIN John	AUSTRALIAN DEMOCRATS	T
WILLIAMS Geoffrey	VOLUNTARY EUTHANASIA PARTY	L
WILLIAMS John	LIBERAL / NATIONALS	E
WILLIAMS Keith	LABOR / COUNTRY LABOR	K
WILLS Jenny		V
WILSON Ron	NO LAND TAX	A
WILSON Venecia		P
WOOD Jacqui	SHOOTERS AND FISHERS	N

Ballot Paper Name	Affiliation	Group
WOODS Carmen		V
WOOLFE Marcel	ANIMAL JUSTICE PARTY	C
WYNTER Coral	SOCIALIST ALLIANCE	O
XIAN Bao Ming		J
YANG Steve	LIBERAL / NATIONALS	E
YIN Nan		J
ZAMMIT Simon		D
ZHOU Xiao Fang		J



## Appendix G: Informality at 2011 and 2015 State General Elections (NSW Electoral Districts)

District	Informal % SGE 2011	Informal % SGE 2015	Change	Variance from 2011 Average %
<b>NSW Average</b>	<b>3.20</b>	<b>3.44</b>		
Albury	3.73	3.50	-0.23	1.74
Auburn	5.00	5.52	0.52	60.47
Ballina	2.06	2.35	0.29	-31.69
Balmain	2.46	2.08	-0.38	-39.53
Bankstown	6.40	6.10	-0.30	77.33
Barwon	2.19	3.38	1.19	-1.74
Bathurst	2.10	2.63	0.53	-23.55
Baulkham Hills	2.75	2.74	-0.01	-20.35
Bega	3.12	2.91	-0.21	-15.41
Blacktown	4.49	4.66	0.17	35.47
Blue Mountains	2.46	2.51	0.05	-27.03
Burrinjuck	2.24	N/A	N/A	N/A
Cabramatta	3.95	4.49	0.54	30.52
Camden	3.59	3.60	0.01	4.65
Campbelltown	4.39	4.25	-0.14	23.55
Canterbury	4.08	4.79	0.71	39.24
Castle Hill	2.90	2.65	-0.25	-22.97
Cessnock	4.66	4.40	-0.26	27.91
Charlestown	3.49	3.93	0.44	14.24
Clarence	2.06	3.12	1.06	-9.30
Coffs Harbour	2.47	3.22	0.75	-6.40
Coogee	2.36	2.35	-0.01	-31.69
Cootamundra	N/A	2.69	N/A	-21.80
Cronulla	2.78	2.99	0.21	-13.08
Davidson	2.05	2.22	0.17	-35.47
Drummoyne	2.54	2.50	-0.04	-27.33
Dubbo	1.94	3.28	1.34	-4.65
East Hills	3.96	4.28	0.32	24.42
Epping	2.50	2.46	-0.04	-28.49
Fairfield	6.52	5.43	-1.09	57.85
Gosford	3.36	3.16	-0.20	-8.14
Goulburn	3.22	2.74	-0.48	-20.35
Granville	4.39	4.69	0.30	36.34
Hawkesbury	2.66	4.22	1.56	22.67
Heathcote	3.12	3.13	0.01	-9.01
Heffron	3.27	3.25	-0.02	-5.52

District	Informal % SGE 2011	Informal % SGE 2015	Change	Variance from 2011 Average %
Holsworthy	N/A	4.92	N/A	43.02
Hornsby	2.54	2.28	-0.26	-33.72
Keira	3.15	2.88	-0.27	-16.28
Kiama	2.28	2.82	0.54	-18.02
Kogarah	3.99	4.57	0.58	32.85
Ku-Ring-Gai	1.72	2.39	0.67	-30.52
Lake Macquarie	3.00	3.24	0.24	-5.81
Lakemba	5.16	5.54	0.38	61.05
Lane Cove	2.64	2.64	0.00	-23.26
Lismore	2.02	2.22	0.20	-35.47
Liverpool	6.14	5.36	-0.78	55.81
Londonderry	3.95	5.37	1.42	56.10
Macquarie Fields	4.95	4.25	-0.70	23.55
Maitland	3.10	3.42	0.32	-0.58
Manly	2.31	2.13	-0.18	-38.08
Maroubra	2.92	2.87	-0.05	-16.57
Marrickville	2.93	N/A	N/A	N/A
Menai	3.17	N/A	N/A	N/A
Miranda	2.70	3.33	0.63	-3.20
Monaro	2.36	2.61	0.25	-24.13
Mount Druitt	5.39	5.29	-0.10	53.78
Mulgoa	4.06	4.23	0.17	22.97
Murray	2.67	3.74	1.07	8.72
Murrumbidgee	2.44	2.97	0.53	-13.66
Myall Lakes	2.61	3.68	1.07	6.98
Newcastle	2.80	2.53	-0.27	-26.45
North Shore	1.96	1.96	0.00	-43.02
Northern Tablelands	1.16	2.19	1.03	-36.34
Oatley	3.21	3.25	0.04	-5.52
Orange	2.53	2.87	0.34	-16.57
Oxley	2.31	3.30	0.99	-4.07
Parramatta	3.77	3.68	-0.09	6.98
Penrith	3.59	4.02	0.43	16.86
Pittwater	2.29	2.43	0.14	-29.36
Port Macquarie	1.92	2.81	0.89	-18.31
Port Stephens	2.92	3.31	0.39	-3.78
Prospect	N/A	4.82	N/A	40.12
Riverstone	3.96	3.19	-0.77	-7.27
Rockdale	3.83	4.40	0.57	27.91

District	Informal % SGE 2011	Informal % SGE 2015	Change	Variance from 2011 Average %
Ryde	2.77	3.04	0.27	-11.63
Seven Hills	N/A	3.87	N/A	12.50
Shellharbour	4.70	4.43	-0.27	28.78
Smithfield	5.44	N/A	N/A	N/A
South Coast	2.97	3.09	0.12	-10.17
Strathfield	2.68	3.17	0.49	-7.85
Summer Hill		3.34	3.34	-2.91
Swansea	3.12	3.70	0.58	7.56
Sydney	2.18	2.39	0.21	-30.52
Tamworth	1.50	2.30	0.80	-33.14
Terrigal	2.71	3.22	0.51	-6.40
The Entrance	3.50	3.71	0.21	7.85
Toongabbie	3.62	N/A	N/A	N/A
Tweed	3.30	3.43	0.13	-0.29
Upper Hunter	2.76	3.09	0.33	-10.17
Vaucluse	2.55	2.44	-0.11	-29.07
Wagga Wagga	2.21	3.21	1.00	-6.69
Wakehurst	3.12	3.45	0.33	0.29
Wallsend	3.58	3.93	0.35	14.24
Willoughby	2.45	2.45	0.00	-28.78
Wollondilly	4.59	3.76	-0.83	9.30
Wollongong	3.74	4.10	0.36	19.19
Wyong	3.95	4.32	0.37	25.58

## Appendix H: Votes taken by Vote Types and Population vs Enrolment Growth State General Elections 1995 to 2015

### NSW Population and Enrolment Numbers and Growth, 1995-2015

Year	Population	Enrolment	Population Growth	Enrolment growth
1995	6,097,600	3,837,102		
1999	6,397,200	4,115,059	4.91%	7.24%
2003	6,691,800	4,272,104	4.61%	3.82%
2007	6,875,700	4,374,029	2.75%	2.39%
2011	7,287,600	4,635,810	5.99%	5.98%
2015	7,565,500*	5,040,662	3.81%	8.73%

\* 2015 figure as at December 2014, all others as at June of that year.

Vote Type	1995	1999	2003	2007	2011	2015	% Change from 2011 to 2015
	No.	No.	No.	No.	No.	No.	%
iVote®	-	-	-	-	46,862	283,669	505.3
Postal	64,283	123,797	163,108	223,951	245,411	203,625	-17.0
Pre-poll	82,513	144,540	134,465	223,266	352,741	641,910	82.0
Declared Institution	N/A	14,841	12,816	15,970	14,880	14,278	-4.0
<b>Early Voting Totals</b>	<b>146,796</b>	<b>283,178</b>	<b>310,389</b>	<b>463,187</b>	<b>659,894</b>	<b>1,143,482</b>	<b>73.3</b>
Ordinary	3,153,665	3,241,656	3,282,424	3,285,087	3,188,142	3,073,064	-3.6
<b>On the day voting totals</b>	<b>3,153,665</b>	<b>3,241,656</b>	<b>3,282,424</b>	<b>3,285,087</b>	<b>3,188,142</b>	<b>3,073,064</b>	<b>-3.6</b>
Section/Silent	N/A	4,089	6,451	5,714	12,564	13,930	10.9
Enrolment New	-	-	-	-	20,960	41,978	100.3
Absent	275,321	303,200	325,412	298,135	409,035	288,780	29.4
<b>Other voting methods totals</b>	<b>275,321</b>	<b>307,289</b>	<b>331,863</b>	<b>303,849</b>	<b>442,559</b>	<b>344,688</b>	<b>-22.11</b>
<b>Totals</b>	<b>3,575,782</b>	<b>3,832,123</b>	<b>3,924,676</b>	<b>4,052,123</b>	<b>4,290,595</b>	<b>4,561,234</b>	<b>6.31</b>

## Appendix I: Election Funding and Disclosure Branch Advertising Campaign, 2015 State General Election

	Type of Media	Campaign Timing
Candidate Seminar Presentations	Print – State-wide	Week Commencing 13 July 2014
Third Party Campaigner Obligations - Registration of Third-party Campaigners / Capped Expenditure Period	Print – State-wide	Week Commencing 7 September 2014
Candidate and group obligations	Print – State-wide	Week Commencing 7 September 2014
Political Donations in NSW	Print – State-wide	Week Commencing 7 September 2014
Political Donations in NSW	Print – State-wide	Week Commencing 21 September 2014
Third Party Campaigner Obligations	Print – State-wide	Week Commencing 18 January 2015
Candidate and group obligations	Print – State-wide	Week Commencing 8 February 2015
Additional disclosure requirements	Radio – State-wide	Week Commencing 8 February 2015
Additional disclosure requirements	Radio – State-wide	Week Commencing 15 February 2015
Additional disclosure requirements	Print – State-wide	Week Commencing 15 February 2015
Additional disclosure requirements	Radio – State-wide	Week Commencing 22 February 2015

## Appendix J: Copies of Advertisements, 2015 State General Election

### Online Advertisements

#### Enrolment





iVote®





**YOUR STATE.  
YOUR LIFE.  
YOUR VOTE.**

**NSW STATE ELECTION  
SAT 28 MARCH.**

Apply for iVote® now ▶

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**IF YOU'RE OUT OF NSW  
ON SAT 28 MARCH.** 

**iVOTE® LETS YOU VOTE ONLINE.** 

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OF NSW ON  
SAT 28 MARCH**



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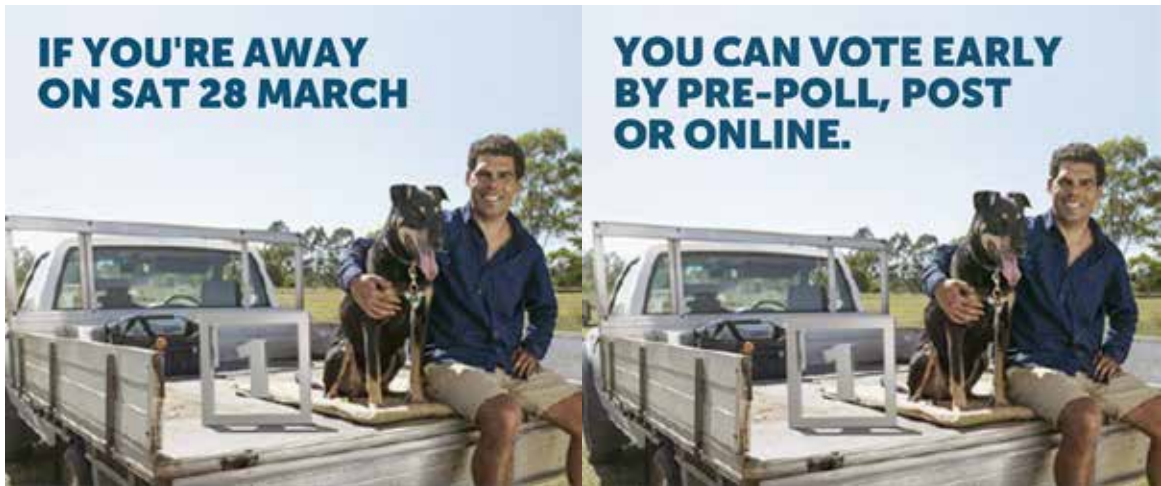
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YOUR LIFE.  
YOUR VOTE.**

**NSW STATE  
ELECTION  
SAT 28 MARCH.**

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Postal and Pre-poll stage



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YOUR LIFE.  
YOUR VOTE.**

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SAT 28 MARCH.**

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YOUR LIFE.  
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SAT 28 MARCH.**

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**YOU CAN VOTE EARLY BY PRE-POLL,  
POST OR ONLINE.**



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NSW STATE ELECTION SAT 28 MARCH.**

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### How to vote and Remember to Vote Stage



**YOUR STATE.  
YOUR LIFE.  
YOUR VOTE.  
SAT 28 MARCH.**

[Find voting locations](#)





NSW STATE ELECTION  
IS THIS SATURDAY.

VOTE FOR WHAT MATTERS  
TO YOU IN NSW.

YOUR STATE. YOUR LIFE. YOUR VOTE.  
Find voting locations ▶

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## Press Advertisements

### Enrolment Stage



**VOTE FOR YOU.  
MAKE SURE YOU'RE  
READY ON 28 MARCH.**

The New South Wales State Election is on Saturday, 28 March.

It's your chance to vote for what's important to you in New South Wales. But to be heard, you must be correctly enrolled.  
If you've changed address, you'll need to update your enrolment. Or if you've turned 18, you'll need to enrol to vote for the first time.

**REMEMBER VOTING IS COMPULSORY.**

To check your enrolment, update your address details or enrol, visit [www.electoral.nsw.gov.au](http://www.electoral.nsw.gov.au) or call **1300 135 736**.  
For enquiries in languages other than English, call our interpreting service on **13 14 50**.  
For hearing or speech impaired enquiries call us via the National Relay Service on **13 36 77**.

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### Nominations Advertisement

## NOMINATIONS ARE NOW OPEN.

The NSW State Election is on Saturday, 28 March 2015.

#### HOW TO NOMINATE:

##### Legislative Assembly Nominations

Candidates who are not endorsed by a registered political party must nominate with the Returning Officer for the Electoral District they wish to contest. Contact details of Returning Officers are available from the website or by calling us. The deadline for lodging nominations is 12 noon, Thursday, 12 March.

Registered political parties may nominate candidates in the manner outlined above or lodge their nominations with the NSW Electoral Commission, Level 25, 201 Kent Street, Sydney. The deadline for party nominations lodged at the NSW Electoral Commission is 12 noon, Wednesday, 11 March (24 hours prior to the close of nominations with the Returning Officer).

##### Legislative Council Nominations

Candidates, groups and registered political parties must lodge their nominations with the NSW Electoral Commission, Level 25, 201 Kent Street, Sydney. The deadline for lodging Legislative Council nominations is 12 noon, Thursday, 12 March.

Information about nominations is available in the Handbook for Parties, Groups, Candidates and Scrutineers available from our website. Late nominations will not be accepted. A deposit applies to all nominations.

For nominations enquires call **1300 135 736**.  
For information visit [www.votensw.info](http://www.votensw.info) or call **1300 135 736**.

For enquiries in languages other than English call our interpreting service on **13 14 50**. For hearing or speech impaired enquiries call us via the National Relay Service on **13 36 77**.

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## Issue of the Writ Advertisement

# NEW SOUTH WALES STATE ELECTION 2015

I have received Writs from His Excellency General the Honourable David Hurley, AC, DSC (Retd), Governor of New South Wales, issued on 7 March 2015, for the election of 93 members of the Legislative Assembly and 21 members of the Legislative Council.

The Writs specify the following dates for the elections:

Close of nominations: **12 noon, Thursday, 12 March 2015**

Election day: **Saturday, 28 March 2015**

Return of the Writs: **Thursday, 7 May 2015**

### REMEMBER, VOTING IS COMPULSORY.

For information visit [www.votensw.info](http://www.votensw.info) or call **1300 135 736**

For enquiries in languages other than English call our interpreting service on **13 14 50**. For hearing or speech impaired enquiries call us via the National Relay Service on **13 36 77**.

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## Candidates Advertisement



## VOTE FOR YOU. KNOW YOUR CANDIDATES.

At the State Election on Saturday, 28 March, you will vote for one Legislative Assembly Member who will represent your electoral district, and for 21 Legislative Council Members who will represent the state as a whole.

Nominations closed at noon Thursday, 12 March, and you can see the full list of candidates on our website.

#### Where to vote.

On election day you can vote at any polling place in NSW. To check for your nearest polling place or to explore your early voting options visit the website or call us.

### REMEMBER, VOTING IS COMPULSORY. THE FINE FOR NOT VOTING IS \$55.

For information visit [www.votensw.info](http://www.votensw.info) or call **1300 135 736**

For enquiries in languages other than English call our interpreting service on **13 14 50**. For hearing or speech impaired enquiries call us via the National Relay Service on **13 36 77**.

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## Register Material Advertisement

**REGISTER YOUR ELECTORAL MATERIAL.**

**The NSW State Election is on Saturday, 28 March 2015.**

Electoral material including how-to-vote cards to be distributed on election day by any person or organisation, including candidates, groups or registered political parties, must be registered.

Information on registering electoral material is available in the Handbook for Parties, Groups, Candidates and Scrutineers on the NSW Electoral Commission website.

Applications can be made until 5pm Friday, 20 March 2015. Material received after the deadline will not be considered.

Applications should be lodged via the online registration system on the NSWEC website [www.votensw.info](http://www.votensw.info).

Electoral material distributed before election day is not required to be registered but must comply with electoral legislation.

For information visit [www.votensw.info](http://www.votensw.info) or call **1300 135 736**

For enquiries in languages other than English, call our interpreting service on **13 14 50**. For hearing and speech impaired enquiries, call us via the National Relay Service on **13 36 77**.

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## Postal and Pre-poll Stage



**VOTE FOR YOU. HAVE YOUR SAY EARLY IF YOU'RE AWAY.**

**The NSW State Election is on Saturday, 28 March 2015.**

If you'll be away from home on election day, you can vote at any polling place in the state. If you can't get to a polling place, or you're out of the state on election day, you can still vote.

**Vote early**  
You can vote early between Monday, 16 March and Friday, 27 March. For pre-poll voting locations, visit our website or call us.

**iVote®**  
The iVote® system is available to people who are blind or visually impaired, have a disability or literacy needs, who live more than 20km from a polling place, or who will be outside NSW on election day. Eligible electors can cast their vote using the internet or over the telephone.  
To learn more about the iVote® system visit [www.iVote.nsw.gov.au](http://www.iVote.nsw.gov.au) or call **1300 2 iVote (1300 24 86 83)**.

**By post**  
You can vote by post by lodging a postal vote application by Monday, 23 March if you're overseas, or Wednesday, 25 March if you're in Australia. You can apply for a postal vote online or request one by calling us.

**REMEMBER, VOTING IS COMPULSORY. THE FINE FOR NOT VOTING IS \$55.**

For information visit [www.votensw.info](http://www.votensw.info) or call **1300 135 736**  
For enquiries in languages other than English call our interpreting service on **13 14 50**  
For hearing or speech impaired enquiries call us via the National Relay Service on **13 36 77**

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**VOTE FOR YOU. INTERNET AND TELEPHONE VOTING.**

**The NSW State Election is on Saturday, 28 March 2015.**

If you can't get to a polling place, don't worry. In some circumstances, it's now possible to cast your vote using the internet or over the telephone. The iVote® system is available to people enrolled in NSW.

- who are blind or have low vision
- who have a disability or literacy needs
- who live more than 20km from a polling place
- who are outside NSW on election day

To register now, visit [www.iVote.nsw.gov.au](http://www.iVote.nsw.gov.au) or call **1300 2iVote (1300 24 86 83)**  
For more information on your voting options visit [www.votensw.info](http://www.votensw.info) or call **1300 135 736**.  
For enquiries in languages other than English call our interpreting service on **13 14 50**  
For hearing or speech impaired enquiries call us via the National Relay Service on **13 36 77**.

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## Redistribution Advertisement



**VOTE FOR YOU.  
KNOW YOUR  
ELECTORAL  
DISTRICT.**

**The NSW State Election is on Saturday, 28 March.**

State electoral boundaries have changed, so you may now be enrolled in a new electoral district, or the name of your district may have changed.

But don't worry. On election day, just vote at your usual polling place, or vote early at any pre-poll voting centre. We're employing extra staff in affected areas to deal with any confusion caused by the boundary changes.

**You can check your enrolment details by visiting the website or calling us.**

**REMEMBER, VOTING IS COMPULSORY.  
THE FINE FOR NOT VOTING IS \$55.**

For information visit [www.votensw.info](http://www.votensw.info) or call **1300 135 736**.

For enquiries in languages other than English call our interpreting service on **13 14 50**. For hearing or speech impaired enquiries call us via the National Relay Service on **13 36 77**.

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## Interstate and Overseas Advertisement

# DON'T MISS VOTING BECAUSE YOU'RE TRAVELLING.

**The NSW State Election is on Saturday, 28 March 2015.**

If you're going to be out of NSW on election day, you can vote before you leave or while you're away.

**Internet Voting (iVote®):** If you're out of NSW on election day, you can register to use the iVote® system to cast your vote over the telephone or using the internet. Registrations open Thursday, 12 February. Voting opens Monday, 16 March and closes 6pm EDT Saturday, 28 March, election day. For information visit [www.ivote.nsw.gov.au](http://www.ivote.nsw.gov.au) or call **1300 2iVote** or **+61 2 9290 5287** (outside Australia).

**Overseas:** Australian consulates overseas are no longer voting venues. The iVote® system is the recommended option.

**Interstate:** Interstate electoral offices will have iVote® terminals available for use, or alternatively you can vote via your own computer or phone. For interstate locations visit the website or call us. Voting at interstate locations is during business hours Monday, 16 March, to Friday, 27 March.

**Sydney Airport:** Airports are no longer voting venues. The iVote® system is the recommended option.

**REMEMBER, VOTING IS COMPULSORY.  
THE FINE FOR NOT VOTING IS \$55.**

For information visit [www.votensw.info](http://www.votensw.info) or call **1300 135 736**. For enquiries in languages other than English call our interpreting service on **13 14 50**. For hearing or speech impaired enquiries call us via the National Relay Service on **13 36 77**.

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## How to vote and Remember to Vote Stage

**IT'S YOUR VOTE. MAKE IT COUNT ON 28 MARCH.**

**LEGISLATIVE ASSEMBLY BALLOT PAPER**  
Small ballot paper

Mark an X in the box next to the name of the person you want to vote for.

OR

Number 1 in the box next to the name of the person you want to vote for.

**LEGISLATIVE COUNCIL BALLOT PAPER**  
Large ballot paper - You can vote for more than one person.

Mark an X in the box next to the name of the person you want to vote for.

OR

Write the number 1 in the box next to the name of the person you want to vote for.

**The NSW State Election is on Saturday, 28 March. It's your chance to vote for what's important for you and for New South Wales.**

Rolling places are open from 8am to 6pm.

Once your name is marked off the electoral roll, you'll be given two ballot papers. For your vote to count, you need to fill in both a small paper (covering the Legislative Assembly) and a large paper (covering the Legislative Council).

**LEGISLATIVE ASSEMBLY BALLOT PAPERS**

- You can just place a number '1' next to the person you want to vote for.
- If you want to vote for more than one person, you can place a number '2' next to the person who is your first choice.
- You can vote for as many people as you like - 2, 3, 4 and so on.

**LEGISLATIVE COUNCIL BALLOT PAPERS**

There are 2 ways you can vote for the Legislative Council:

- 1. Above The Line**
  - You can just place a number '1' next to the group you want to vote for.
  - If you want to vote for more than one group, you can place a number '2' next to the group that is your first choice.
  - You can vote for as many groups as you like - 2, 3, 4 and so on.
- 2. Below The Line**
  - You can vote for more people if you want by writing numbers in the boxes, starting with 10.
  - You can vote for as many people as you like - 10, 12, 14 and so on.

**REMEMBER, VOTING IS COMPULSORY. THE FINE FOR NOT VOTING IS \$55.**

For information visit [www.wotewsw.info](http://www.wotewsw.info) or call 1300 636 736. For enquiries in languages other than English, call our helpline on 02 94 08 1100. For hearing and speech impaired enquiries, call us via the National Relay Service on 13 36 77.

**YOUR STATE. YOUR LIFE. YOUR VOTE.**

electoral  
COMMISSION NSW

Authorised by State Electoral Commission, Level 25, 220, North Street, Sydney, NSW, 2000



**VOTE FOR YOU. REMEMBER TO VOTE THIS SATURDAY.**

**Saturday, 28 March is election day.**

It's your chance to vote for what's important for New South Wales and for you.

**Rolling places are open from 8am to 6pm.**

On Saturday you should vote at your local polling place but if you are away from home you can vote at any polling place in the state.

If you can't vote on Saturday you can vote early until 6pm this Friday, 27 March.

For pre-poll and election day voting locations and everything you need to know about the election visit the website or call us.

**REMEMBER, VOTING IS COMPULSORY. THE FINE FOR NOT VOTING IS \$55.**

For information visit [www.wotewsw.info](http://www.wotewsw.info) or call 1300 636 736.

For enquiries in languages other than English call our interpreting service on 13 14 50.

For hearing or speech impaired enquiries call us via the National Relay Service on 13 36 77.

**YOUR STATE. YOUR LIFE. YOUR VOTE.**

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COMMISSION NSW

Authorised by State Electoral Commission, Level 25, 220, North Street, Sydney, NSW, 2000

## Election Funding Advertising

### NEW SOUTH WALES STATE ELECTION 2015

## Third-party Campaigner Obligations

Important changes to the *Election Funding, Expenditure and Disclosures Act 1981* came into effect on 28 October 2014.

If you are, or are intending to be, a third-party campaigner you have obligations and responsibilities under the *Election Funding, Expenditure and Disclosures Act 1981*.

#### Third Party Campaigner

Includes any entity or other person (not being a registered party, elected member, group or candidate) who incurs electoral communication expenditure during a capped expenditure period that exceeds \$2,000 in total. It is necessary to be registered and have appointed an official agent.

#### Registration and Official Agents

A third-party campaigner must register with the NSW Electoral Commission (NSWEC), and appoint an official agent, before making payments for electoral communication expenditure incurred during a capped expenditure period, or accepting political donations for the purposes of incurring that expenditure.

Registration forms are available from the NSWEC's website [www.elections.nsw.gov.au](http://www.elections.nsw.gov.au)

#### Capped Expenditure Period

The capped expenditure period for the State election is from 1 October 2014 to the end of election day on 28 March 2015.

#### Caps on Electoral Expenditure

A cap on electoral communication expenditure incurred during the capped period applies for the State election.

The cap for a third-party campaigner who was registered prior to 1 October 2014 is \$1,050,000.

The cap for a third-party campaigner who was not registered prior to 1 October 2014 is \$525,000.

Visit [www.elections.nsw.gov.au](http://www.elections.nsw.gov.au) or call 1300 022 011 for more information.

For enquiries in languages other than English call our interpreting service on 13 14 50. For hearing and speech impaired enquiries, call our telephone typewriter (TTY) 021 9247 3568.



Colin Barry, Electoral Commissioner, Level 25, 201 Kent Street, Sydney, NSW 2000.

2017/9

### NSW STATE ELECTION 2015

## Political Donations in NSW

Important changes to the *Election Funding, Expenditure and Disclosures Act 1981* came into effect on 28 October 2014

A political donation is a gift made to or for the benefit of a candidate, a group of candidates, a political party, an elected member (being a member of the NSW State Parliament or a Local Government councillor) or a third-party campaigner.

#### Who can make a political donation?

Political donations in NSW can be made by individuals who are on the electoral roll for federal, state and local government elections OR by an entity that has a relevant business number (i.e. an ABN or any other number allocated or recognised by ASIC for the purposes of identifying the entity).

Where an individual is not enrolled or an entity does not have a relevant business number, application must first be made to the Electoral Commissioner before a donation can be made.

#### Restrictions on donations that can be accepted (Prohibited Donors)

Prohibited donors are property developers, tobacco industry business entities, liquor and gambling industry business entities as well as their close associates.

It is unlawful for a prohibited donor to make a political donation or for a person to make a political donation on behalf of a prohibited donor.

#### Caps on Political Donations in NSW for State Elections

Political donations for NSW State elections are subject to caps.

The applicable donation caps for the 2015 State Election for donations made between 28 October 2014 to 30 June 2015 are:

- \$2,000 for political donations to or for the benefit of a candidate;
- \$5,000 for political donations to or for the benefit of a registered political party;
- \$2,000 for political donations to or for the benefit of a party that is not registered;
- \$5,000 for political donations to or for the benefit of a group;
- \$2,000 for political donations to or for the benefit of an elected member; and
- \$2,000 for political donations to or for the benefit of a third-party campaigner.

#### Disclosure of Political Donations

All donations with a value of or exceeding \$1,000 are reportable political donations.

A donor who makes a reportable donation must disclose to the NSW Electoral Commission (NSWEC) all reportable political donations made. The disclosure is made following the end of the financial year in which the donation was made.

Visit [www.elections.nsw.gov.au](http://www.elections.nsw.gov.au) or call 1300 022 011 for more information.

For enquiries in languages other than English call our interpreting service on 13 14 50. For hearing and speech impaired enquiries, call our telephone typewriter (TTY) 021 9247 3568.

2017/8



Colin Barry, Electoral Commissioner, Level 25, 201 Kent Street, Sydney, NSW 2000.

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## Appendix K: Candidate Seminars, 2015 State General Election

### Face to Face

Location	Date	Time	Venue Name	Venue Address
Newcastle	29 Nov 2014	10:00 am	City Library Cultural Centre	Laman Street Newcastle
Sydney	2 Dec 2014	5:00 pm	Symantec House, The Portside Centre	Level 5, 207 Kent Street Sydney
Wollongong	6 Dec 2014	10:00 am	Ocean Room, Wollongong Town Hall	Cnr of Kembla & Crown Streets Wollongong
Hurstville	9 Dec 2014	5:00 pm	Kanyana Room, Hurstville City Council	MacMahon Street Hurstville
Blacktown	10 Dec 2014	5:00 pm	Blacktown City Council Library	Cnr of Flushcombe Road and Alpha Streets, Blacktown
Sydney	16 Dec 2014	5:00 pm	Symantec House, The Portside Centre	Level 5, 207 Kent Street Sydney

### Webinars

Location	Date and Time
NSW Electoral Commission	2.00pm Wednesday, 3 December 2014
NSW Electoral Commission	10.00am Tuesday, 9 December 2014

## Appendix L: Legislative Council Draw and Second Preference Group, 2015 State General Election

Draw Group Letter	Group	Second Preference Group Letter	2nd Preference Group
A	No Land Tax	E	Liberal/Nationals
B	Outdoor Recreation Party	R	The Fishing Party
C	Animal Justice Party	T	Australian Democrats
D		S	The Greens
E	Liberal/Nationals	Q	Christian Democratic Party (Fred Nile Group)
F	Australian Motorist Party	T	Australian Democrats
G	Building Australia Party	M	Group M
H		M	Group M
I	No Parking Meters Party	J	Group J
J		I	No Parking Meters Party
K	Labor/Country Labor	S	The Greens
L	Voluntary Euthanasia Party	K	Labor/Country Labor
M		G	Building Australia Party
N	Shooters and Fishers	Q	Christian Democratic Party (Fred Nile Group)
O	Socialist Alliance	S	The Greens
P		I	No Parking Meters Party
Q	Christian Democratic Party (Fred Nile Group)	E	Liberal/Nationals
R	The Fishing Party	B	Outdoor Recreation Party
S	The Greens	K	Labor/Country Labor
T	Australian Democrats	C	Animal Justice Party
U	not applicable		
V	not applicable		
W	not applicable		
X	Australian Cyclists Party	S	The Greens



## Appendix M: Legislative Council Elected Candidates, 2015 State General Election

Order Elected	Candidate Name	Group	Group Name	Elected at Count
1	AJAKA John	E	LIBERAL / NATIONALS	1
2	COTSIS Sophie	K	LABOR / COUNTRY LABOR	1
3	KAYE John	S	THE GREENS	1
4	FRANKLIN Ben	E	LIBERAL / NATIONALS	4
5	SECORD Walt	K	LABOR / COUNTRY LABOR	4
6	FARUQI Mehreen	S	THE GREENS	4
7	MASON-COX Matthew	E	LIBERAL / NATIONALS	7
8	VOLTZ Lynda	K	LABOR / COUNTRY LABOR	7
9	HARWIN Don	E	LIBERAL / NATIONALS	9
10	MOSELMANE Shaoquett	K	LABOR / COUNTRY LABOR	9
11	TAYLOR Bronnie	E	LIBERAL / NATIONALS	11
12	VEITCH Mick	K	LABOR / COUNTRY LABOR	11
13	AMATO Louis	E	LIBERAL / NATIONALS	13
14	SEARLE Adam	K	LABOR / COUNTRY LABOR	13
15	MALLARD Shayne	E	LIBERAL / NATIONALS	15
16	KHAN Trevor	E	LIBERAL / NATIONALS	16
17	FARLOW Scott	E	LIBERAL / NATIONALS	17
18	HOUSSOS Courtney	K	LABOR / COUNTRY LABOR	391
19	BORSAK Robert	N	SHOOTERS AND FISHERS	391
20	NILE Fred	Q	CHRISTIAN DEMOCRATIC PARTY (FRED NILE GROUP)	391
21	PEARSON Mark	C	ANIMAL JUSTICE PARTY	391

## Appendix N: Media Campaign, 2015 State General Election

### Media release dates and titles

<b>21 January</b> Do you speak English as well as another language?	<b>11 March</b> Nominations close tomorrow for the NSW State Election
<b>2 February</b> Invitation to a background media briefing for the NSW State Election 2015	<b>12 March</b> Early voting options for the NSW State Election
<b>3 February</b> Work at the NSW State Election	<b>13 March</b> Know your candidates for the NSW State Election
<b>16 February</b> Electronically assisted voting for the 2015 NSW State Election	<b>16 March</b> Early voting starts today
<b>18 February</b> The NSW State Election is less than 6 weeks away	<b>19 March</b> Get ready to vote at the NSW State Election
<b>18 February</b> Aboriginal Electoral Officials wanted	<b>21 March</b> Early voting options prove popular
<b>26 February</b> Interstate and overseas voting changes	<b>23 March</b> Get ready to vote at the NSW State Election
<b>3 March</b> Electoral Boundaries have changed	<b>26 March</b> Results information for the 2015 NSW State Election
<b>9 March</b> Nominations are open for the NSW State Election	<b>27 March</b> Where to vote tomorrow
<b>10 March</b> It's not too late to enrol to vote	



## Media Interviews

68 interviews were conducted on 30 regional, Sydney metro or state-wide radio and TV stations as below:

Station	Station	Station
2BS	2UE	ABC North Coast
2DU	2WS	ABC Riverina
2EC	949 Power FM	ABC South East NSW
2GB	ABC State-wide	ABC Wollongong
2HD	ABC Coffs Coast	C91.3
2KO	ABC Dubbo	Koori Radio
2MN Upper Hunter	ABC Illawarra	Outback radio
2NUR	ABC Mid North Coast	STAR FM Coffs Port
2SM	ABC New England	Macquarie
2TM Tamworth	ABC Newcastle	PRIME 7 Tamworth
		ABC TV News24

## Advertising Campaign Schedule

Message title	Message content	Media	Start	Finish
Brand TV (enrolment)	Get ready for the election. Check your enrolment	TV - State-wide, CALD, Aboriginal	24 February	3 March
		TV - Online	22 February	3 March
Enrolment	Now is time to check and update details or enrol. Website, enquiry centre details etc.	Radio - Regional,	25 March	3 March
		Digital – State-wide,	24 February	3 March
		Press - Aboriginal	25 February	25 February
Redistribution	You may be affected by redistribution Check your enrolment Vote at your usual local voting centre. Extra staff on hand to help. Website, enquiry centre details etc.	Print - Geographically targeted	2 March	7 March
		Radio - Geographically targeted	2 March	8 March
iVote	iVote registrations are now open iVote is available to electors outside NSW	Digital - Targeted to electors overseas or interstate	22 February	27 March

Message title	Message content	Media	Start	Finish
	on election day Website, enquiry centre details etc.	Print – State-wide  Radio – Metro ATN, regional	7 March  16 March	25 March  27 March
Issue of Writ	Statutory notice including dates of election day, close of nominations and return of writ. Website, enquiry centre details etc.	Print – Sydney metro	8 March	8 March
Call for nominations	Nominations are now open Closing dates and times How to nominate Website, enquiry centre details etc	Print – Sydney metro, Newcastle, Wollongong	8 March	11 March
Register 'How-to-Vote' material	Details of how to register and deadlines Website, enquiry centre details etc	Print – Sydney metro	15 March	15 March
Pre-poll and postal voting	Publicising early voting options of: <ul style="list-style-type: none"> <li>• Postal</li> <li>• iVote</li> <li>• Pre-poll</li> </ul> Website, enquiry centre details etc	TV - State-wide, CALD, Aboriginal  TV - Online	11 March	22 March
		Print - State-wide, CALD, Aboriginal	10 March	16 March
		Radio State-wide, CALD Aboriginal	13 March	19 March
		Digital State-wide, CALD	11 March	21 March
Interstate and overseas voting	No in person voting available at airport or O/S locations as in the past iVote option available instead Website, enquiry centre details etc.	Print – Sydney Metro (SMH, DT), Newcastle, Wollongong,	17 March	17 March
Candidates for Legislative Assembly and	Nominations closed, candidate details now available	Print – Sydney Metro, Newcastle, Wollongong,	16 March	16 March

Message title	Message content	Media	Start	Finish
Legislative Council	Website, enquiry centre details etc.	major regional		
'How to vote' for Legislative Assembly and Legislative Council	How to complete your ballot papers correctly Election day information Website, enquiry centre details etc.	Print – CALD, Aboriginal	19 March	25 March

## Social Media

### Facebook

**NSW State Election**  
Saturday, 28 March  
Counting for all Legislative Assembly districts and the Legislative Council is now complete. Results at [www.votensw.info](http://www.votensw.info)  
YOUR STATE. YOUR LIFE. YOUR VOTE.  
visit [www.votensw.info](http://www.votensw.info)

**NSW Elections** ✓  
Government Organisation

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3.8 ★ 16 reviews  
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The NSW Electoral Commission conducts impartial and fair elections for the Parliament of NSW, NSW Local Government councils, the Aboriginal Land Council...

READ MORE

<http://elections.nsw.gov.au/>

**Post**

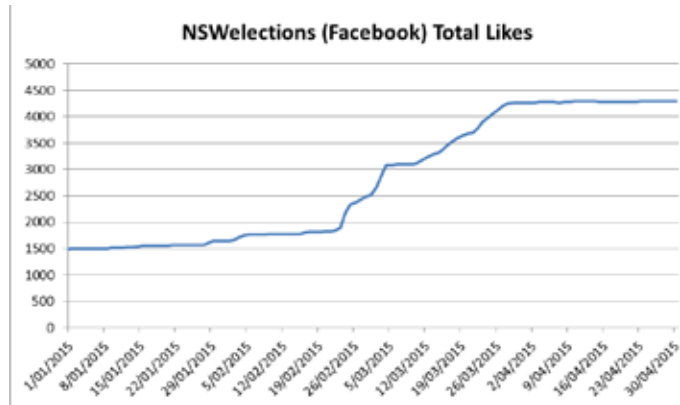
Write something...

**NSW Elections**  
21 May at 09:24 · Edited ·

For the keen election followers among you we now have 2015 Legislative Council First Preference reports by polling place and vote type <http://ow.ly/N7aky>  
But that's not all! There is now a Two Candidate Preferred tool that allows all candidate combinations to be published for each Legislative Assembly contest using final count data <http://ow.ly/N7JR1>  
For everyone else, please enjoy this mildly amusing election themed meme.

**Vote for MEL**

**Likes:** 31/12/2014: 1,486  
30/04/2015: 4,287 (188% increase)



Posts: 40

Post with highest reach:

**NSW Elections** added 2 new photos.  
 Published by Richard Carroll (7) · 24 February · Edited ·

**WORK AT A POLLING PLACE ON ELECTION DAY, 28 MARCH**  
 Working at a polling place at the NSW State election is a great way to earn some money (around \$340 for the day), learn new skills and help your community come together to vote. A selection of casual positions are available from 16 March and on Election Day, 28 March. If you, or someone you know, might be interested, applications are now open. <http://ow.ly/.lyhWN>

357,632 people reached Boosted

Unlike · Comment · Share · 778 · 1,431 · 941

Total post reach (all posts): 607,742

Advertisements: 38

**Advertisements with highest reach:**

**NSW Elections** ✓  
Written by Cadreon [?] · 26 February · 🌐

Make sure your enrolment details are correct for the NSW State Election, 28 March. Check them now.

791,040 people reached

64,790 Views  
Like · Comment · Share

Boost Post

**Total advertisement reach:            3,607,782**



Twitter

**electoral**  
commission nsw

WWW.VOTENSW.INFO

**NSW Elections**  
@NSWElections  
Official twitter account for the NSW Electoral Commission, the independent statutory authority established to conduct State parliamentary and other elections

Sydney, New South Wales  
votensw.info  
Joined January 2011

TWEETS 432 FOLLOWING 163 FOLLOWERS 1,095 FAVORITES 9

Tweets Tweets & replies Photos & videos

**NSW Elections** @NSWElections · May 18  
2015 Legislative Council First Preference reports by Polling Place and vote type are now available at [ow.ly/N7aky](http://ow.ly/N7aky)

**NSW Elections** @NSWElections · May 18  
Now available: TCP tool allows all candidate combinations to be published for each LA contest using final count data. [ow.ly/N7jR1](http://ow.ly/N7jR1)

NSW Elections retweeted  
**iNews.com.au** @iNews\_au · May 6  
NSW Electoral Commission answers iVote critics: CIO continues to lobby for e-voting despite hacking threat. [bit.ly/1zzXeqb](http://bit.ly/1zzXeqb)

NSW Elections retweeted  
**CSC Australia** @CSCAustralia · May 1  
Security a priority for NSW #Vote. @CSC helped to secure electronic voting in @NSWElections. [bit.ly/1Hh1oCy](http://bit.ly/1Hh1oCy)

Followers: 1,090 as at 30/04/2015 (369 new followers since 31/12/2014)

Tweets (not including replies): 17

Most popular links:

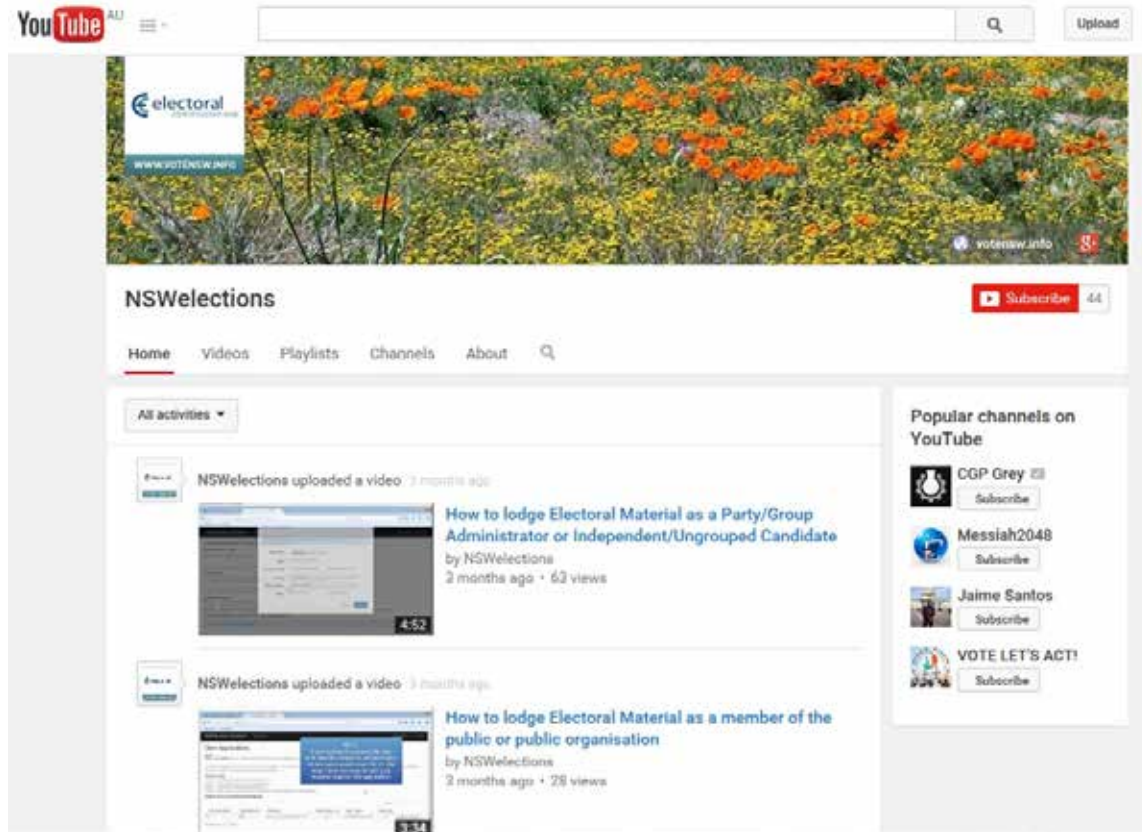
Most Popular Links

Rank	Date	Post	Clicks
1	Mar 20, 2015	<a href="http://ow.ly/KzaLL">http://ow.ly/KzaLL</a> <a href="http://www.votensw.info/polling_places/how_to_v...">http://www.votensw.info/polling_places/how_to_v...</a> Get match fit for pre-poll or election day by working out with our how-to-vote practice tool: <a href="http://ow.ly/KzaLL">http://ow.ly/KzaLL</a>	119 clicks
2	Apr 17, 2015	<a href="http://ow.ly/LIQjM">http://ow.ly/LIQjM</a> <a href="http://vtr.elections.nsw.gov.au/lc-home.htm#lc/...">http://vtr.elections.nsw.gov.au/lc-home.htm#lc/...</a> The Legislative Council count is complete. See elected candidates here. <a href="http://ow.ly/LIQjM">http://ow.ly/LIQjM</a>	63 clicks
3	Feb 17, 2015	<a href="http://ow.ly/JdYwd">http://ow.ly/JdYwd</a> <a href="http://www.vote.nsw.gov.au/">http://www.vote.nsw.gov.au/</a> iVote online voting for NSW State election, 28 March. <a href="http://ow.ly/JdYwd">http://ow.ly/JdYwd</a> for eligibility criteria & register now.	49 clicks

Total tweet impressions: 74,763

Total tweet engagements: 1,454

## YouTube



Subscribers: 26 net added; 44 total

Views (all time videos; viewed in this period January - April 2015): 15,583

Videos posted (from 2 December 2014 – 3 March 2015): 14

Most watched videos (all time videos; viewed in this period January-April 2015):

Top 10 Videos [Browse all content](#)

Video	Views <sup>Ⓜ</sup>	Estimated minutes watched <sup>Ⓜ</sup>	Likes* <sup>Ⓜ</sup>
<a href="#">iVote instructional video - Registration</a>	6,226 (40%)	22,768 (40%)	4
<a href="#">iVote instructional video - voting and verification</a>	5,309 (34%)	21,224 (37%)	8
<a href="#">AUSLAN iVote electronic assisted voting instr...</a>	1,083 (6.9%)	2,303 (4.0%)	0
<a href="#">2015 NSW State Election - Online Candidate S...</a>	631 (4.0%)	4,705 (8.3%)	0
<a href="#">How to Vote</a>	615 (3.9%)	2,406 (4.2%)	0
<a href="#">2015 NSW State Election – training: Declaratio...</a>	387 (2.5%)	709 (1.2%)	0
<a href="#">2015 NSW State Election – training: Legislativ...</a>	187 (1.2%)	287 (0.5%)	0
<a href="#">2015 NSW State Election – training: Legislativ...</a>	180 (1.2%)	509 (0.9%)	0
<a href="#">2015 NSW State Election – training: Legislativ...</a>	174 (1.1%)	257 (0.5%)	0
<a href="#">2015 NSW State Election– training: Legislative...</a>	172 (1.1%)	611 (1.1%)	1



## Appendix O: Languages of election staff, 2015 State General Election

Afghani	French	Punjabi
African	Gaelic	Romanian
Afrikaans	German	Russian
Akan	Greek	Samoan
Amharic	Gujarati	Serbian
Arabic	Hebrew	Shona
Armenian	Hindi	Sinhalese
Assyrian	Hungarian	Slovak
Azeri	Icelandic	Somali
Bahasa Malay	Igbo	Spanish
Bengali	Indian	Sudanese
Bislama	Indonesian	Susu
Bosnian	Italian	Swahili
Bulgarian	Japanese	Swedish
Burmese	Kannada	Tagalog
Cambodian	Karen	Tamil
Catalan	Kinyarwanda	Telugu
Chaldean	Konkani	Temne
Chinese-Cantonese	Korean	Teo Chew
Chinese-Chiu Chao	Krio	Tetum
Chinese-Hakka	Kurdish	Thai
Chinese-Hokkien	Lao	Tongan
Chinese-Mandarin	Latvian	Turkish
Chinese-Shanghainese	Lebanese	Twi
Creole	Lithuanian	Ukrainian
Croatian	Macedonian	Urdu
Czech	Malay	Vietnamese
Danish	Malayalam	Welsh
Dari	Maltese	Yoruba
Dinka	Marathi	Zulu
Dutch	Melanesian	
Edo	Mende	
Egyptian	Mina	
English	Nepalese	
Estonian	Norwegian	
Ewe	Orimi	
Farsi	Persian	
Fijian	Pidgin	
Filipino	Polish	
Finnish	Portuguese	

## **Appendix P: List of Findings and Recommendations of the Joint Standing Committee on Electoral Matters relating to NSW electoral and campaign finance laws**

### **Recommendation 1**

That the NSW Government introduce legislation for a new electoral act for NSW which provides for both the conduct of State elections and the regulation of campaign finance and expenditure.

### **Recommendation 2**

That in drafting legislation for a new electoral act, the NSW Government seek clarity of structure, plain English drafting and include a general objects provision that would assist with judicial interpretation of the Act.

It should also ensure that an appropriate balance is struck between retaining the substance of electoral law in the primary legislation, whilst allowing for certain detailed administrative provisions to be dealt with by way of regulations.

### **Recommendation 3**

That in drafting legislation for a new electoral act, the NSW Government provide that the conduct of State elections and the regulation of campaign finance and expenditure should be administered by a single statutory corporation.

### **Recommendation 4**

That in drafting legislation for a new electoral act, the NSW Government provide for a single statutory corporation whose structure supports investigative and enforcement functions, whilst delegating to the Electoral Commissioner the distinctly separate responsibility for the administration of elections.

### **Recommendation 5**

That in drafting legislation for a new electoral act, the NSW Government repeal the provisions of section 25(a) of the *Parliamentary Electorates and Elections Act 1912*.

### **Recommendation 6**

That in drafting legislation for a new electoral act, the NSW Government amend the current provisions of section 120C(6) of the *Parliamentary Electorates and Elections Act 1912* to provide that, a lack of mental capacity certified by a medical practitioner, is a sufficient reason for the failure of an elector to vote at an election.

### **Recommendation 7**

That in drafting legislation for a new electoral act, the NSW Government undertake a comprehensive review of the penalties which currently apply for breaches of the *Parliamentary Electorates and Elections Act 1912*.

The objects of that review should be to ensure that penalties under the new act provide sufficient deterrence to non-compliance and are consistent with those currently applicable under the *Election Funding, Expenditure and Disclosures Act 1981*.

### **Finding 1**

The Committee finds some merit in the idea of holding mandatory pre-hearing process discussions, shortly after an application for a disputed election has been made, as these may provide an efficient and cost effective means of resolving any misunderstandings between parties.

### **Recommendation 8**

That when the Court of Disputed Returns sits, the Supreme Court Rules and the laws of evidence apply, subject to a provision that the Court may dispense with the rules of evidence where the justice of the case applies.

### **Recommendation 9**

That a mandatory pre-hearing process be implemented by the Court of Disputed Returns prior to the hearing of any application for a disputed election.

### **Recommendation 10**

That in drafting a new electoral act, the NSW Government give consideration to repealing Division 5A of the *Parliamentary Electorates and Elections Act 1912* and consults upon what measures would be effective in preventing child sex offenders from holding Parliamentary office.

### **Recommendation 11**

That in drafting legislation for a new electoral act, the NSW Government harmonise the arrangements for the oversight of party registration including the requirements for appointing registered officers and party agents and the regulation of unregistered parties.

### **Recommendation 12**

That in drafting legislation for a new electoral act, the NSW Government amend the provisions of Part 4A of the *Parliamentary Electorates and Elections Act 1912* and Part 7 of the *Local Government Act 1993* to require that party constitutions provide that information which is required by electoral administrators in order that they may carry out their statutory functions.

### **Recommendation 13**

That in drafting legislation for a new electoral act, the NSW Government amend the provisions of sections 79(7A) and 81F of the *Parliamentary Electorates and Elections Act 1912* to allow more flexibility in the payment of nomination deposits, including payment by electronic means.

#### **Recommendation 14**

That the NSW Government incorporate consolidated and consistently defined terms in drafting legislation for a new electoral act to assist with comprehension and compliance.

#### **Recommendation 15**

That in drafting legislation for a new electoral act, the NSW Government incorporate a Part in which all offences, including campaign finance related offences, are listed along with their penalty following each offence.

#### **Recommendation 16**

That the NSW Government segregate provisions relating to political donations and electoral expenditure into separate sections, one covering State elections and elected Members of Parliament, and the other covering local government elections and elected members of councils, in drafting legislation for a new electoral act.

#### **Recommendation 17**

That the NSW Government, in drafting legislation for a new electoral act, confine the provisions that relate to third party campaigners to a specific Part.

#### **Recommendation 18**

That in drafting legislation for a new electoral act, the NSW Government provide that declarations of income and expenditure are consistently exclusive of GST.

#### **Recommendation 19**

That in drafting legislation for a new electoral act, the NSW Government address the need for more streamlined administrative processes for administering campaign finance and expenditure.

#### **Recommendation 20**

That in drafting legislation for a new electoral act, the NSW Government repeal Division 4A of the *Election Funding, Expenditure and Disclosures Act 1981*, which relates to prohibited donors.

#### **Recommendation 21**

That the NSW Government consider a review of the types of electoral expenditure that qualify for public funding.

#### **Recommendation 22**

That in drafting legislation for a new electoral act, the NSW Government harmonise the levels of public funding which may be claimed under the separate candidate and party categories.

### **Recommendation 23**

That in drafting legislation for a new electoral act, the NSW Government provide a legislative framework which supports a more streamlined and simplified donor disclosure process, specifically:

- harmonisation with the Federal timeframes for submitting disclosure returns
- forms to enable donors to indicate the purpose for which a donation is made
- a single, all-inclusive disclosure requirement for party-endorsed candidates, and
- provisions in relation to timeframes for claiming public funding and annual financial disclosures being set out in primary legislation.

## Glossary

Name/Title	Synopsis
Absent vote	A vote made at a polling place by an elector who is outside his/her own electoral district on election day.
Absolute majority	More than 50% of the total formal vote.
Australian Electoral Commission	The organisation responsible for conducting Federal elections, referenda and maintaining the Commonwealth electoral roll.
Ballot box	The sealed container into which an elector places a completed ballot paper.
Ballot paper	The paper printed for an election which a voter marks to record his/her vote.
By-election	An election held to fill a casual vacancy, usually caused by retirement, death or resignation of the member for that district.
Candidate	A person who nominates for election to Parliament or to a council.
Check count	On the Sunday after election day the ballot papers are checked and counted again at the Returning Officer's office to ensure accuracy of the figures from the election night count.
Compulsory enrolment	Every person who is entitled to have his/her name placed on the electoral roll must complete an enrolment form and send it to the Australian Electoral Commission within 21 days of becoming entitled. A penalty applies for failing to enrol.
Compulsory voting	Once enrolled to vote, voting is compulsory. A penalty applies for failing to vote.
Declaration of Poll	An announcement made by the Returning Officer proclaiming the successful candidate elected as the Member for that district, ward or council. The Electoral Commissioner declares the poll for the Legislative Council.
Declaration vote	A vote cast by an elector when the ballot papers are enclosed in an envelope containing a printed declaration signed by the elector.
Declared Institution	A nursing home, hospital or similar facility is appointed by the Electoral Commissioner and visited by election officials for the purpose of taking votes from residents who are unable to attend a polling place.

Name/Title	Synopsis
Deferred election	A deferred election occurs when the council is unable to conduct an election at the time of Local Government Elections.
Election	Selection by vote of a person or persons to hold political office.
Election Funding Authority	The statutory body responsible for administering the provisions of the Election Funding, Expenditure and Disclosures Act 1981. It is made up of the Electoral Commissioner as Chair, a member appointed on the nomination of the Premier, and a member appointed on the nomination of the Leader of the Opposition.
Elector	A person who is entitled to vote at an election.
Electoral Commissioner	The statutory officer appointed to manage the conduct of State and other elections.
Electoral district	One of the 93 Legislative Assembly electorates.
Election Management Application	A computer software application consisting of four modules (staffing, candidates, declaration votes and results) to automate many of the routine tasks otherwise performed by election officials.
Electoral roll	The certified list of persons eligible to vote at an election. The rolls are maintained by the Australian Electoral Commission.
Electorate	The population of electors or the region in which electors live. Electorates have clearly defined boundaries which are shown on electoral district maps.
Enrolment	The act of enrolling or having one's name added to the list of electors entitled to vote.
Federal Government	At Federation in 1901, the States handed over certain powers to the central or Federal Government for administration on an Australia wide basis, while reserving other functions for State Government responsibility.
Formal vote	A ballot paper at an election or referendum, which has been correctly marked according to instructions, and contributes to the outcome of the poll.
Independent	A candidate for election to, or a member of, Parliament who is not a member of a political party.
Informal vote	A ballot paper which is either left blank or is incorrectly marked. Those ballot papers are excluded from the count and therefore do not contribute to the election of a candidate.



Name/Title	Synopsis
iVote system	An internet and telephone-based voting system. iVote is a registered trademark of the NSWEC.
Joint Standing Committee on Electoral Matters	The Joint Standing Committee on Electoral Matters of the NSW Parliament reviews the administration and conduct of State and Local Government Elections and any other function referred by the Premier.
Legislative Assembly	The Lower House of Parliament in NSW. It consists of 93 members, one elected for each electoral district.
Legislative Council	The Upper House of Parliament in NSW. It has 42 members elected for an 8 year term, half of whom are elected at each NSW State General Election.
Nomination	The process by which a person applies to become a candidate for election.
Opposition	The party or parties which do not hold sufficient seats in Parliament to lead a government.
Ordinary vote	A vote recorded in the normal manner at a polling place on election day.
Parliament	The legislative body, consisting of the elected representatives of the people, which determine the laws governing the nation or state. The candidates or political party holding the majority of seats form the government.
Political party	An organised group with a common political philosophy which seeks to win and retain public office for itself and its leaders. Party organisations support or endorse candidates for elections who, if elected, usually vote as a group for their policies in Parliament. The party with the greatest numbers in Parliament forms the government.
Poll	An election.
Polling place	A building, such as a school, designated as a place to which voters go during an election to cast their votes.
Postal vote	Electors, who are outside their electoral district on election day, or unable to attend a polling place during polling hours, may send a vote by post. Voters must apply for a postal vote prior to election day.
Pre-poll	Electors who cannot vote on election day can apply to vote early at the office of a Returning Officer or at a pre-poll voting centre.
Recount	A second or further count of votes in an election.

Name/Title	Synopsis
Redistribution	Changes in boundaries of electoral districts to take into account population changes. The number of electors enrolled in each district should be equal, give or take ten per cent.
Referendum	Vote taken to allow electors to express their view on a particular subject or issue. Some alterations to the Constitution can only be made after approval in a referendum.
Registrar	Person who has the responsibility of maintaining electoral rolls in NSW.
Returning Officer	The election official responsible for conducting an election for a Legislative Assembly district or the Legislative Council or a council.
Roll	See electoral roll.
Scrutineer	A person appointed by a candidate to ensure that procedures and counting are undertaken in a proper manner.
SmartRoll system	A data system that automatically enrolls and re-enrolls eligible electors adding their correct details to the NSW electoral roll. SmartRoll is a registered trademark of the NSWEC.
Term	The length of time a parliament may sit before having to call an election. NSW has fixed four year terms.
Virtual Tally Room	Where voting figures are collected and provisional results are announced.
Vote	The process of choosing/selecting a candidate for political office.
Ward	Subdivisions with approximately equal numbers of electors, of a Local Government area.

NSW Electoral Commission

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# 2015 New South Wales State General Election Research

Prepared for the NSW Electoral Commission  
June 2015

**YOUR STATE.  
YOUR LIFE.  
YOUR VOTE.**

**votensw.info**

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# 1. Executive Summary

This document presents the findings from Ipsos Social Research Institute's (Ipsos SRI) research on behalf of the NSW Electoral Commission for the 2015 NSW State General Election. The overall aim of this research was to provide the NSW Electoral Commission with a robust and representative picture of electors' perceptions of, and satisfaction with, the services offered at the 2015 State Election.

Ipsos SRI employed an extensive methodology for this research consisting of:

- A core representative telephone survey of voters;
- A face-to-face survey of pre-poll voters;
- A benchmarking and tracking online study evaluating the NSW Electoral Commission advertising campaign;
- A representative telephone survey of iVote users, and a consultative online survey of other iVote users;
- In-depth interviews with iVote users; and
- Group discussions with Arabic-speaker voters.

Further details of the objectives and methodology for this research can be found in Sections 2 and 3. The remainder of this summary details the key findings according to the NSW Electoral Commission's key goals 1, 2, 3 and 5, as well as a brief overview of the performance of the NSW Electoral Commission's social media campaigning.

## Goal 1 – Foster participation in the democratic process

*Champion the importance of democracy through public education, better processes, responsive services and clear communication*

### Overall satisfaction

Participants were generally satisfied with their overall voting experience (88% were satisfied in the core survey), with more than half *very* satisfied (53%) and one-third *fairly* satisfied (35%). Further, nine in ten participants were satisfied that the NSW Electoral Commission conducted the Election fairly and impartially (89%), with again more than half *very* satisfied (53%) and 36% *fairly* satisfied.

### NSW Electoral Commission information

Exposure to the NSW Electoral Commission advertising campaign was relatively low. Fourteen percent had seen television advertising, 16% had heard radio advertising and 8% had seen print advertisements (campaign evaluation).

The vast majority of participants agreed the campaign made it clear when they had to vote (69% *strongly* agreed and 22% *somewhat* agreed) and what to do if they needed more information about the Election (67% *strongly* agreed and 22% *somewhat* agreed). Before Election Day, around three-quarters of participants were able to correctly identify the date of the Election (72%).<sup>1</sup> The campaign evaluation showed that the campaign did not increase awareness of this date (73% of those who had not seen or heard the campaign knew the date, compared with 70% of those who had seen or heard it), indicating that awareness was typically via other sources. Participants also generally felt informed about finding out where they could vote on Election Day, with almost four in five indicating they felt informed (78%, with 55% feeling *very* informed and 23% *fairly* informed; core survey).

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<sup>1</sup> In addition to participants who gave the exact date (i.e. '28th March'), other responses indicating this date were also coded as correct, e.g. 'the Saturday after next' or 'this Saturday' depending on when they completed the survey.

Prior to Election Day, the majority of participants were aware of being able to vote by post and pre-poll (71% and 63% respectively; campaign evaluation). Two-thirds of participants felt informed about early and alternative voting options (65%, with 32% feeling *very* informed and 33% *fairly* informed; core survey), however around one-third felt uninformed (30%), with 17% feeling *fairly* uninformed and 17% *very* uninformed.

Around a quarter of participants were aware of iVote (26%; campaign evaluation). Among those who did not use iVote, around two-fifths were aware of the system (38%; core survey). However, seeing or hearing the campaign did not appear to significantly impact their awareness of the eligibility requirements. In addition, it did not appear to significantly impact motivation to use it.

Almost half of participants had heard of the enquiries line (48%; campaign evaluation) and two in five had heard of votensw.info (39%), and seeing or hearing the campaign appears to have increased both awareness of the enquiries line (65% of those who had seen or heard the campaign compared with 41% of those who had not) and likelihood of calling it (11% and 7% respectively).

Around two-fifths of participants were aware there had been changes to State Electoral boundaries since the previous NSW State Election (39%; core survey). Most were satisfied with the communication of these changes (22% *very* and 35% *fairly* satisfied), however one-quarter were dissatisfied (24%), with 14% *fairly* dissatisfied and one in ten *very* dissatisfied (10%). Supporting this, only a third of Newtown voters were aware that their State Electoral District (SED) had changed (32%; campaign evaluation), and around half of those in Murrumbidgee (46%). Further, prior to the Election, the majority of participants in Newtown and Murrumbidgee did not recall receiving the letter from the NSW Electoral Commission informing them about their changed State Electoral District (SED) (68% and 56% respectively).

Most of those in the relevant locations who were aware of the redistribution had checked their enrolment details (55% in Newtown and Murrumbidgee combined). Understanding of how to check and update enrolment details was somewhat low, with around one in three participants saying they felt uninformed of how to do this prior to Election Day (16% *fairly* uninformed and 13% *very* uninformed). For this, though, the campaign appeared to increase the likelihood of calling the NSW Electoral Commission enquiries line and visiting votensw.info (33% and 27%, respectively among those who had, compared with 23% and 12% of those who had not).

Of those in Murrumbidgee, the vast majority correctly identified that they could vote at any polling place (92%) while less than half of the respective Newtown participants were aware of this (47%).

### Voting attitudes, intentions and behaviours

The vast majority of participants saw voting as important (89%; campaign evaluation), with two in three thinking it *very* important (65%) and one in four *somewhat* important (24%). In addition, participants tended to agree the Election was their chance to vote for what mattered to them (80%, with 49% agreeing *strongly* and 31% agreeing *somewhat*) and that decisions made by State Government were important to them on a personal level (87%, with 50% thinking them *very* important and 37% *somewhat* important).

The campaign had a positive impact on attitudes towards voting and the importance of State Government to individuals. Those who had seen or heard the campaign were more likely to rate both voting and State Government decisions as important (96% for each, compared with 86% and 83% respectively among those who had not), and State Government decisions as impactful (93% compared with 83%). Most participants agreed that the campaign communicated the importance of voting (85%), with three in five agreeing *strongly* (59%) and one in four agreeing *somewhat* (26%).

In general, older participants placed a greater level of importance on voting than younger participants (88% of those aged 65+ rated it as *very* important, compared with 44% of those aged under 25), and were more likely to *strongly* agree that the Election was their chance to vote for what mattered to them (68% of those aged 65+ compared with 37% of those aged under 35) and that decisions made by State Government were important to them personally (66% compared with 46%).

Between the benchmark survey and the post-wave, the campaign appeared to have a greater impact among younger participants than older participants in terms of their perceived importance of State Government decisions. In the 18-44 age bracket, those who had seen or heard the campaign were more likely to rate State Government decisions as important (92%) than those who had not (80%). On the other hand, among those aged 45+, no significant impact was observed between those who had and had not seen or heard the campaign.

Prior to Election Day, the vast majority expected that they would vote in the Election (95%<sup>2</sup>) and, of these participants, around nine in ten intended to cast a valid vote (assuming they voted; 92%). Almost all participants in the core survey voted in the Election (98%; core survey), with three-quarters doing so on Election Day (75%).

The campaign did not significantly impact likelihood to vote, however it did appear to impact intention to cast a valid vote (98% of those who had seen or heard the campaign intended to cast a valid vote, compared with 90% of those who had not). This campaign effect was most prominent among younger participants (aged 18-44; 97% compared with 85%).

## Goal 2 – Be customer-focused and commercially-minded

*Build better relationships with clients and partners by understanding their needs and wants, and responding to them professionally*

As stated above, participants were generally satisfied with their overall voting experience (88%; core survey), with more than half *very* satisfied (53%) and one in three *fairly* satisfied (35%). Among those who voted in-person on Election Day, 87% were satisfied with their overall experience, with 49% *very* satisfied and 38% *fairly* satisfied. Satisfaction was highest among iVote users (97% were satisfied with the iVote service, with 80% *very* satisfied and 17% *fairly* satisfied; iVote telephone survey), followed by postal voters (95% satisfied, with 73% *very* satisfied and 22% *fairly* satisfied; core survey) and pre-poll voters (93% were satisfied with their pre-polling experience, with 70% *very* satisfied and 23% *fairly* satisfied; pre-poll survey).

In the core survey, voting in-person on Election Day received the highest level of advocacy. Nine in ten participants were likely to recommend it to a friend or family member (90%; core survey), with more than half *very* likely to do so (53%) and 37% *somewhat* likely. This compares with 44% who were *very* likely to recommend pre-polling and 29% who were *very* likely to recommend postal voting. Among those who had heard of iVote (but not necessarily used it), likelihood to recommend was relatively high, with around half *very* likely to recommend it (46%).

### Culturally and linguistically diverse participants

Participants from a culturally and linguistically diverse background (CALD; for whom English may not be their first language) were generally less engaged overall. In particular, prior to Election Day, they were less likely to say they were certain to vote (73% compared with 89% of those not from such a background; core survey).

Despite this, satisfaction levels among CALD participants did not significantly differ from the overall figures, with high levels of satisfaction reported for all key measures. Almost nine in ten CALD participants were satisfied with their overall voting experience (50% *very* satisfied and 39% *fairly* satisfied), and half were *very* satisfied that the Electoral Commission conducted the Election fairly and impartially (50%) with a further two in five *fairly* satisfied (40%).

Two thirds of CALD participants were *very* satisfied with the facilities at the polling place (68%), with a further 27% *fairly* satisfied. Similar proportions were *very* satisfied with the amount of time it took to cast their vote (67%) and *fairly* satisfied with this (24%). Further, 67% were *very* satisfied with their privacy when filling out the ballot paper and 28% were *fairly* satisfied and, of those who received assistance in understanding how to vote properly, 74% were *very* satisfied with this assistance and a further 16% were *fairly* satisfied.

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<sup>2</sup> The proportion of participants who said it was between probable (7 chances in 10) and certain or practically certain (99 chances in 100) they would vote.

On the other hand, CALD participants felt least informed about early and alternative voting options (31% *very* informed) and how to check and update their details (33% *very* informed). They were also the most likely to want more information about parties or candidates (13%) and iVote (10%).

### Aboriginal and Torres Strait Islander (ATSI) participants

As with the overall sample, satisfaction levels among ATSI participants were generally high. Eighty-four percent of ATSI participants were satisfied with their overall voting experience (38% *very* satisfied and 46% *fairly* satisfied; core survey), while two thirds of ATSI participants were *very* satisfied with the assistance they received if they needed assistance in understanding how to vote properly (67%) and a further 22% were *fairly* satisfied.

However, ATSI participants were significantly less likely than overall to be satisfied that the NSW Electoral Commission conducted the Election fairly and impartially (31% were *very* satisfied, compared with 54% of non-ATSI participants). In addition, they were significantly less likely to be *very* satisfied with the amount of time it took to cast their vote (46%, compared with 72% of non-ATSI). They were also less likely to be *very* satisfied with the facilities at the polling place (50% compared with 73% of non-ATSI) and their privacy when filling out the ballot paper (46% compared with 71% of non-ATSI). Finally, ATSI participants were the least likely to feel informed about how to check and update their details (15% *very* informed) and when the Election results are declared (23%).

## Goal 3 – Provide seamless service delivery

*Provide a well-planned, cohesive service based on supportive project structures, clear processes, and appropriate delegation of authority and ownership*

### Enquiries line and votensw.info website

Prior to Election Day, one in twenty participants had either used, or intended to use, the Election enquiries line (5%; campaign evaluation), and 3% of participants after Election Day had actually called it (core survey). Of those who used votensw.info, four in five were satisfied with the website (83%), with around half *very* satisfied (45%) and two in five *somewhat* satisfied (38%), and more than nine in ten were able to find the information they wanted (91%). Most of those who accessed a NSW Electoral Commission website had done so using a computer (73%, compared with 18% who used a tablet and 17% a smartphone).

Satisfaction was also high with the enquiries line. Eighty-five percent were satisfied, with more than two in three *very* satisfied (68%) and 17% *somewhat* satisfied.

### Polling place facilities and assistance

Almost all in-person voters were satisfied with the facilities at their polling place. Around three-quarters were *very* satisfied (72%; core survey) and 24% were *fairly* satisfied. Participants who had a disability or mobility issue were generally satisfied with the accessibility of their polling place and their ability to move around it: three-quarters were *very* satisfied (76%) and a further one-fifth were *fairly* satisfied (20%).

Satisfaction with wait time was typically high among in-person voters. More than nine in ten were satisfied (92%), with around three in four *very* satisfied (70%) and one in five *fairly* satisfied (22%). Two thirds of in-person voters waited for less than five minutes to vote (66%), with 40% not waiting at all. The average queue time was around four minutes. Three-quarters of in-person voters were *very* satisfied with the time it took them to cast their vote (72%).

Similar recalled waiting times were found among those voting at a pre-poll centre. Around half of participants did not have to wait at all (46%; pre-poll survey), and for a further 29%, the wait was less than five minutes. Sydney Town Hall received the most positive report of wait times, with only seven per cent of participants having to wait at all before voting. In comparison, around a third of Fairfield participants had to wait for over twenty minutes (30%).

For 95% of voters, their electoral details were correct on the roll when they voted, and among those who enrolled and voted on Election Day, satisfaction was generally high (thirteen of the fourteen participants in the core survey who used the service were satisfied, with ten *very* satisfied and three *fairly* satisfied). Further, among those who thought their Electorate had changed, only four per cent reported that they had experienced difficulties as a result.

Some of the Arabic-speaking voters in the qualitative research recalled assistance from other (non-family) Arabic speakers outside the polling place, but none once they had entered. Among such participants, there was interest in greater in-language support from electoral officials once inside the polling place.

Additionally, most participants who had a disability or restriction and their carers were unaware of information being available in large print, audio files or Auslan (core survey). Only 20%, 14% and 13% respectively were aware of information in these formats.

### Dissemination of results

Satisfaction with the speed of Election results was high. Ninety-six percent were satisfied, with around three in four *very* satisfied (71%; core survey) and 25% *fairly* satisfied. Confidence in the accuracy of the results was similarly high. Nine in ten were satisfied (90%), with more than half *very* satisfied (54%) and 36% *fairly* satisfied. Of voters who followed the Election results on Election night, the vast majority got their information from television (86%), with 5% getting theirs through the NSW Electoral Commission website.

## Goal 5 – Innovative, fast adaption

*Create an environment that encourages new ideas, and provides the capacity and support to see them through to implementation*

### Electronic mark off

At Sydney Town Hall, electronic mark off was used. Although no specific questions were asked about electronic mark off, overall ratings of satisfaction were higher at Sydney Town Hall when compared with other pre-poll locations (pre-poll survey).

Specifically, participants at Sydney Town Hall were more likely to be *very* satisfied with their voting experience (81% compared with 70% overall), the amount of time it took to cast a vote (86% compared with 71%) and any assistance they received (44% compared with 28%).

Wait times were also significantly shorter at Sydney Town Hall, with 93% of participants saying that they did not have to wait at all before casting their vote (compared with 46% overall). Only 3% of those voting at Sydney Town Hall waited for more than 5 minutes, compared with 64% at Fairfield and 40% at Tamworth.

As a result of the electronic mark off, only 10% of voters at Town Hall said that roll marking took too long, compared with 35% at Tamworth and 19% in Fairfield.

### iVote

As mentioned, the vast majority of iVote users were satisfied with the system (97%; iVote telephone survey), with four in five *very* satisfied (80%) and 17% *fairly* satisfied. The main reason for this high level of satisfaction was the ease and convenience of the system (cited by 85% of users). Almost all iVote users found the system easy to use (96%), with three in four finding it *very* easy (73%) and 23% *fairly* easy. Feedback on the ballot paper in both the quantitative and qualitative research was generally positive, as was that for the level of mobile optimisation of the website.

Nine in ten iVote users were confident in using iVote prior to registering (89%), with around half *very* confident (48%) and 41% *fairly* confident. Confidence was similarly high for the ballot paper listing all candidates (94% confident, with 67% *very* confident and 27% *fairly* confident) and their vote being recorded accurately (92% confident, with 59% *very* confident and 33% *fairly* confident). Further, 95% of participants were satisfied with the security of iVote, and nine in ten said they trusted the process (90%), with three in four trusting it *a great deal* (76%) and 14% *a little*.



Satisfaction with the time taken to cast a vote with iVote was high (96%), with four in five participants *very* satisfied (80%) and 16% *fairly* satisfied. Similar results were observed for the time taken to register to use iVote (93% satisfied, with 67% *very* satisfied and 26% *fairly* satisfied) and to receive their iVote number (91% satisfied, with 75% *very* satisfied and 16% *fairly* satisfied). There were, however, a number of participants in the qualitative research for whom their iVote number took longer to arrive than they had expected.

Satisfaction was also high for assistance received with using iVote. Almost all of those who required assistance were satisfied (97%), with more than four fifths *very* satisfied (84%) and 13% *fairly* satisfied.

Further, 99% of iVote users said they would recommend the system, and a similarly positive was received for likelihood to use again: almost all iVote users said they were likely to use it again (96%), with around nine in ten saying they were *very* likely (88%) and 8% that they were *fairly* likely.

One in ten iVote users said they would not have voted if not for iVote (10%), indicating that iVote increased voter participation to some extent.

When asked how iVote could be improved, around one in four iVote users thought there were technological issues that needed to be addressed (23%) and 7% that it should be made more secure. Another minor issue was that awareness of the verification service was relatively low, with only around one-third of iVote users aware (35%).

As mentioned, participants in the research overall typically thought that the eligibility requirements for iVote were not made clear enough. Indeed, in the qualitative research, a number of participants were not confident of the criteria until actually using iVote.

Finally, around 16% of iVote users stated that they used the system for non-eligible reasons, including because it was easier and more convenient (7%), or they were working on Election Day (3%) or had other commitments (2%). Participants commonly felt that the iVote eligibility criteria should be expanded to be available to the whole community. Illustrating this, around one in five spontaneously mentioned this when asked how iVote could be improved (17%), and the theme commonly arose in the qualitative research.

## Social media

As part of its communications campaign, the NSW Electoral Commission utilised a Facebook strategy. Facebook posts generally directed voters to the [votensw.info](http://votensw.info) website. Nine percent of participants had seen advertising on social media about the Election (in the campaign evaluation) and 7% specifically recalled seeing NSW Electoral Commission advertising or related posts on Facebook.

Compared with participants overall, those who had seen the NSW Electoral Commission campaign on Facebook were more likely<sup>3</sup> to know about:

- Whether they were eligible for iVote (63% compared with 49%);
- The Election being in March (but not a specific date; 11% compared with 9%); and
- The [votensw.info](http://votensw.info) website (31% compared with 25%).

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<sup>3</sup> Please note that, due to the relatively small base size for those who had seen NSW Electoral Commission Facebook campaigning, these differences were not statistically significant

On Election night, 4% of participants accessed the Election results through social media, a figure that increased to 13% for those aged 18-24. Further, going forward, some participants wanted to receive more Election-related information through social media (3% mentioned social media when asked how they would like to have received additional information), including information about:

- Enrolling or updating enrolment details (16% of those in the core survey who wanted this information);
- How to fill in a ballot paper (10%);
- Voting early (9%); and
- iVote (7%).



## 2. Background

### About the New South Wales Electoral Commission

The New South Wales Electoral Commission is an independent statutory authority established under the Parliamentary Electorates and Elections Act 1912<sup>4</sup> and is responsible for:

- Conducting Elections and by-Elections for the State of NSW, local government councils and the NSW Aboriginal Land Council;
- Conducting statutory Elections for registered clubs, statutory bodies and state registered industrial organisations;
- Managing the Commonwealth electoral roll with the Australian Electoral Commission (AEC);
- Researching electoral issues; and
- Advising the relevant Minister on matters relating to the administration of enrolment and Elections in NSW.<sup>5</sup>

The NSW Electoral Commission's vision is to "administer an impartial and fair electoral system and ensure that opportunities for the community to participate in the NSW electoral system are based on principles of equity and access". Its stated mission is "to deliver high quality Election services which are impartial, effective, efficient and in accordance with the law"<sup>6</sup>. The values of integrity, impartiality, transparency, respect for others, a learning culture and professionalism underpin its behaviour, decisions and standards across services and how performance is assessed<sup>7</sup>.

The NSW Electoral Commission serves a broad range of stakeholders including:

- The people and electors of NSW;
- The Parliament of NSW;
- Local councils;
- The NSW Aboriginal Land Council;
- Election candidates and respondents;
- Registered political parties;
- Industrial organisations, registered clubs and statutory bodies; and
- The media.

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<sup>4</sup> Available at: [http://www.austlii.edu.au/au/legis/nsw/consol\\_act/peaea1912382/](http://www.austlii.edu.au/au/legis/nsw/consol_act/peaea1912382/)

<sup>5</sup> NSWEC *What We Do*. Available at: [http://www.Elections.nsw.gov.au/about\\_us/what\\_we\\_do](http://www.Elections.nsw.gov.au/about_us/what_we_do)

<sup>6</sup> NSWEC (2009) *Annual Report 2008/2009*

## Voting services for the 2015 NSW State Election

### Voting on Election Day

Election Day voting took place on the 28 March 2015. Approximately 2,600 polling places were in operation across NSW, primarily for 'ordinary electors', that is those who vote in their electorate on Election Day, however voting was also available for:

- 'Absent electors,' who vote outside their electorate (but within NSW) on Election Day; and
- Declaration electors, who cannot be found on the roll when they come to vote.

Absent electors and unenrolled electors were able to enrol and vote on polling day on production of appropriate proof of identity.

### Alternative voting options

As alternatives to voting on Election Day, electors could vote either in-person at a pre-poll centre, by post, via the internet or by telephone (if they met certain criteria).

#### Pre-polling

Early electors were able to vote at a pre-poll centre in the two weeks leading up to the Election Day (from 16-27 March 2015). In 2011, the NSW Electoral Commission took 645,014 early votes, and the 2015 figures are expected to be larger in both absolute and proportional terms.

#### Postal voting

Postal electors could obtain a postal vote application from either the NSW Electoral Commission, a registered political party, or by applying online at the NSW Electoral Commission website. Ballot papers were then sent to them for completion and return. The NSW Electoral Commission took 245,411 postal votes in 2011, and again more are expected to have voted by this method in 2015.

#### iVote

iVote is a voting process which uses electronic or computerised equipment, such as by telephone or computer with browser and Internet access. This approach was introduced to meet the needs of the Blind and Low-Vision community, and has been extended to those who are illiterate, have a disability, live more than 20km from a polling place or will be interstate or overseas on Election Day. Depending on legislation, eligibility may also be extended to include other categories, such as those unable to get to a polling place on Election Day.

The uptake of iVote was expected to be far greater in 2015 than that achieved when it was used in the 2011 Election. iVote was also expected to impact the prevalence of pre-polling and postal voting.

#### Services to Electors with Special Needs, from culturally and linguistically diverse (CALD) backgrounds, and from Indigenous and Remote Communities

The NSW Electoral Commission made every effort to ensure that as many voting centres as possible had wheelchair access, and that these were clearly publicised to electors. Voting centres were equipped with maxi-pencils (for electors who had difficulty grasping ordinary pencils) and magnifying sheets. The NSW Electoral Commission was interested in assessing electors' experiences with these and other services aimed at assisting electors with disabilities.

### The NSW Electoral Commission's communications campaign

As detailed in its 'NSW State General Election 2015 Strategy,' the NSW Electoral Commission conducted a communications campaign prior to the Election. The main messages of this campaign were around:

- Enrolment;
- Early and postal voting;
- Voting correctly; and
- Election results.

There was also specific advertising associated with certain initiatives, such as iVote.

The campaign used a number of executions, including traditional mediums such as television, radio and print, and more innovative strategies such as social media and SMS. Advertising primarily directed electors to the NSW Electoral Commission website – its main form of communication – and secondarily to its Telephone Enquiry Service.

## Research objectives

Overall, the aim of this project was to provide the NSW Electoral Commission with a robust and representative picture of electors' perceptions of, and satisfaction with, the services offered at the 2015 State Election.

Specifically, the NSW Electoral Commission required an understanding of among electors:

- Broad attitudes toward voting;
- Confidence in the NSW Electoral Commission's conduct of the Election and perceptions of whether the Election was run in a fair and impartial manner;
- Perceived enrolment status;
- Satisfaction with overall voting experience;
- Satisfaction with electoral facilities, staff and assistance;
- Whether confidence has changed between using pencils (in the previous State Election) and using pens;
- Perceptions of and satisfaction with general communication and enquiry services;
- For electors with disabilities, experiences with the accessibility of polling places and feedback on disability-specific facilities and equipment;
- For CALD, Indigenous and remotely located electors, perceptions of and satisfaction with the assistance provided;
- Satisfaction with privacy when voting (among in-person)
- Perceptions of and satisfaction with iVote;
- Perceptions of and satisfaction with pre-polling arrangements;
- Perceptions of and satisfaction with the NSW Electoral Commission's dissemination of results, including timeliness;
- Perceptions of and satisfaction with the impact of the redistribution of electoral boundaries, including whether electors experienced any difficulties as a result of redistribution;
- General NSW Electoral Commission communication and enquiry services;
- Use and non-use of the NSW Electoral Commission websites; and
- Areas for service delivery improvement.

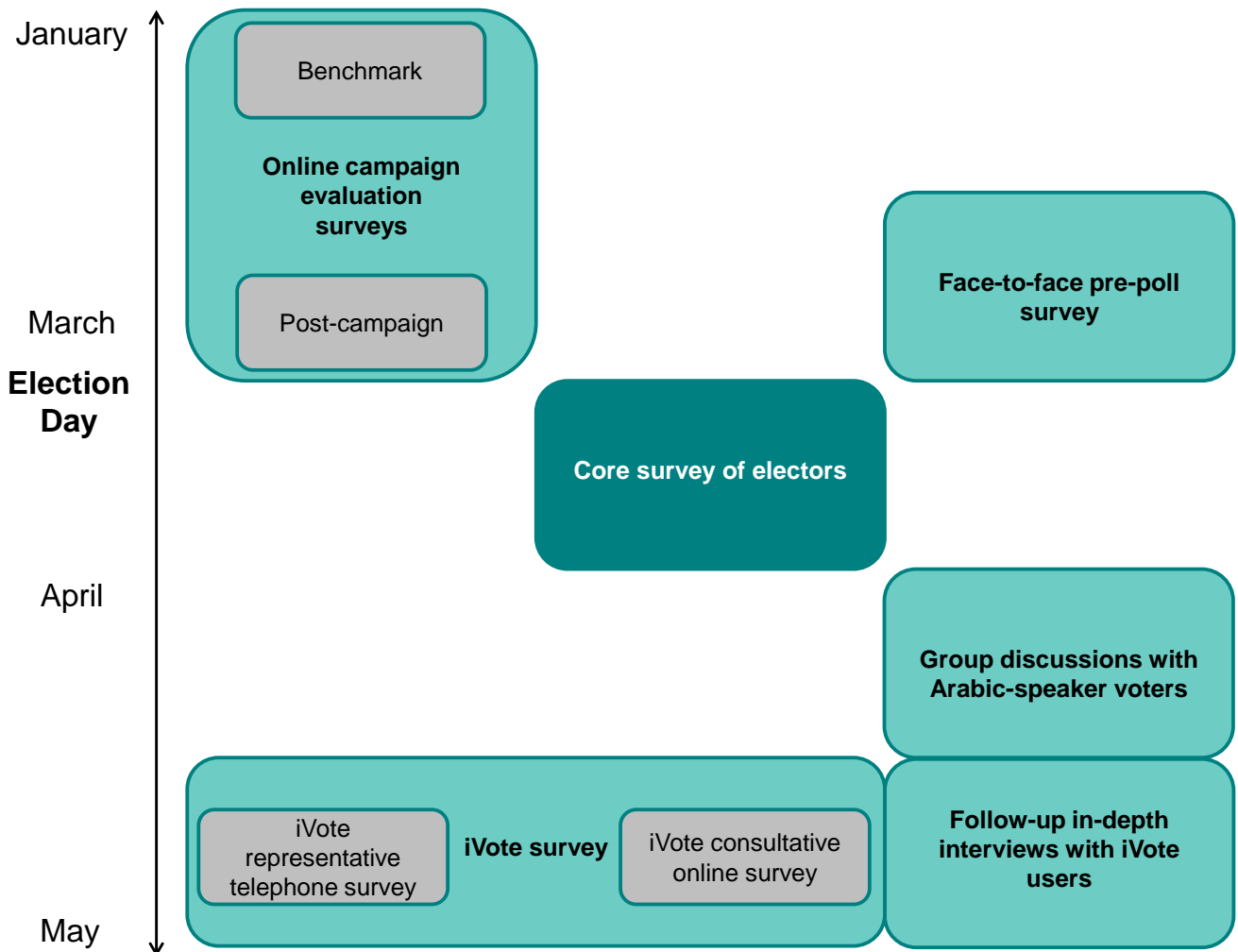
# 3. Methodology

The NSW Electoral Commission’s program of research for the 2015 State Election comprised six elements, namely:

- A core representative telephone survey of voters;
- A face-to-face survey of pre-poll voters;
- A benchmarking and tracking online study evaluating the NSW Electoral Commission advertising campaign;
- A representative telephone survey of iVote users, and a consultative online survey of other iVote users;
- In-depth interviews with iVote users; and
- Group discussions with Arabic-speaker voters.

These are represented graphically according to a timeline below.

**Figure 1: Methodology overview**



The methodology for each of these components is outlined below.

## 3.1 Core telephone survey

This study was conducted with eligible voters for the 2015 NSW State Election. Computer-assisted telephone surveying took place between the Sunday following the Election (29<sup>th</sup> March) and the following Thursday (2<sup>nd</sup> April).

The questionnaire is appended (Appendix B).

### Sample structure

The sample comprised a main sample of n=1,200 eligible voters. Census-based quotas were set by age, gender and location (metro/regional). The final sample structure is detailed in Appendix A.

This main sample was supplemented with an additional sample of n=83 voters who called the NSW Electoral Commission's Election enquiries line.

## 3.2 Face-to-face pre-poll survey

This survey was conducted with pre-poll voters at the 2015 NSW State Election. Face-to-face surveying took place using a computer-assistance personal interview approach at four locations over two dates, as follows.

**Table 1: Pre-poll locations**

Interviewing location	Dates
Sydney Town Hall	Friday 20 <sup>th</sup> March 2015 Friday 27 <sup>th</sup> March 2015
Fairfield	Friday 27 <sup>th</sup> March 2015
Newcastle	Friday 20 <sup>th</sup> March 2015 Friday 27 <sup>th</sup> March 2015
Tamworth	Friday 27 <sup>th</sup> March 2015

Pre-poll voters were approached as they left the polling place having cast their vote.

On 20<sup>th</sup> March, all voters were approached (unless the interviewer was engaged interviewing a voter and excluding break times), while on the 27<sup>th</sup> March, an approach rate of 1 in 3 was imposed in order to minimise interviewer bias given the higher number of voters on that day.

The questionnaire is appended (Appendix C).

### Sample structure

As voters were randomly selected for interviewing, no quotas were placed on the sample, a total sample of n=468 was achieved. The final sample structure is detailed in Appendix A.

## 3.3 Online campaign evaluation surveys

Overall, the aim of the campaign evaluation research was to determine the effectiveness of the NSW Electoral Commission's communications campaign prior to the 2015 NSW State Election overall, and that of each of its components individually, with the intention that the NSW Electoral Commission can feed the results of the evaluation directly into campaigning for subsequent Elections.

Significance testing was performed on the differences between responses in the benchmark and the post-campaign surveys and between those who had seen or heard the campaign and those who had not. The results of this are included in the relevant sections throughout this report.

To enable estimation of campaign effects, significance testing was carried out between the following groups, and for the following reasons.

- **Benchmark and post-campaign.** This comparison establishes whether there was a population change during the campaign period for a particular metric. The limitation of using this analysis only for identifying campaign impact is twofold. Firstly, the effect among those exposed to the campaign may not be sufficiently large to show up as a statistically significant effect among the total population. Secondly, there may be a change in the population that is driven by factors external to the campaign that contributed to differences between results of respondents at the benchmark and post-campaign surveys.
- **Benchmark and those post-campaign participants who had not seen or heard the campaign.** This comparison assists with the interpretation and understanding of differences that appear in the benchmark to post-campaign comparison. If the proportion of those who had not seen or heard the campaign and gave a certain response is lower than that among benchmark respondents, this indicates that any differences between those who reported that they were exposed to the campaign in the post-campaign survey and those who said they did not see or hear it may be due to a predisposition among the former to recall the campaign.
- **Those who had not seen or heard the campaign and those who had seen or heard the campaign.** This comparison reveals whether there is a difference between those exposed to the campaign and those not, the assumption being that the difference is due to exposure to the campaign. This is the case assuming no significant differences between those in the benchmark and those in the post-campaign survey who had not seen or heard the campaign (refer to the above point).

Significant differences in the results between the benchmark and post-campaign surveys, those exposed to the campaign and those who have not been exposed to the campaign are outlined for each campaign evaluation question. Testing has also been carried out for key subpopulations of interest, and significant results are reported as appropriate. Note that some campaign effects among certain subpopulations may not show up as statistically significant in this research due to the relatively small sample sizes for these subpopulations. In general, differences that are not significant have not been reported.

Please note for this report, the results are presented in the following way:

- Figures in blue in the not seen/heard and seen/heard comparison indicate a desirable campaign effect among those who had seen or heard the campaign.
- Figures in red indicate a negative campaign effect.
- ‘Up’ arrows (↑) indicate a greater proportion in that subsample gave a certain response than in the comparative subsample.
- ‘Down’ arrows (↓) indicate a smaller proportion in that subsample gave a certain response than in the comparative subsample.

Estimated campaign effects have been reported as follows.

- **A campaign effect is present if there is a significant difference between those who had seen or heard the campaign and those who had not if there is no significant difference between the benchmark survey respondents and those in the post-campaign survey.** For example, in the example below, the campaign has had a positive impact, with those exposed to the campaign more likely to give Response 1.

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Response 1	90%	89%	90%	86%	86%	96% ↑
Response 2	8%	9%	8%	12%	12%	4% ↓

*Campaign evaluation benchmark (n=sample size) and post-campaign (n=sample size) surveys, sample Question*

- **If seen/heard is higher than not seen/heard and the benchmark proportion is significantly higher than not seen, it seems that there may be a predisposition to notice or not notice the campaign based on pre-existing characteristics (e.g. knowledge, attitude or behaviour).** For example, below it appears that those who gave Response 1 were more likely to have recalled the campaign, while those in the 'not seen/heard' subsample may indeed have seen or heard it but simply not recalled due to their lower level of engagement with the particular issue.

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Response 1	83%	80%	83%	76% ↓	76%	89% ↑
Response 2	6%	7%	6%	9%	9%	4% ↓

*Campaign evaluation benchmark (n=sample size) and post-campaign (n=sample size) surveys, sample Question*

- **If seen/heard, post-campaign survey and not seen/heard proportions are higher than not seen/heard and benchmark respectively, this suggests that the higher proportion among those who have seen or heard the campaign is at least partly due to external circumstances.** For example, in the example below, it appears that something external to the campaign has influenced those who have not seen or heard it to give Response 2.

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Response 1	64%	63%	64%	59%	59%	72% ↑
Response 2	7%	26% ↑	7%	20% ↑	20%	38% ↑

*Campaign evaluation benchmark (n=sample size) and post-campaign (n=sample size) surveys, sample Question*

### Sample structure

The sample comprised n=400 eligible voters in the benchmark campaign survey, and n=812 voters in the post-campaign survey, each sampled so as to be representative of New South Wales according to age, gender and location (metro/regional). The final sample structure is detailed in Appendix A.

This main sample was supplemented with an additional boosted sample of n=50 voters in each of the redistributed areas (Newtown and Murrumbidgee) in each survey.

### 3.3.1 Benchmark survey

The benchmarking, pre-wave, survey was conducted between 21 January and 4 February 2015. The survey was conducted online, and a representative sample of n=400 Australian citizens in NSW were surveyed. The pre-wave questionnaire is appended (Appendix D).

#### Sample characteristics

The online sample was drawn from I-view's Online Panel (My View), with non-interlocking census-based demographic quotas on age, gender and location (metropolitan and regional).

### 3.3.2 Post-campaign survey

The post-wave fieldwork took place between 16<sup>th</sup> and 27<sup>th</sup> March 2015. This comprised an online survey of n=812 eligible voters in NSW. The pre-wave questionnaire was re-administered with several new questions relating to specific campaign materials. This questionnaire is appended (Appendix E).



## Sample characteristics

The sample for the post-wave survey was sourced from I-view's online panel. In order to achieve robust subsamples within the Newtown and Murrumbidgee electorates, additional respondents were sourced from other online panels.

## Boundary change sample

Additional samples of voters living in two areas of State Electoral District changes, namely the Newtown and Murrumbidgee Electorates, were included in both the benchmark and post-campaign surveys to measure the impact of additional advertising and communication in these areas. In Newtown, n=54 and n=53 additional interviews were conducted respectively, and n=52 for each survey in Murrumbidgee.

## 3.4 iVote survey

This survey comprised two elements:

- A telephone survey consisting of two samples:
  - n=200 iVote users with low vision or blindness; and
  - n=800 iVote users sampled to be representative of the remainder of the iVote voting population (i.e. those without low vision or blindness), weighted according to a number of key factors; and
- An online survey of all others who used iVote at the 2015 State Election (i.e. those not contacted for the telephone survey) and agreed to take part in research.

Note that use of iVote here refers all those who registered to iVote at the 2015 NSW State Election. It therefore includes both those who voted by iVote and those who registered for iVote but did not end up using it to vote.

### iVote representative telephone survey

Computer-assisted telephone interviewing (CATI) of n=1,000 iVote users took place between 23 and 30 April 2015. The questionnaire is provided in Appendix A. Both the 'low vision or blindness' and the representative samples were randomly sourced from those iVote users who had agreed to take part in research, with the recruitment list structured so as to maximise the representativeness of the sample. No quotas were used.

Weighting was applied in order to match the sample to the iVote user population according to age and gender. Statistical significance testing was carried out during analysis, and significant differences between subgroups have been reported in the text as appropriate.

### iVote consultative online survey

This study was conducted with all iVote users not approached in the iVote Telephone Survey. An approach email was sent to 216,817 iVote users, of whom 30,762 completed the online survey (a response rate of (14.2%). The questionnaire is provided in Appendix G.

The fieldwork took place between 29 April and 25 May 2015. A WCAG2.0 compatible version of the survey was developed in collaboration with Vision Australia. This version was made available after 13 May to allow those with blindness or low vision to access the survey. No quotas were applied to this sample.

This survey functioned primarily as a consultation exercise, rather than being sampled so as to be representative of the population, with the sample consisting of those most interested in taking the opportunity to provide their feedback. For this reason, neither weighting nor significance testing were carried out for this sample, and comparisons have not been drawn between the results of the two surveys.

### Survey mode effects

Some multi-response questions show discrepancies in response patterns between survey the two survey modes. This is due to the way the questions are asked in each instance:

- Respondents in the online survey were provided with a list of responses to choose from, as asked to select any that were relevant.
- Respondents in the telephone survey were asked without any of the response categories being read out. Responses were when coded by interviewers without any additional prompting.

These mode differences have produced a consistent pattern, with the online survey showing greater numbers of responses in many categories as participants are able to appraise potential responses and select any than apply. On the other hand, for the telephone survey, a higher number of responses tend to cluster one or two response categories which are top-of-mind for participants when answering unprompted.

Questions where there appear to be modal effects are:

- Q6: Why didn't you use the iVote® system in the recent State Election?
- Q11: What is the main reason you voted by iVote rather than in-person on Election Day?
- Q14: What is the main reason you called [the NSW Electoral Commission telephone Verification Service on 1300 138 739]?
- Q15: What is the main reason you did not call [the NSW Electoral Commission telephone Verification Service on 1300 138 739]?
- Q31: Why were you [very satisfied/fairly satisfied/neither satisfied nor dissatisfied/fairly dissatisfied/very dissatisfied]?
- Q40: What did you seek assistance with?
- Q41: How did you seek assistance?
- Q46: How did you hear about iVote?
- Q47: Where did you see or hear advertising about voting using iVote?
- Q48: What other information sources, if any, did you use to help you vote using iVote?

### Interpreting iVote survey findings

Where results are reported for both the telephone and online surveys, the former should be used as the primary indicator and the latter as simply supportive evidence or alternatively a reflection of the views of those most engaged with the subject matter.

The structure of this report matches that of the final report for the entire research project, including headings used throughout.

### iVote in-depth interviews

A total of n=10 in-depth interviews were conducted with iVote users, recruited from the core survey. These participants were selected based on their responses to the core survey, with sampling based on a number of criteria including age, gender and location, as well as whether voted by internet or online, overall sentiment towards iVote and whether experienced any difficulties in the process.

The objective of this phase was to provide an avenue with which to explore the responses to the survey questions relating to iVote in more depth, including some of the issues encountered and potential solutions. From this, a detailed picture of the iVote experience was pieced together, and is detailed in the relevant sections. The Discussion Guide is appended (Appendix I).

### **3.5 Group discussions with Arabic-speaker voters**

Two group discussions were conducted with voters who speak Arabic on 27 April. The respondents were recruited from respondents in the core telephone survey who said they would be willing to take part in further research, and also from the recruitment agency research panel. The discussion guide is appended (Appendix H).

The discussion groups were moderated by members of the Ipsos research team and video and audio-recorded (with participants' permission).

# 4. Key performance indicators

- Overall, respondents were satisfied (88%; core survey) with the voting process, especially the ease and convenience of voting, with those who voted by pre-poll generally more satisfied.
- For most (89%; core survey), the NSW Electoral Commission was seen to have carried out the Election fairly and impartially. This figure was particularly high for those who used iVote (94%; iVote telephone survey).

## 4.1 Satisfaction with overall voting experience

The vast majority (86%; core survey) of in person voters were satisfied with their overall voting experience, as shown in Table 2 below. A higher proportion of pre-poll voters were satisfied (93%; pre-poll survey), as well as postal voters (95%; core survey). Respondents who voted using iVote were the most satisfied with their voting experience, with 97% satisfied (80% very satisfied, 17% fairly satisfied; iVote telephone survey).

**Table 3: Overall satisfaction**

Mode	Survey	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
In person	Core telephone survey	49%	37%	4%	6%	4%	0%
Pre-poll	Pre-poll survey	70%	23%	2%	4%	1%	0%
Postal	Core telephone survey	73%	22%	0%	2%	4%	0%
iVote	iVote telephone survey	80%	17%	1%	1%	0%	1%

Among these core survey respondents, those voters who used iVote or voted by pre-poll were more likely to be satisfied with their voting experience (95% and 94% respectively) than those who voted in-person on Election Day (86% satisfied).

Among those pre-polling, satisfaction was higher at Sydney Town Hall and lower at Fairfield, largely reflecting the waiting times at each of these locations.

The higher satisfaction among pre-poll voters was reflected in the findings from those Arabic-speaking voters who participated in the discussion groups. The ease of voting early – that is avoiding potentially long queues on Saturday, Election Day itself – and the convenience of casting their vote on a weekday, rather than needing to find time on a busy weekend, were seen as key benefits. In the qualitative research, several participants commented that their decision to pre-poll was purely opportunistic.

*“It’s more convenient, and I was just there. I saw the banners out the front and went ‘okay, I’ll just vote now’.” - Arabic-speaking discussion group participant*

*“It saved me the hassle of getting up on a Saturday and going there, lining up, ticking it off and then going home and wasting a Saturday.” - Arabic-speaking discussion group participant*

In the core survey, voters with a disability were generally less satisfied than other voters (80% and 88% satisfied, respectively).

The most common reasons for being satisfied with their voting experience were convenience and ease of voting (35%; core survey), and a lack of crowds and queues (33%). Respondents were also satisfied with the professionalism of staff, who they described as helpful, polite and friendly (11%). The location of the polling place also influenced satisfaction, along with closeness to home (4%), parking, and amount of signage (6%).

*“Because it was extremely well organised an astonishingly a quick and easy process.” - Core telephone survey respondent*

*“Because it was nice and clean and well set up and professional and it was easy - no waiting, a small ten minute wait”.* - **Core telephone survey respondent**

*“Easy, quick close to my house. There was not a big long line. The Electoral Commission always does a good job.”* - **Core telephone survey respondent**

Those who were dissatisfied were critical of crowded polling places, long queues and consequent lengthy waiting time (7%).

*“It took too long the line was long and it was slow inside.”* - **Core telephone survey respondent**

Others were confused by the ballot paper instructions (6%) and long list of candidates.

*“I don’t like the big bits of paper.”* - **Core telephone survey respondent**

*“It took me nearly fifteen minutes to figure how to vote. I did not have information on how to vote.”* - **Core telephone survey respondent**

While some were negative due a general dislike of politics and a disdain and detachment from the political process (4%).

*“I don’t think that voting really matters ... politics bore me death.”* - **Core telephone survey respondent**

## 4.2 Fairness and impartiality

Perceptions of the NSW Electoral Commission’s performance in relation to fairness and impartiality were overwhelmingly positive in all surveys where measured.

Nine in ten (89%; core survey) believed the NSW Electoral Commission conducted the State Election in a fair and impartial manner, with 53% very satisfied and 36% fairly satisfied.

**Table 4: Core survey – Satisfaction with NSW Electoral Commission’s fairness and impartiality**

<b>Core telephone survey</b>	
Very satisfied	53%
Fairly satisfied	36%
Neither satisfied nor dissatisfied	3%
Fairly dissatisfied	2%
Very dissatisfied	1%
Don’t know	5%
<i>Core telephone survey, total sample, (n=1,200)</i>	
<i>Q4. Overall, are you satisfied or dissatisfied that the NSW Electoral Commission conducted the State Election fairly and impartially?</i>	

Views of the impartiality and fairness with which the NSW Electoral Commission conducted the State Election varied by location in the core survey, with those respondents in metro areas more likely to be satisfied (91%), than those in regional areas (86%). Reflecting their lower levels of overall satisfaction, voters with a disability were also less likely than other voters to perceive the NSW Electoral Commissions conduct as ‘fair and impartial’ (79%).

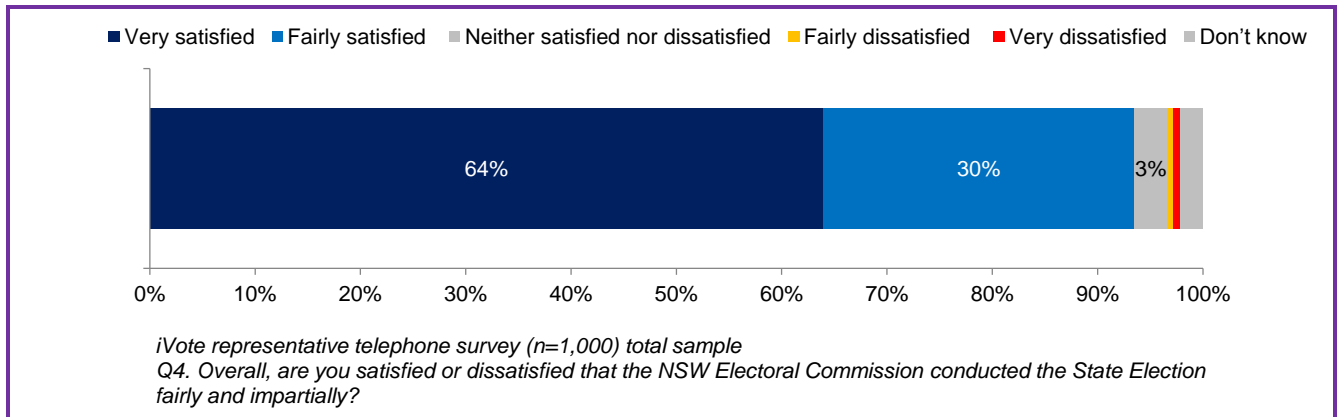
*“The process is quite fair, down the line ....it’s very organised and fair. I just think the politicians are corrupt, but the process is fair.”* – **Arabic-speaking discussion group participant**

Perceptions of fairness and impartiality by the NSW Electoral Commission did not vary by mode of voting – that is those who cast their vote by pre-poll were just as likely to be satisfied that the NSW Electoral Commission conducted the State Election fairly and impartially, as those who voted in person.

Opinions did vary by pre-poll location, with those voting early at Sydney Town Hall significantly more likely to be very satisfied (62%; pre-poll survey). On the other hand, satisfaction with the fair and impartial conduct of the State Election by the NSW Electoral Commission was lowest at Fairfield, where only around one-quarter of respondents were very satisfied (28%).

In the representative telephone iVote survey, almost all respondents were satisfied that the NSW Electoral Commission conducted the Election fairly and impartially (94%), with two-thirds very satisfied (64%). Two percent were dissatisfied.

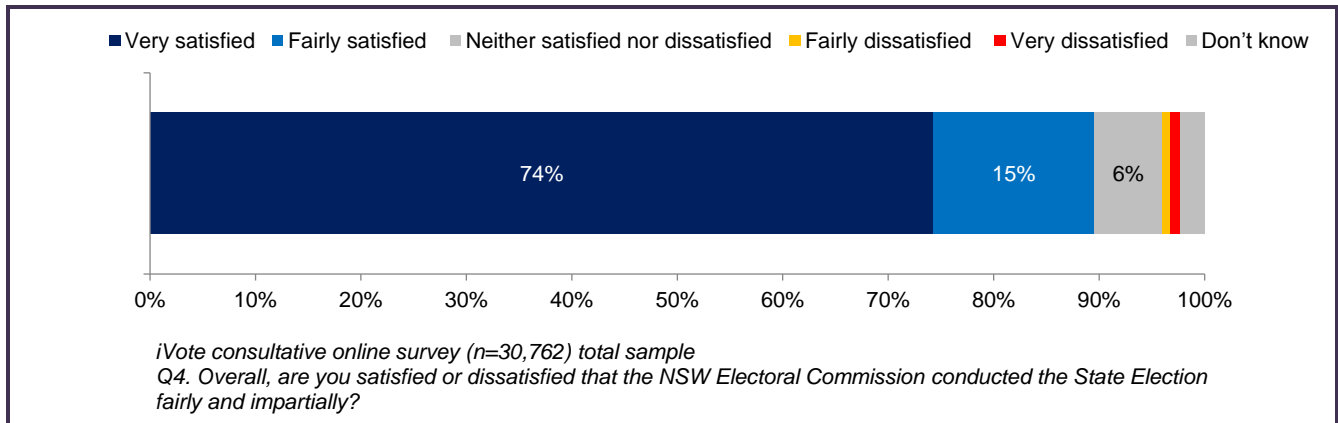
**Figure 2: iVote telephone survey – Satisfaction with fairness and impartiality**



Younger respondents (aged 18-24) were more likely to be satisfied (99%; iVote telephone survey) than those aged over 55 (88% of those aged 55-64 and 90% of those over 65).

As shown in Figure 3 below, seventy-four percent were very satisfied and 15% were fairly satisfied in the iVote consultative online survey.

**Figure 3: iVote online survey – Satisfaction with fairness and impartiality**



# 5. Voting attitudes and behaviours

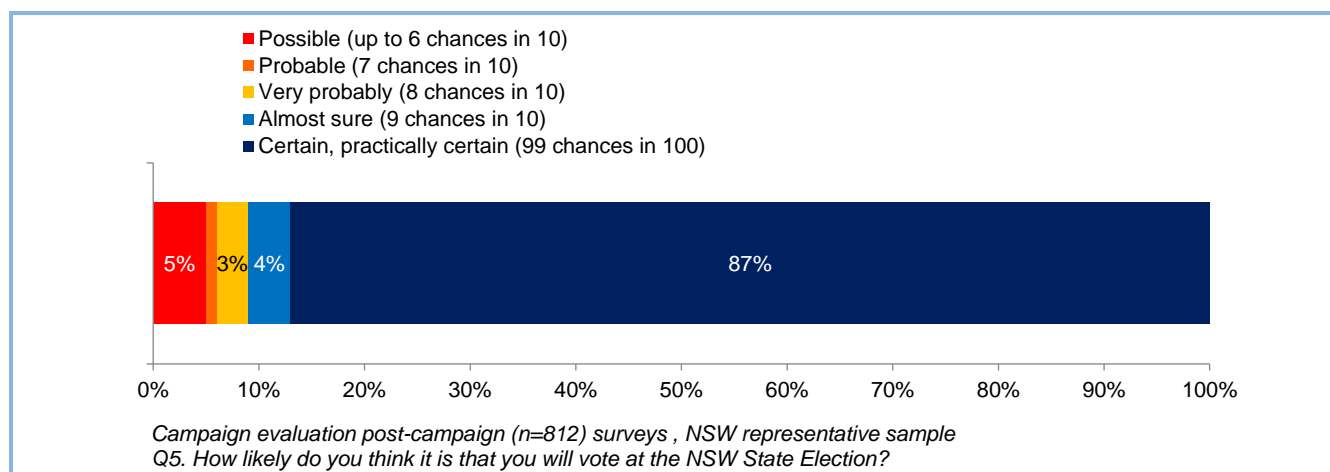
- Almost all respondents said they voted in the Election (98%; core survey), with three-quarters doing so on Election Day (75%). Prior to Election Day, the vast majority intended to cast a valid vote (assuming they voted; 92%; campaign evaluation survey).
- Voting tended to be seen as very important (65%; campaign evaluation survey), and most respondents agreed the Election was their chance to vote for what mattered to them (49% strongly and 31% somewhat) and that decisions made by State Government were important to them on a personal level (50% thought they were very important). The vast majority, as well, thought the decisions made by State Government impacted their day-to-day lives, although respondents were split between viewing these as very impactful (45%) or somewhat so (41%).
- In general, older respondents placed a greater level of importance on voting than younger respondents (88% of those aged 65+ rated it as very important, compared with 44% of those aged under 25; campaign evaluation survey), and were more likely to strongly agree that the Election was their chance to vote for what mattered to them (68% of those aged 65+ compared with 37% of those aged under 35) and that decisions made by State Government were important to them personally (66% compared with 46%). In addition, a higher proportion intended to cast a valid vote (99% compared with 87%), and a higher proportion of those aged 35+ thought State Government decisions were very impactful on their day-to-day lives than those aged under 35 (48% compared with 38%).
- Respondents from a culturally and linguistically diverse background (for whom English may not be their first language) were generally less engaged overall. In particular, prior to Election Day, they were less likely to say they were certain to vote (73% compared with 89% of those not from such a background; campaign evaluation survey), while they were more likely to say State Government decisions were not important to them personally (4% compared with 0%).
- The NSW Electoral Commission advertising campaign had a positive impact on attitudes towards voting and the State Government. Those who had seen or heard the campaign were more likely to rate both voting and State Government decisions as important (96% for each, compared with 86% and 83% respectively among those who had not; campaign evaluation survey), and State Government decisions as impactful (93% compared with 83%). While the campaign did not significantly impact likelihood to vote, it did appear to impact intention to cast a valid vote (98% compared with 90%).
- The NSW Electoral Commission advertising campaign was typically more impactful among younger respondents. For example, those in the 18-44 age bracket who had seen or heard the campaign were more likely to rate State Government decisions as important (92% compared with 80%; campaign evaluation survey), while no significant impact was observed among those aged 45+. Furthermore, the campaign appeared to increase the likelihood of younger respondents to say they would cast a valid vote (97% compared with 85%).



## 5.1 Likelihood of voting

Prior to Election Day, almost nine in ten respondents were certain or practically certain they would vote in the Election (87%; campaign evaluation benchmark). A further 4% were almost sure and 3% thought it very probable.

**Figure 4: Campaign evaluation post-campaign – Perceived likelihood of voting in the 2015 NSW State Election**



There was some variation among voters in the campaign evaluation survey, with older respondents generally more likely to be certain or practically certain to vote (93% of those aged 55+, compared with 77% of those under 35), and those from culturally and linguistically diverse communities were less likely to be so (89% and 73%, respectively).

*“I wasn’t born here. I didn’t vote in Lebanon and it’s not compulsory, but ... if you don’t vote, every four years you end up with the same people. If you vote, one day you will change something. It’s the country that you live in” - Arabic-speaking discussion group participant*

As Table 5 below shows, seeing or hearing the NSW Electoral Commission advertising campaign did not significantly increase the likelihood of voting for the sample overall.

**Table 5: Campaign evaluation – Campaign impact on perceived likelihood of voting in the 2015 NSW State Election**

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Possible (up to 6 chances in 10)	4%	5%	4%	5%	5%	4%
Probable to practically certain (7 chances in 10 to 99 chances in 100)	94%	95%	94%	94%	94%	96%

*Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample  
Q5. How likely do you think it is that you will vote at the NSW State Election?*

There was, however, a differing campaign impact among subgroups of voters. All of those respondents not from culturally and linguistically diverse communities who had seen or heard it were between probable and certain or practically certain (100% compared with 95% of those who had not; campaign evaluation).

Although there were no significant differences between the different campaign mediums (print, TV, radio and Facebook), the proportion of respondents who said they were certain to vote was highest among those who had seen the campaign on Facebook (93%).

As Table 6 below shows, among the representative core telephone survey, almost all respondents voted (98%). Three-quarters voted on Election Day (75%), and a quarter (23%) before Election Day. This contrasts with Electoral Commission data suggesting that 90.49% of electors cast a vote<sup>8</sup>.

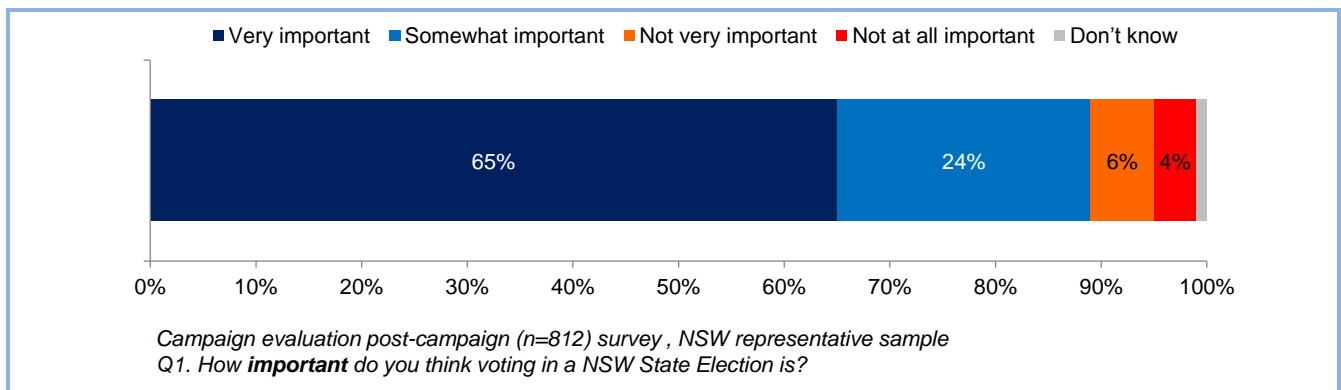
**Table 6: Core survey – Voting behaviour**

Core telephone survey	
Yes, on Election Day	75%
Yes, before Election Day	23%
No	2%
<i>Core telephone survey, total sample (n=1,200)</i>	
<i>Q1. The NSW State Election that was held on Saturday 28 March... did you vote in this Election?</i>	

Of the twenty-five respondents in the core survey who did not vote, five said they had simply forgotten, while four did not vote because they were either not enrolled or had moved to a different Electorate. Three respondents said they did not believe in the voting or political systems, two were ill, infirm or pregnant, two said they had other commitments and one said they had religious beliefs that prevented them from voting.

When asked prior to Election Day, two-thirds of respondents in the campaign evaluation post-wave thought it was very important to vote in a NSW State Election (65%), and around a quarter (24%) that it was only somewhat important. Small minorities thought it was either not very important (6%) or not at all important (4%).

**Figure 5: Campaign evaluation post-campaign – Importance of voting**



The likelihood of rating it very important increased significantly with age (88% of those aged 65+ compared with 44% of those aged under 25), and men were more likely than women (70% compared with 60%).

As shown in Table 7 below, seeing or hearing the NSW Electoral Commission advertising campaign appeared to have a positive impact on whether respondents perceived voting in the State Election as an important thing to do, increasing the likelihood of rating voting as important (96% among those who had seen the campaign, compared with 86% of those who had not).

<sup>8</sup> <http://vtr.elections.nsw.gov.au/la-home.htm#la/state/turnout>

**Table 7: Campaign evaluation – Campaign impact on importance of voting**

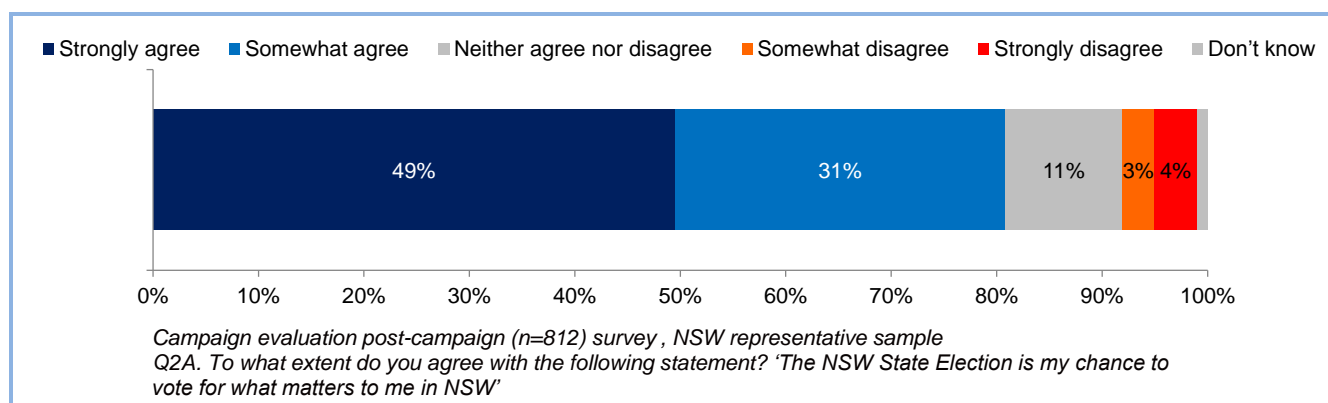
	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Important <sup>9</sup>	90%	89%	90%	86%	86%	96% ↑
Not important <sup>10</sup>	8%	9%	8%	12%	12%	4% ↓

*Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample  
Q1. How **important** do you think voting in a NSW State Election is?*

The campaign effect was observed across both younger (18-44 year olds: 94% of those who saw or heard the campaign rated it as important, compared with 82% of those who did not) and older (45+ year olds: 99% compared with 89%) respondents. It appeared to be particularly effective among men and regional respondents (98% and 99%, compared with both 86%).

Almost half of respondents interviewed in the campaign evaluation post-wave online survey strongly agreed that the NSW State Election was their chance to vote for what mattered to them in NSW (49%), and three in ten somewhat agreed (31%). Seven percent (7%) of respondents disagreed, either somewhat (3%) or strongly (4%).

**Figure 6: Campaign evaluation post-campaign – Personal significance of voting**



The likelihood of strongly agreeing increased significantly with age (68% of those aged 65+ compared with 37% of those aged under 35).

While there was a higher level of agreement among those who had seen or heard the campaign (89% among those who had, compared with 76% of those who had not), this does not appear to be a campaign effect. Rather, those who agreed appeared to be predisposed to seeing or hearing the campaign.

<sup>9</sup> 'Very' or 'somewhat' important

<sup>10</sup> 'Not very' or 'not at all' important

**Table 8: Campaign evaluation – Campaign impact on personal significance of voting**

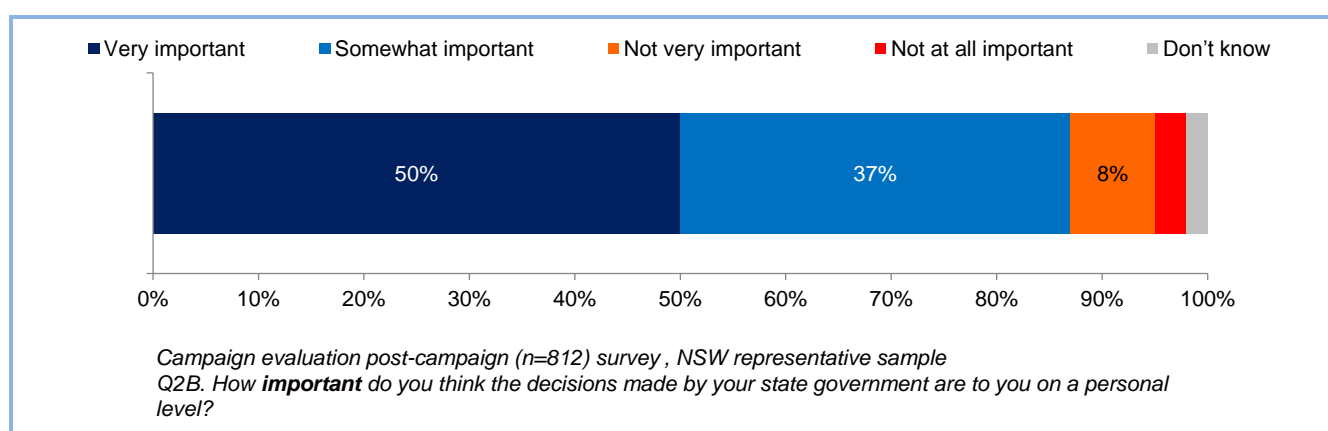
	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Agree <sup>11</sup>	83%	80%	83%	76% ↓	76%	89% ↑
Disagree <sup>12</sup>	6%	7%	6%	9%	9%	4% ↓

*Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample Q2A. To what extent do you agree with the following statement? 'The NSW State Election is my chance to vote for what matters to me in NSW'*

## 5.2 Importance of state government decisions

Half of respondents surveyed in the campaign evaluation survey thought the decisions made by their State Government were very important to them on a personal level (50%), and over a third thought they were somewhat important (37%).

**Figure 7: Campaign evaluation – Personal importance of State Government decisions**



Again, older respondents (aged 65+) in the campaign evaluation survey were more likely than younger respondents to think State Government decisions were important to them personally (66% compared with 46%). Those from a background that was not culturally or linguistically diverse were significantly more likely to believe that decisions made by the State Government were not at all important to them (4% compared to 0% saying this among CALD respondents).

Seeing or hearing the campaign appeared to increase the likelihood of rating these decisions as important (93% among those who had compared with 83% of those who had not).

<sup>11</sup> 'Strongly' or 'somewhat' agree

<sup>12</sup> 'Strongly' or 'somewhat' disagree

**Table 9: Campaign evaluation – Campaign impact on personal importance of State Government decisions**

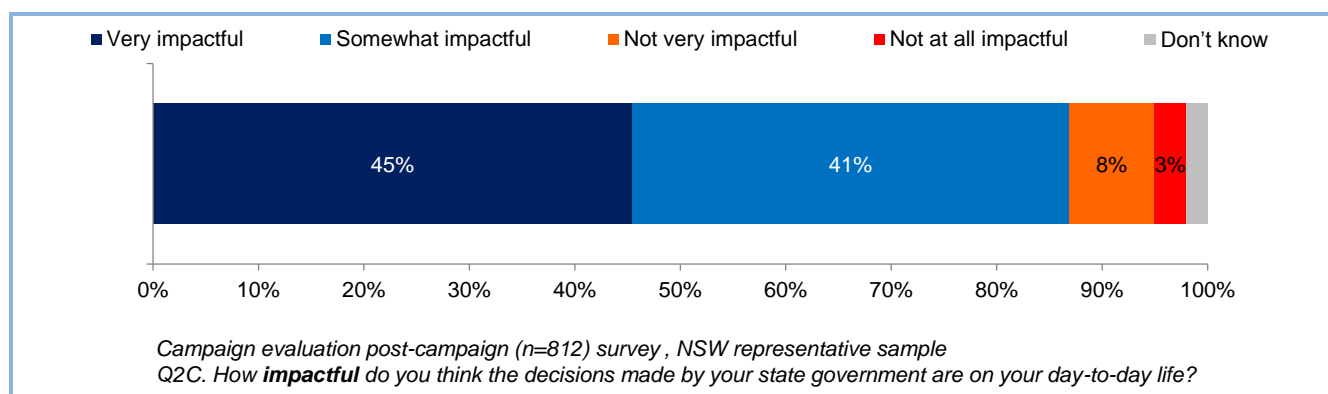
	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Important <sup>13</sup>	87%	86%	87%	83%	83%	93% ↑
Not important <sup>14</sup>	11%	12%	11%	14%	14%	7% ↓

*Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample Q2B. How **important** do you think the decisions made by your state government are to you on a personal level?*

In particular, the campaign appeared to increase this likelihood among women (94% compared with 82%), metropolitan respondents (93% compared with 83%) and those respondents not from a CALD background (92% compared with 84%). The effect was observed among younger respondents (18-44 year olds: 92% compared with 80%), however there were no significant differences among older respondents (45+ year olds).

Around half of respondents in the campaign evaluation post-wave survey thought the decisions made by their State Government were very impactful on their day-to-day lives (45%) and a further two-fifths that they were somewhat impactful (41%).

**Figure 8: Campaign evaluation post-campaign – Impact of government decisions on everyday life**



Perception of the impact of State Government decisions in voters' day-to-day lives varied considerably by age, with older respondents generally more likely to describe the consequences as very impactful (48% of those aged 35+ compared with 38% of those under 35).

Seeing or hearing the campaign appeared to increase the likelihood of rating these decisions as impactful (93% among those who had compared with 83% of those who had not).

<sup>13</sup> 'Very' or 'somewhat' important

<sup>14</sup> 'Not very' or 'not at all' important

**Table 10: Campaign evaluation – Campaign effect on the impact of state government decisions**

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Impactful <sup>15</sup>	84%	87%	84%	83%	83%	93% ↑
Not impactful <sup>16</sup>	14%	11%	14%	14%	14%	7% ↓

*Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample Q2C. How **impactful** do you think the decisions made by your state government are on your day-to-day life?*

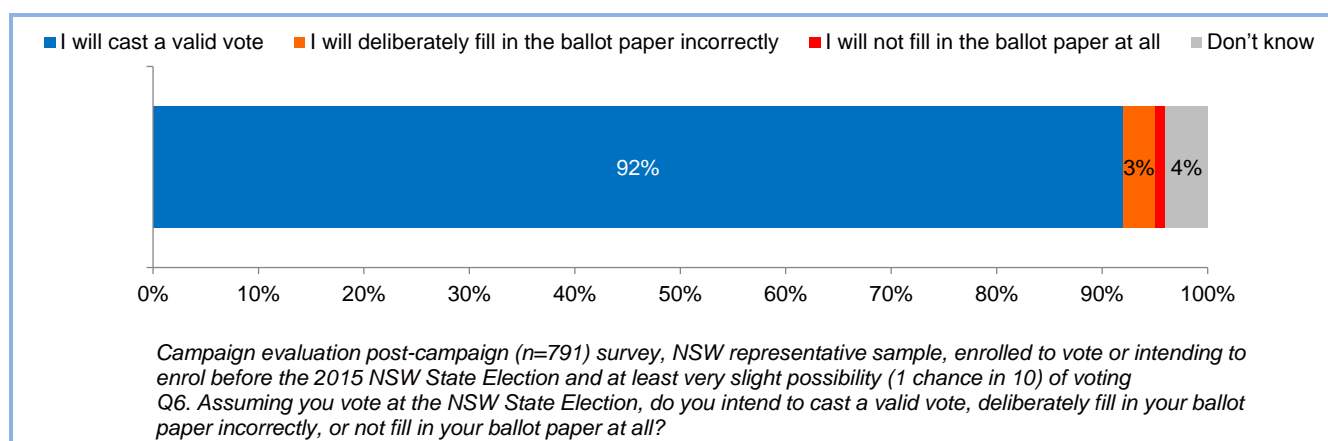
In particular, the campaign appeared to increase this likelihood among women (91% compared with 80%), metropolitan respondents (94% compared with 82%) and non-CALD respondents (92% compared with 84%). The campaign effect was observed among younger respondents (18-44 year olds: 91% compared with 78%), but there were no significant differences among older respondents (45+ year olds).

### 5.3 Casting a valid vote

Prior to Election Day, the vast majority of respondents in the campaign evaluation survey intended to cast a valid vote in the Election (assuming they voted; 92%). Three percent said they intended to fill in the ballot paper incorrectly and another one per cent that they would not fill in the ballot paper at all.

According to NSW Electoral Commission data, 3.44% of votes were informal<sup>17</sup>.

**Figure 9: Campaign evaluation – Valid voting**



The higher levels of engagement with the electoral process – or ingrained voting habits – among older voters are shown by the fact that those aged 65+ generally thought themselves more likely to cast a valid vote (99% of those aged 65+ compared with 87% of those under 35).

Encouragingly, seeing or hearing the NSW Electoral Commission advertising campaign appeared to increase the likelihood of intending to cast a valid vote (98% among those who had compared with 90% of those who had not).

<sup>15</sup> 'Very' or 'somewhat' impactful

<sup>16</sup> 'Not very' or 'not at all' impactful

<sup>17</sup> <http://vtr.elections.nsw.gov.au/la-home.htm#la/state/turnout>

**Table 11: Campaign evaluation – Campaign impact on valid voting**

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
'I will cast a valid vote'	93%	92%	93%	90%	90%	98% ↑
'I will deliberately fill in the ballot paper incorrectly'	2%	3%	2%	4%	4%	2%
'I will not fill in the ballot paper at all'	2%	1%	2%	2%	2%	0% ↓

*Campaign evaluation benchmark (n=390) and post-campaign (n=791) surveys, NSW representative sample, enrolled to vote or intending to enrol before the 2015 NSW State Election and at least very slight possibility (1 chance in 10) of voting Q6. Assuming you vote at the NSW State Election, do you intend to cast a valid vote, deliberately fill in your ballot paper incorrectly, or not fill in your ballot paper at all?*

This difference was evident among both metropolitan and regional respondents (97% compared with 91% and 98% compared with 87% respectively). Again, the campaign effect was observed among younger respondents (18-44 year olds: 97% compared with 85%), but there were no significant differences among older respondents (45+ year olds).

Although there were no significant differences between the different mediums (print, TV, radio and Facebook), the proportion of respondents who said they intended to cast a valid vote was slightly higher among those who had heard the radio campaign (94% compared with 91% who had not heard) or seen the Facebook campaign materials (95% compared with 92% who had not heard).

Among the Arabic-speaking voters who participated in the post-Election discussion groups, there was considerable concern about casting a valid vote – particular when voting for the first time.

*“I reckon there’s a lot of dud votes that don’t actually make it through simply because people can’t figure out how to fill it in properly.” - Arabic-speaking discussion group participant*

*“There’s a lot of confusion and people are ‘oh, I stuffed it up’” - Arabic-speaking discussion group participant*

*“First time was hard, it was something I didn’t know and was confusing ... They give pamphlets to help you as well but you have no time. You just go through the line and then don’t know what to do. Coming from another country it was difficult.” - Arabic-speaking discussion group participant*

The confusion was focused on a lack of familiarity with English, the complexity of the ballot paper itself, and the perceived paucity of support in how to fill out the form correctly. Voters talked about younger generations supporting older family members in reading and completing their ballot papers, and supporting them in casting a valid vote.

*“I grew up in Auburn and not many people speak English at all. You can imagine it being a real struggle for those people to fill out the form.” - Arabic-speaking discussion group participant*

*“I have to show my father because he can’t find it. I have to show him where Labor is, the Labor seat. I have to show him because of the English they have.” - Arabic-speaking discussion group participant*

Voters’ confusion was fuelled not only by a language barrier, but also the change previously living in a country where voting may not have been compulsory, and where ballot papers were more familiar and concise. There was concern that they must meet their legal obligation to vote while at the same time being worried that they would disenfranchise themselves by failing to complete the ballot paper successfully.



*“My parents speak English, fairly broken but they look at the names and get confused. So many names and so many boxes. In the end my mother chose the name that looked the prettiest.” - Arabic-speaking discussion group participant*

*“They don’t know the process and they don’t know how to read or how to mark. And they’re worried about making a mistake and not being counted.” - Arabic-speaking discussion group participant*

*“It’s easy to make an error and vote for the wrong party.” - Arabic-speaking discussion group participant*

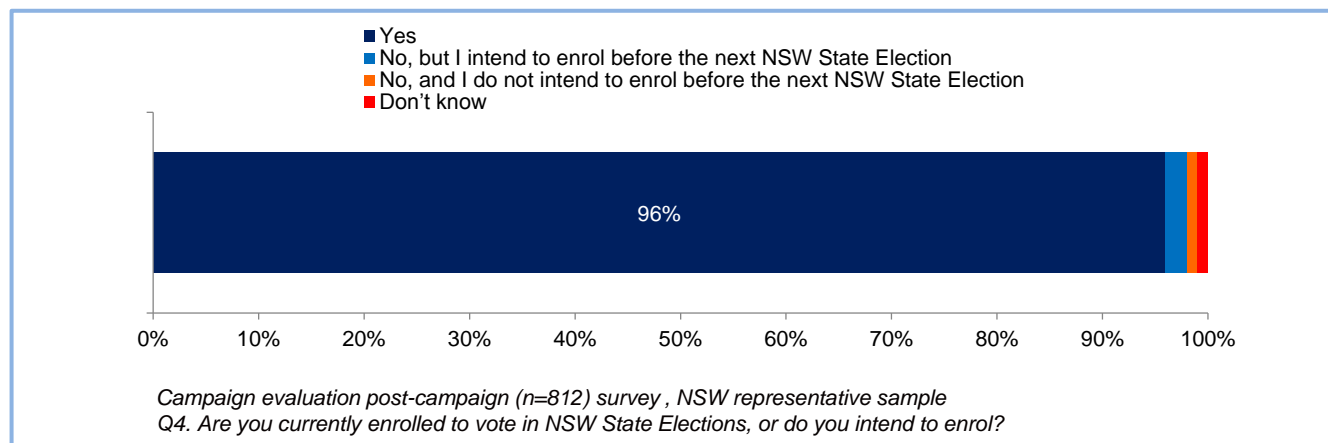
## 6. Enrolment

- Prior to Election Day, the vast majority of respondents reported that they were enrolled (96% campaign evaluation survey), and enrolled at the correct address (97% among those enrolled). Indeed, upon voting, almost all voters' said their electoral details were correct (95%).
- The level of enrolment was higher among older voters (99% of those aged 55+ compared with 92% of those under 25; campaign evaluation survey), as was the level of being enrolled at the correct address (99% of those aged 55+ compared with 93% of those under 35).
- The NSW Electoral Commission campaign did not appear to impact enrolment rates or likelihood to be enrolled at the correct address.
- Prior to Election Day, understanding of how to check and update enrolment details was somewhat low, with only a third saying they felt 'very' informed of how to do this (32%; campaign evaluation survey). One-third of respondents said they would use a NSW Electoral Commission website (generally, rather than providing a specific website) to do this (34%). Here, the campaign appeared to increase the likelihood of calling the NSW Electoral Commission enquiries line and visiting votensw.info (33% and 27%, respectively among those who had, compared with 23% and 12% of those who had not).
- Again prior to Election Day, among respondents in those Electorates that had experienced boundary changes, around half were aware their State Electoral District had changed (47% in Newtown and 46% in Murrumbidgee; campaign evaluation survey) and the majority of those aware had checked their enrolment details (55% in these areas combined).

### 6.1 Correct enrolment

Prior to Election Day, almost all respondents in the campaign evaluation survey were enrolled to vote (96%). Two percent were not enrolled but intended to enrol before the Election, and 2% did not know whether they were enrolled or not.

Figure 10: Campaign evaluation post-campaign – Current enrolment



There is a marked difference by age, reflecting experience and engagement, with older respondents (aged 55+) more likely to be enrolled to vote than younger voters (99% of those aged 55+ compared with 92% of those under 25).

Seeing or hearing the campaign did not appear to significantly impact likelihood to be enrolled.

**Table 12: Campaign evaluation – Campaign impact on enrolment**

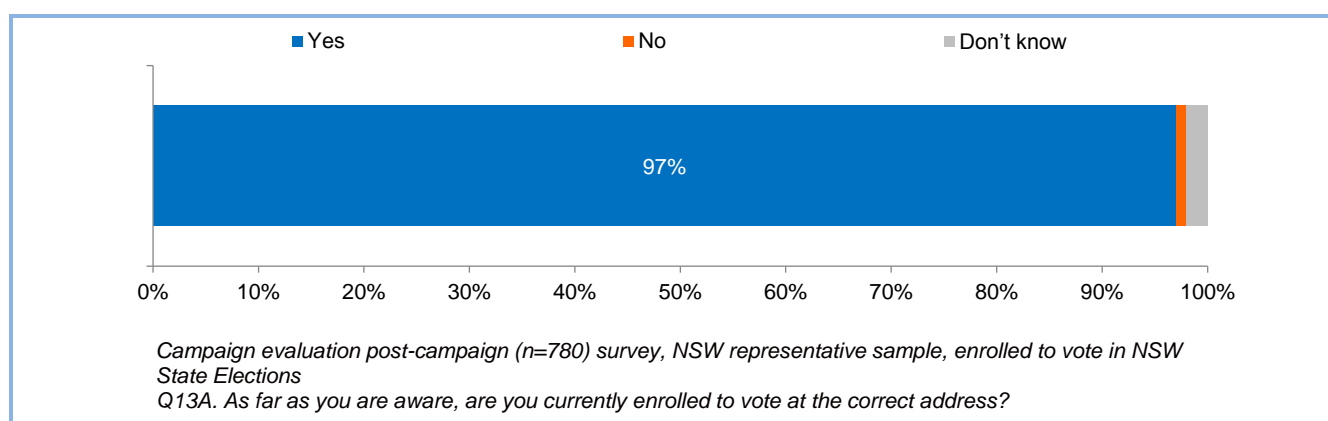
	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Enrolled	95%	96%	95%	95%	95%	97%
Not enrolled	3%	3%	3%	3%	3%	3%
Don't know	2%	1%	2%	2%	2%	0%

*Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample Q4. Are you currently enrolled to vote in NSW State Elections, or do you intend to enrol?*

Although there were no significant differences between the different campaign mediums (print, TV, radio and Facebook), the proportion of respondents who said they were enrolled to vote was slightly higher among those who had seen the campaign on Facebook (98% compared to 96% of those who had not seen it).

Prior to Election Day, almost all enrolled respondents in the campaign evaluation survey thought they were enrolled at the correct address (97%).

**Figure 11: Campaign evaluation post-campaign – Enrolment at the correct address**



Again, this figure was higher among older respondents (99% of those aged 55+ compared with 93% of those under 35).

As with being enrolled generally, seeing or hearing the campaign did not appear to significantly impact likelihood to be enrolled at the correct address.

**Table 13: Campaign evaluation – Campaign impact on correct enrolment details**

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Enrolled at the correct address	96%	97%	96%	97%	97%	98%
Not enrolled at the correct address	2%	1%	2%	1%	1%	1%
Don't know	2%	2%	2%	2%	2%	1%

*Campaign evaluation benchmark (n=381) and post-campaign (n=780) surveys, NSW representative sample, enrolled to vote in NSW State Elections Q13A. As far as you are aware, are you currently enrolled to vote at the correct address?*

## 6.2 Checking and updating enrolment

Prior to Election Day, a small number of respondents in the pre-campaign evaluation survey (n=23) were either not enrolled at the correct address or did not know whether their enrolled address was correct or not. Of these, nine intended to update their details prior to the Election, eight did not and five were unsure whether they would or not.

A third of respondents in the core telephone survey felt very informed about how to check and update their enrolment details; a further 27% felt fairly informed.

**Table 14: Core survey – Knowledge of how to check and update enrolment details**

Core telephone survey	
Very informed	32%
Fairly informed	27%
Neither informed nor uninformed	6%
Fairly uninformed	16%
Very uninformed	13%
Don't know	6%
<i>Core telephone survey, total sample (n=1,200)</i>	
<i>Q36. How informed or uninformed did you feel about how to check and update your enrolment details?</i>	

Respondents aged over 65, were the most likely to feel informed about how to check and update enrolment details (64% informed).

Possibly reflecting an element of planning involved in pre-polling, these voters were more likely to say they felt informed (66%), than those who cast their vote on Election Day (57%).

Respondents who wanted more information about how to enrol or update their details preferred this information via direct mail/leaflet sent their home address (68%) or by email (23%). Some respondents also wanted this information via mass media such as TV, radio, print or online

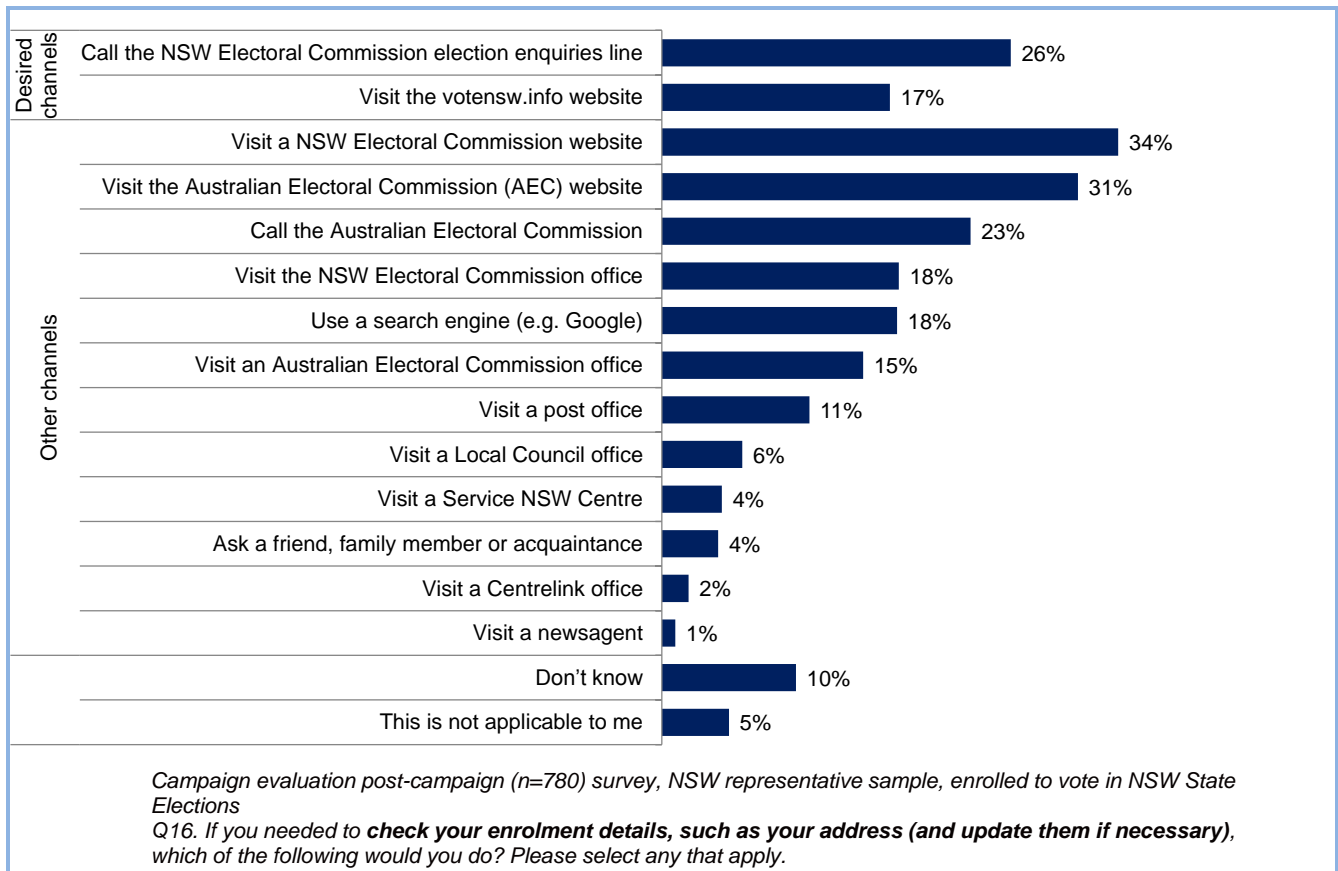
**Table 15: Core survey – Communication of enrolment**

Core telephone survey		
	About how to enrol to vote or update enrolment details (n=13)	On automatic enrolment / SmartRoll (n=2)
Brochure/direct mail/letter/leaflet sent to my home address by the NSW Electoral Commission	68%	50%
Emailed to me	23%	0%
Mass media – TV advertising	15%	50%
Mass media – online	16%	50%
Mass media – Newspapers	15%	50%
Mass media – Radio	15%	0%
NSW Electoral Commission website	7%	0%
Social media	16%	0%
Other	23%	0%
Don't know	0%	0%
<i>Core telephone survey, Respondents who wanted more information</i>		
<i>Q38. How would you have liked to receive this information?</i>		

If they needed to check their enrolment details, a quarter (26%) of (enrolled) respondents in the campaign evaluation survey said they would call the NSW Electoral Commission enquiries line and 17% that they would visit the votensw.info website. This compares with a third (34%) who said they would visit a NSW Electoral

Commission website generally<sup>18</sup>. Many respondents said they would contact the Australian Electoral Commission (AEC), whether by visiting their website (31%), calling them (23%) or visiting one of their offices (15%).

**Figure 12: Campaign evaluation post-campaign – Methods of checking enrolment details**



Voters' gender had a significant impact on how they would like to access enrolment information. Men were more likely than women to visit the NSW Electoral Commission office (23% compared with 13%), but also more likely to contact the AEC (website: 35% compared with 26%; call: 26% compared with 20%; visit an office: 19% compared with 11%) as well as visit a Local Council office (8% compared with 4%) or post office (14% compared with 8%). Women, on the other hand, were more likely to ask a friend, family member or acquaintance (6% compared with 2%).

Seeing or hearing the campaign appeared to increase the likelihood of calling the NSW Electoral Commission enquiries line and visiting votensw.info (33% and 27%, respectively among those who had, compared with 23% and 12% of those who had not). It also appeared to increase the likelihood of visiting a NSW Electoral Commission website generally (42% compared with 29%).

<sup>18</sup> That is, not specifically votensw.info

**Table 16: Campaign evaluation – Campaign impact on checking enrolment details**

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Call the NSW Electoral Commission Election enquiries line (1300 135 736)	28%	26%	28%	23%	23%	33% ↑
Visit the votensw.info website	13%	17%	13%	12%	12%	27% ↑
Visit a NSW Electoral Commission website (e.g. Elections.nsw.gov.au)	29%	34%	29%	29%	29%	42% ↑
Visit the Australian Electoral Commission (AEC) website	27%	30%	27%	28%	28%	36%
Call the Australian Electoral Commission	19%	23%	19%	22%	22%	25%
Visit the NSW Electoral Commission office	14%	18%	14%	16%	16%	22%
Use a search engine (e.g. Google)	16%	18%	16%	18%	18%	17%
Visit an Australian Electoral Commission office	17%	15%	17%	13%	13%	18%
Visit a post office	11%	11%	11%	10%	10%	13%
Visit a Local Council office	6%	6%	6%	5%	5%	8%
Visit a Service NSW Centre	4%	4%	4%	4%	4%	5%
Ask a friend, family member or acquaintance	5%	4%	5%	5%	5%	4%
Visit a Centrelink office	2%	2%	2%	2%	2%	3%
Visit a newsagent	1%	1%	1%	1%	1%	1%
Don't know	10%	10%	10%	13%	13%	5% ↓

*Campaign evaluation benchmark (n=381) and post-campaign (n=780) surveys, NSW representative sample, enrolled to vote in NSW State Elections*

*Q16. If you needed to **check your enrolment details, such as your address (and update them if necessary)**, which of the following would you do? Please select any that apply.*

When looking at differences between voters, the advertising campaign appeared to particularly impact women, metropolitan respondents and non-CALD respondents. All three groups were significantly more likely to say they would visit votensw.info (29% compared with 10%, 26% compared with 12% and 29% compared with 12% respectively) or call the NSW Electoral Commission enquiries line (36% compared with 19%, 37% compared with 22% and 34% compared with 24% respectively) if they had seen or heard the campaign. Regional respondents also appeared to be significantly impacted in terms of their likelihood to visit votensw.info (29% compared with 12%). Metropolitan and non-CALD respondents were also significantly more likely to say a NSW Electoral Commission website generally (43% and 45% respectively, compared with 30% each).

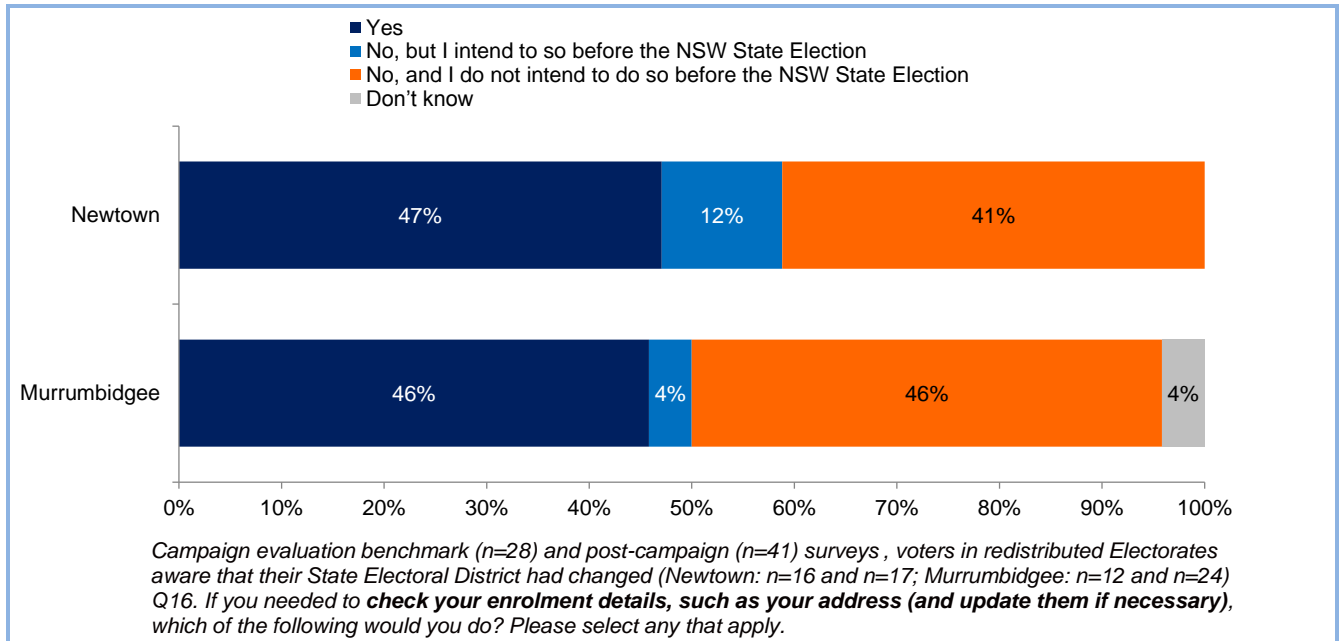
Among both younger (18-44 year olds) and older (45+ year olds) respondents, the campaign appeared to increase the likelihood of using votensw.info (22% compared with 9% and 31% compared with 15% respectively). The increased likelihood of visiting a NSW Electoral Commission website generally was only observed as a significant difference among older respondents (49% compared with 34%).



### 6.3 Checking enrolment in areas with boundary changes

Prior to Election Day, around half of respondents in those Electorates in the campaign evaluation survey that had experienced boundary changes and knew their State Electoral District had changed had checked their enrolment details (47% in Newtown and 46% in Murrumbidgee). A further 12% in Newtown and 4% in Murrumbidgee intended to do so.

Figure 13: Campaign evaluation – Checking enrolment details in redistributed areas



Although not statistically significant, more than half of respondents in redistributed areas who had seen or heard the campaign had checked their enrolment details (55%) compared with one-fifth of those who had not (20%) and one-quarter of respondents in the benchmark survey (25%). This suggests that those who checked their enrolment details did so as a result of the campaign.

**Table 17: Campaign evaluation – Campaign impact on checking enrolment details**

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Checked enrolment details	25%	46%	25%	20%	20%	55%
Did not check enrolment details but intended to do so	18%	7%	18%	10%	10%	6%
Did not check enrolment details and did not intend to do so	57%	44%	57%	60%	60%	39%

Campaign evaluation benchmark (n=28) and post-campaign (n=41) surveys, voters in redistributed Electorates aware that their State Electoral District had changed (Newtown: n=16 and n=17; Murrumbidgee: n=12 and n=24)

Q16. If you needed to **check your enrolment details, such as your address (and update them if necessary)**, which of the following would you do? Please select any that apply.

## 6.4 On-the-day enrolment

For the vast majority of voters in the core survey, their electoral details were correct when they voted (95%).

**Table 18: Core survey – Correct electoral roll details**

Core telephone survey	
Yes	95%
No	4%
Don't know	1%

Core telephone survey, total sample, (n=1,175)  
Q52. To the best of your knowledge, when you voted, were your details on the electoral roll correct?

Voters aged 25-34 were more likely to say that their details on the roll were incorrect (10%), compared with older respondents – and those aged over 65 were more likely to say that their details were correct (98%).

Among respondents whose details were not correct when they voted, around a third enrolled and voted on Election Day (29%; core survey).

**Table 19: Core survey – On-the-day enrolment**

Core telephone survey	
Yes	29%
No	70%
Don't know	2%

Core telephone survey, respondents whose details were not correct when they voted (n=8)  
Q55. Did you enrol and vote on Election Day?

Respondents who enrolled and voted on the day (n=14 respondents in the core survey) were generally satisfied with this service. Ten were very satisfied (73%) and three were fairly satisfied (20%).

**Table 20: Core survey – Satisfaction with enrolling on the day**

<b>Core telephone survey</b>	
	n
Very satisfied	10
Fairly satisfied	3
Neither satisfied nor dissatisfied	1
Fairly dissatisfied	0
Very dissatisfied	0
Don't know	0
<i>Core telephone survey, respondents who enrolled and voted on Election Day (n=14)</i>	
<i>Q56. Overall, were you satisfied or dissatisfied with this service that allowed you to enrol and vote on the day?</i>	

## 7. Modes of voting

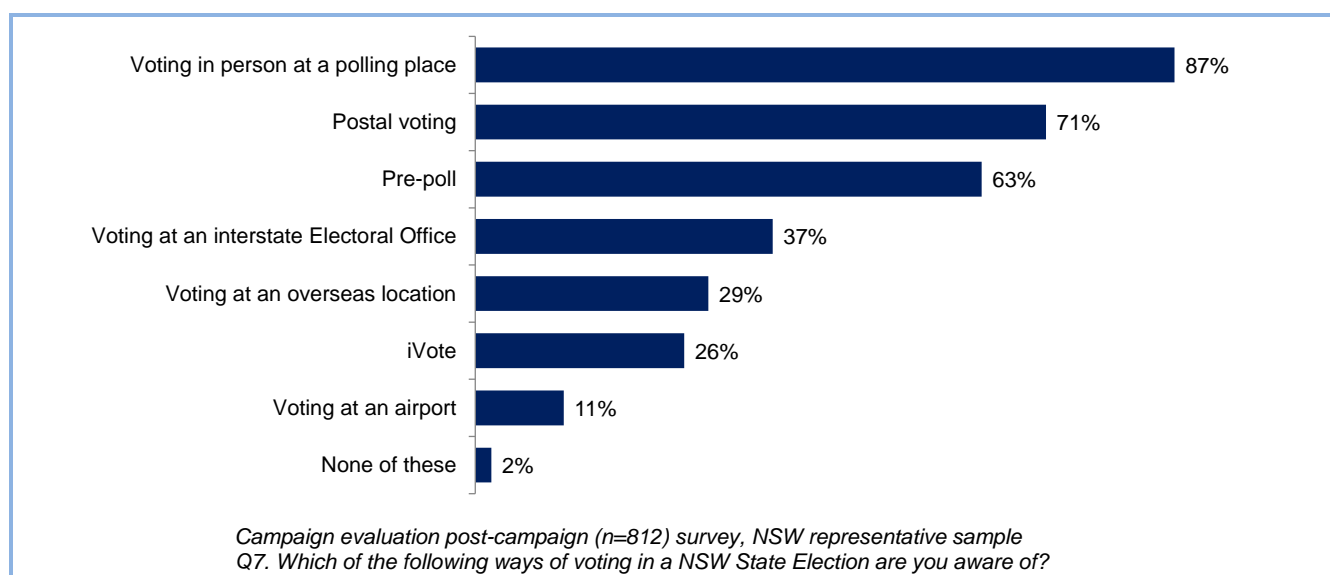
- Prior to Election Day, the vast majority of respondents were aware of being able to vote in-person at a polling place (87%; campaign evaluation survey), vote by post (71%) and pre-poll (63%). Awareness was generally higher among older respondents (voting in-person at a polling place: 93% of those aged 55+ compared with 81% of those under 35; postal voting: 84% compared with 58%; pre-poll: 78% compared with 47%), and lower for CALD respondents (voting in-person at a polling place: 76% compared with 89%; postal voting: 60% compared with 73%; pre-poll: 52% compared with 64%).
- Around a quarter of respondents were aware of iVote (26%; campaign evaluation survey). While this figure was higher than in the benchmark survey (7%), this change does not appear to be purely a campaign effect. Instead, it seems that external factors also influenced this higher level of awareness.
- Two-thirds of respondents in the core telephone survey felt informed about early and alternative voting options: 32% very informed and 33% fairly informed (core survey). Seeing or hearing the campaign appeared to increase the likelihood of using both the votensw.info and ivote.nsw.gov.au websites to find out about these options (28% of those who had selected each of these websites, compared with 17% and 14% respectively of those who had not; campaign evaluation survey).
- Of respondents (in the core telephone survey) who voted on Election Day, 97% say they voted in-person. The vast majority of these voted in their own Electorate (91% of Election Day voters). Two percent say they voted by iVote.
- Of the four voting methods, voting in-person on Election Day received the highest level of advocacy. More than half of respondents were very likely to recommend it to a friend or family member (53%; core telephone survey), compared with 44% who were very likely to recommend pre-polling and only 29% of respondents who were very likely to recommend postal voting. Among those who had heard of iVote, likelihood to recommend was relatively high, with around half very likely to recommend it (46%).
- Two-thirds of in-person voters in the core telephone survey waited for less than five minutes to vote, with 40% not waiting at all. The average queue time was around 4 minutes. Around three-quarters of in-person voters were very satisfied with the time it took them to cast their vote (72%).
- Similar recalled waiting times were found among those voting at a pre-poll centre. Around half of respondents didn't have to wait at all (46%; pre-poll survey), and for a further 29%, the wait was less than 5 minutes (29%). Sydney Town Hall received the most positive report of wait times, with only seven per cent of respondents having to wait at all before voting. In comparison, around a third of Fairfield respondents had to wait for over 20 minutes (30%).
- Before Election Day, among those aware that pre-polling would be in operation at the Election, there was low awareness of how long prior to Election Day voters would be able to pre-poll. Around half of respondents did not know how long this would be (47%; campaign evaluation survey), and less than a third correctly identified this period as two weeks (30%). Seeing or hearing the NSW Electoral Commission advertising campaign did not appear to significantly impact awareness of the correct duration of pre-polling. Pre-poll survey respondents typically found voting easy, with three-quarters saying they found it very easy (75%) and a further one-fifth fairly easy (20%).
- Almost all in-person voters were satisfied with the facilities at their polling place. Around three-quarters were very satisfied (72%; pre-poll survey) and 24% were fairly satisfied. Respondents who had a disability or mobility issue were generally satisfied with the accessibility of their polling place and their ability to move around it. Three-quarters were very satisfied (76%) and a further one-fifth were fairly satisfied (20%).
- Almost all postal voters were satisfied with the service overall. Around three-quarters were very satisfied (73%; core survey) and a further fifth were fairly satisfied (20%).

- Among those who did not use iVote, around two-fifths were aware of the system (38%; core telephone survey). However, seeing or hearing the campaign did not appear to significantly impact their awareness of the eligibility requirements. In addition, it did not appear to significantly impact motivation to use it.
- In the iVote telephone survey, satisfaction with iVote overall was very high. Almost all iVote users were satisfied, with around three-quarters very satisfied (73%) and one-quarter fairly satisfied (23%).
- In the same survey, iVote users were generally satisfied with the security of the iVote voting process; two thirds of respondents were very satisfied with the security of the iVote process (68%; iVote telephone survey). However, trust in the iVote system varied considerably among those in the core survey who did not use it. While around one-third of those who did not use iVote said they trusted the system a great deal (30%) and a further fifth trusted it only a little (19%), around a quarter stated they neither trusted it nor distrusted it (27%) and nine per cent did not know. Older respondents were the most likely to distrust the iVote process (25%), compared to 14% of those aged 18-24.
- Almost all respondents in the iVote telephone survey were confident that their iVote ballot papers included all of the candidates for whom they were able to vote (94%), with two-thirds very confident (67%). They were also generally satisfied that their votes were recorded correctly, with around two-thirds very confident (63%).
- Ninety-six percent of iVote users (in the iVote telephone survey) found it easy to vote, with around three-quarters finding it very easy (73%).
- Generally respondents would be likely to use iVote in the future. In the iVote telephone survey, almost all respondents said they would be likely to use iVote in the future (94%), with 85% very likely.
- Almost all qualitative research participants were adamant that iVote should be expanded so as to be available to all voters.
- One in ten iVote users said they would not have voted if not for iVote (10%; iVote telephone survey), suggesting that iVote increased voting participation.

## 7.1 Knowledge of modes of voting

The vast majority of the campaign evaluation online survey respondents were aware of the three main methods of casting a vote: voting in-person at a polling place (87%), postal voting (71%) and pre-poll (63%).

**Figure 14: Campaign evaluation post-campaign – Awareness of voting methods**



Seeing or hearing the NSW Electoral Commission advertising campaign appeared to increase awareness of pre-polling (72% of those who had seen or heard the campaign were aware, compared with 59% of those who had not).

Around a quarter of respondents were aware of iVote (26%). There were no significant differences in awareness between those eligible and those not eligible for the system, although awareness was significantly higher among those who reported that they were not able to vote at a polling place without assistance (39% compared with 25% of those who were able to).

There was a higher level of awareness of iVote in the post-campaign survey. While this appears to have been impacted by the campaign (as demonstrated by the significant difference between awareness among those who had seen or heard the campaign and those had not; 38% compared with 20%), it also seems to have been influenced by factors external to the campaign (given the significant difference between the level of awareness among respondents in the benchmark survey and that of those in the post-campaign survey who had not seen or heard the campaign; 20% compared with 7%). This effect was observed across all key subgroups.

**Table 21: Campaign evaluation – Campaign impact on awareness of modes of voting**

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
In-person at a polling place	91%	87%	91%	85% ↓	85%	90%
Postal voting	73%	71%	73%	70%	70%	75%
Pre-polling	64%	63%	64%	59%	59%	72% ↑
At an interstate Electoral Office	43%	37%	43%	33% ↓	33%	44% ↑
At an overseas location	32%	29%	32%	25% ↓	25%	37% ↑
At an airport	9%	11%	9%	9%	9%	15% ↑
iVote	7%	26% ↑	7%	20% ↑	20%	38% ↑
None	2%	2%	2%	2%	2%	0%

*Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample Q7. Which of the following ways of voting in a NSW State Election are you aware of? Please select all that you are aware of.*

The higher level of awareness of pre-polling among those who had seen or heard the campaign was statistically significant among women (74% compared with 58% of those who had not), but not among men, suggesting a stronger campaign effect with the former. It also appeared to be stronger among younger respondents (18-44 year olds) than older (45+ year olds), with a significant difference observed for the former (62% compared with 47%) but not the latter.

This effect also appeared to be slightly stronger among metropolitan respondents than regional, with significant differences between those in metropolitan areas who had and had not seen or heard the campaign observed for pre-polling (71% compared with 57%).

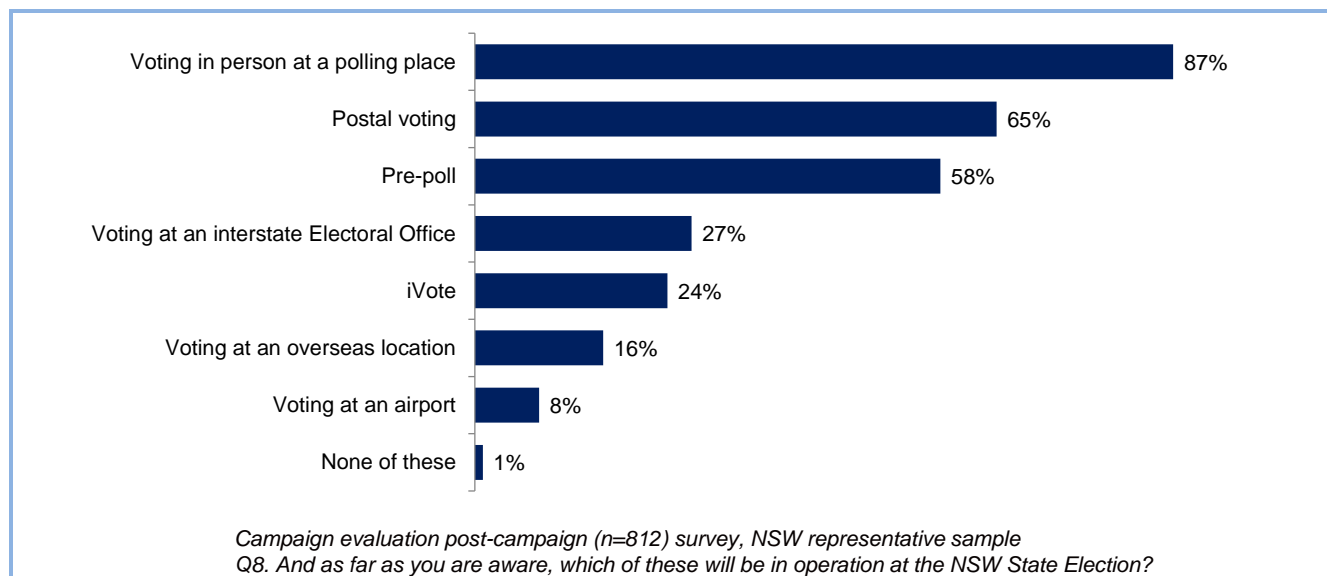
No significant campaign effects were observed among CALD respondents.

Although there were no significant differences between the different mediums (print, TV, radio and Facebook), the proportion of respondents who said they were aware of postal voting was higher among those who had seen the TV or Facebook campaign materials (76% and 79% respectively, compared with 71% who had not seen these). In addition, the proportion of those who said they were aware of pre-poll and voting in person on Election Day was higher among respondents who had seen the Facebook materials (69% compared with 62% of those who had not seen these).

As Figure 15 below shows most respondents were aware that voting in-person at a polling place (87%), postal voting (65%) and pre-poll voting (58%) would be in operation at the Election. A quarter of respondents were aware that iVote would be in operation (24%).

Around another quarter thought voting in-person at an interstate Electoral Office would be possible (27%), and around one in six mentioned voting in-person at an overseas location (16%). Eight percent thought voting in-person at an airport would be an option.

**Figure 15: Campaign evaluation – Understanding of which voting methods will be used in the 2015 NSW State Election**



Again, awareness of the main methods being in operation was generally higher among older respondents (voting in-person at a polling place: 92% of those aged 55+ compared with 83% of those under 35; postal voting: 80% compared with 48%; pre-poll: 72% compared with 44%) and lower among CALD respondents (voting in-person at a polling place: 77% compared with 89% among non-CALD respondents; postal voting: 49% compared with 67%; pre-poll: 47% compared with 60%).

However, older respondents were also more likely to think that voting at an interstate Electoral Office (35% compared with 17%) or overseas location (23% compared with 11%) would be in operation, and men were more likely than women to think that each of these methods would be in operation (43% compared with 32%, and 37% compared with 23% respectively).

As Table 22 below shows, once again, seeing or hearing the campaign appeared to increase awareness that pre-polling would be in operation (67% of those who had were aware, compared with 54% of those who had not).

There was also a higher level of awareness that iVote would be in operation in the post-campaign survey, however again this appears to have been influenced by factors external to the campaign (awareness was 19% among those in the post-campaign survey who had not seen or heard the campaign, compared with 5% in the benchmark), as well as the campaign itself (awareness was 35% among those in the post-campaign survey who had seen or heard the campaign, compared with 19% for those who had not).



**Table 22: Campaign evaluation – Campaign impact on awareness of modes of voting**

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
In-person at a polling place	92%	87%	92%	86% ↓	86%	90%
Postal voting	67%	65%	67%	63%	63%	69%
Pre-polling	57%	58%	57%	54%	54%	67% ↑
At an interstate Electoral Office	32%	27%	32%	24% ↓	24%	33% ↑
At an overseas location	22%	16%	22%	14% ↓	14%	21% ↑
At an airport	7%	8%	7%	6%	6%	10%
iVote	5%	24% ↑	5%	19% ↑	19%	35% ↑
None	1%	1%	1%	1%	1%	0%

*Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample Q8. And as far as you are aware, which of these will be in operation at the NSW State Election?*

As with overall awareness, the campaign appeared more influential among women in terms of increasing awareness of pre-polling (68% among those who seen or heard the campaign, compared with 53% of those who had not). Again, the campaign effect also appeared to be stronger among younger respondents (18-44 year olds) than older (45+ year olds), with a significant difference observed for the former (59% compared with 43%) but not the latter.

This campaign effects also appeared stronger for metropolitan than regional and non-CALD than CALD respondents (metropolitan: 66% compared with 51%; and non-CALD: 72% compared with 54%). The same effect also appeared for non-CALD respondents and postal voting (75% compared with 64%).

Two-thirds of respondents in the core survey felt informed about early and alternative voting options; 32% very informed and 33% fairly informed. Three in ten felt uninformed about options for voting other than in-person on Election Day (13% very and 17% fairly).

**Table 23: Core survey – Knowledge of early and alternative voting options**

Core telephone survey	
Very informed	32%
Fairly informed	33%
Neither informed nor uninformed	4%
Fairly uninformed	17%
Very uninformed	13%
Don't know	1%

*Core telephone survey, total sample (n=1,200)*

*Q36. How informed or uninformed do you feel about... Early and alternative voting options (that is, other than voting in-person at a polling place on Election Day)?*

In general, older respondents felt more informed than younger respondents, with 74% of those aged over 65 feeling informed about alternative voting options, compared with 54% of those aged 25-34, while CALD respondents (56% informed) felt less informed about alternative voting options than non-CALD respondents (66%).

Of the Arabic-speaking participants taking part in the discussion groups, those who had pre-poll had done so opportunistically as they passed a pre-poll centre and seized the chance to vote early – rather than doing so as a consequence of advertising or information.

*"My husband spotted it and we stopped at the lights and went over and voted. My kids have sport on the weekend so it's hard to vote then, we got it out of the way."* - **Arabic-speaking discussion group participant**

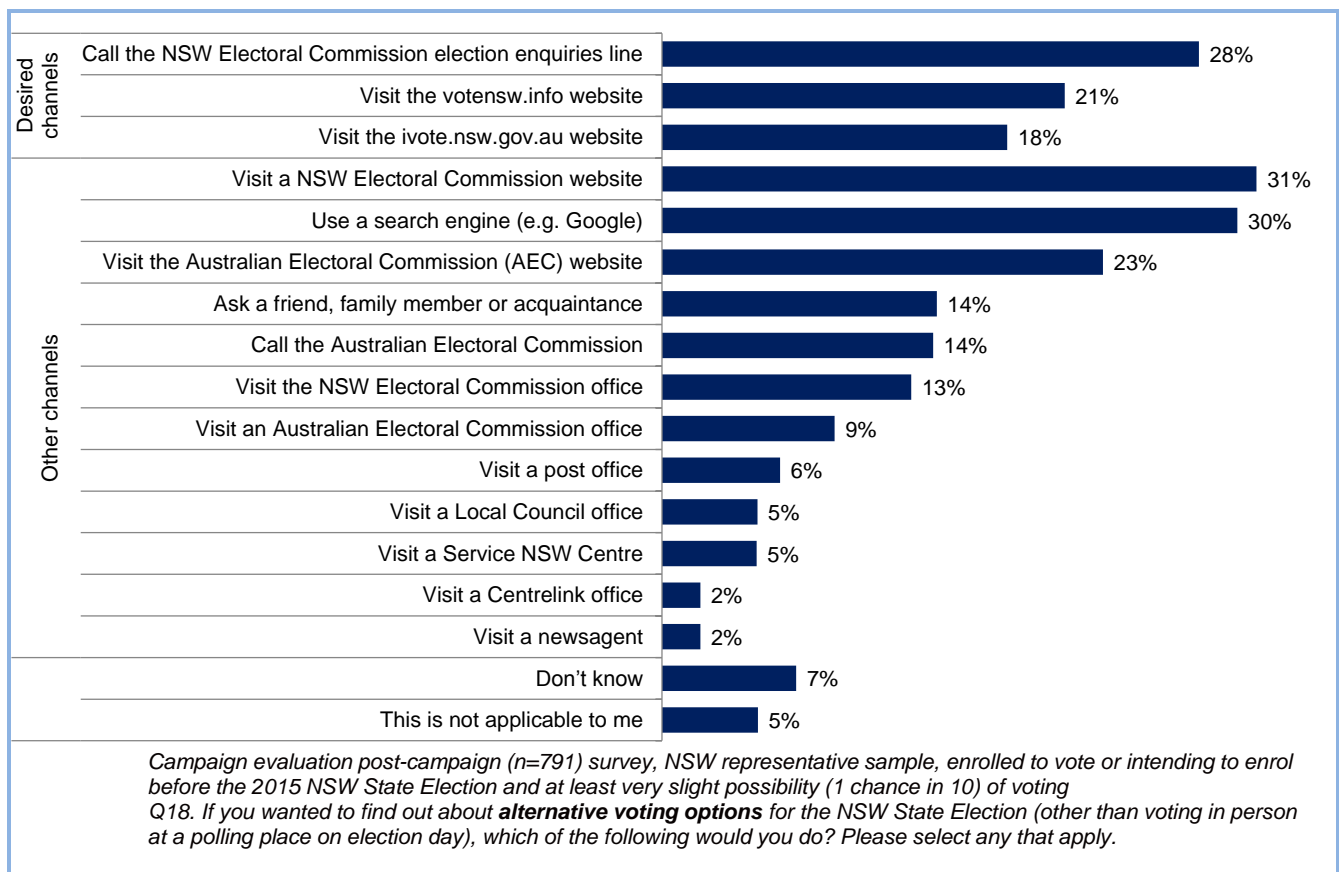
Many of the Arabic-speaking voters were also unaware of iVote and that they could vote by phone or internet at the State Election.

*"Did they advertise it properly? How come we didn't know about it?"* - **Arabic-speaking discussion group participant**

*"So that was an option to vote this year? I wish I knew."* - **Arabic-speaking discussion group participant**

To find out about alternative voting options for the Election, one-quarter of respondents<sup>19</sup> interviewed in the campaign evaluation post-wave online survey said they would call the Election enquiries line (28%) and 21% that they would visit the votensw.info website. This compares with around a third who stated a NSW Electoral Commission website generally<sup>20</sup> (31%) and three in ten (30%) who said they would use a search engine. Almost a quarter (23%) said they would visit the AEC website, and 14% and 9% that they would call the AEC or visit one of their offices, respectively.

**Figure 16: Campaign evaluation – Intended information sources for finding out about alternative voting options**



<sup>19</sup> Who stated there was at least a very slight possibility (1 chance in 10) of voting in the 2015 NSW State Election.

<sup>20</sup> That is, not specifically votensw.info

Men were more likely than women to say they would use NSW Electoral Commission channels (ivote.nsw.gov.au: 24% compared with 13%; call the enquiries line: 31% compared with 24%; visit the NSW Electoral Commission office: 18% compared with 8%), and older respondents were more likely than younger respondents to say this (ivote.nsw.gov.au: 26% among those aged 55+ compared with 13% of those under 45; call the enquiries line: 37% compared with 19%; visit the NSW Electoral Commission office: 21% compared with 7%).

However, both men (call: 17% compared with 11%; visit an office: 12% compared with 6%) and older respondents (call: 20% compared with 9%; visit an office: 12% compared with 5%) were more likely to contact the AEC. Women, on the other hand, were more likely to ask a friend, family member or acquaintance (17% compared with 11%).

CALD respondents were more likely than non-CALD respondents to visit a Local Council office (12% compared with 4%) and a Service NSW Centre (9% compared with 4%).

As Table 24 shows, seeing or hearing the advertising campaign appeared to increase the likelihood of using both the votensw.info and ivote.nsw.gov.au websites (28% of those who had selected each of these websites compared with 17% and 14% respectively of those who had not).

**Table 24: Campaign evaluation – Campaign impact on knowledge on where to look for alternative voting options**

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Call the NSW Electoral Commission Election enquiries line (1300 135 736)	25%	28%	25%	25%	25%	32%
Visit the votensw.info website	17%	21%	17%	17%	17%	28%↑
Visit the ivote.nsw.gov.au website	14%	18%	14%	14%	14%	28%↑
Visit a NSW Electoral Commission website (e.g. Elections.nsw.gov.au)	32%	31%	32%	28%	28%	37%
Use a search engine (e.g. Google)	27%	30%	27%	30%	30%	30%
Visit the Australian Electoral Commission (AEC) website	20%	23%	20%	22%	22%	25%
Ask a friend, family member or acquaintance	13%	14%	13%	14%	14%	14%
Call the Australian Electoral Commission	12%	14%	12%	14%	14%	15%
Visit the NSW Electoral Commission office	14%	13%	14%	12%	12%	15%
Visit an Australian Electoral Commission office	11%	9%	11%	8%	8%	10%
Visit a Local Council office	4%	5%	4%	4%	4%	6%
Visit a Service NSW	3%	5%	3%	5%	5%	6%

Centre						
Visit a post office	6%	6%	6%	6%	6%	6%
Visit a Centrelink office	1%	2%	1%	1%	1%	2%
Visit a newsagent	2%	2%	2%	2%	2%	2%
Don't know	9%	7%	9%	8%	8%	5%

*Campaign evaluation benchmark (n=390) and post-campaign (n=791) surveys, NSW representative sample, enrolled to vote or intending to enrol before the 2015 NSW State Election and at least very slight possibility (1 chance in 10) of voting*  
 Q18. If you wanted to find out about **alternative voting options** for the NSW State Election (other than voting in person at a polling place on Election Day), which of the following would you do? Please select any that apply.

Increased likelihood to use the iVote website was observed as a campaign effect across both men (35% among those who had seen or heard the campaign, compared with 18% of those who had not) and women (20% compared with 10%) and metropolitan (27% compared with 14%) and regional respondents (30% compared with 14%). The effect was also observed for non-CALD respondents (30% compared with 13%), but not for CALD.

Women and metropolitan respondents who had seen or heard the campaign were also significantly more likely to select both votensw.info (27% compared with 15%, 28% compared with 18% and 30% compared with 13% respectively) and the enquiries line (34% compared with 21% and 33% compared with 23% respectively) than those who had not. The same effect was observed among younger respondents (18-44 year olds) for the enquiries line but not for older respondents (45+ year olds), with a significant difference present for the former (28% compared with 15%) but not for the latter.

No significant impacts were observed among men or regional respondents.

## 7.2 Use of modes of voting

Of those respondents (in the core telephone survey) who voted on Election Day, 97% voted in-person. The vast majority of these respondents voted in their own Electorate (91% of Election Day voters). Two percent say they voted by iVote.

**Table 25: Core survey – Mode of voting on Election Day**

Core telephone survey	
In-person at a polling place in your own Electorate	91%
In-person at a polling place in another Electorate	7%
On the internet (iVote)	2%
By telephone (iVote)	0%
Other	1%
Don't know	0%

*Core telephone survey, respondents who voted on Election Day, (n=902)*  
 Q6. Which of the following best describes how you voted in Election Day? Did you vote...

Respondents aged 25-34 were more likely to have voted at a polling place in another Electorate (13%) compared with any other aged group (3%-7%). Those in regional areas were more likely to have voted in-person in their own Electorate (94%) than those in metro areas (89%).

Among those who voted before Election Day in the core survey, more than half voted by pre-polling (57%). Most pre-poll voters did so in their own Electorate (49% of pre-Election Day voters). Around one-fifth of early voters voted by iVote online (22%) and a similar proportion by postal voting (20%).

**Table 26: Core survey – Mode of voting prior to Election Day**

Core telephone survey	
By pre-polling (voting in-person before Election Day) in your own Electorate	49%
On the internet (iVote)	22%
By postal voting	20%
By pre-polling (voting in-person before Election Day) in another Electorate	8%
By telephone (iVote)	0%
Other	1%
Don't know	0%
<i>Core telephone survey, respondents who voted before Election Day, (n=273)</i>	
<i>Q7. Which of the following best describes how you voted before Election Day?</i>	

Younger voters (aged 25-34) were more likely to have used iVote (49%) on the internet before Election Day than voters aged over 35 (22%-26%).

Of the four voting methods, voting in-person on Election Day received the highest levels of advocacy. More than half of respondents were very likely to recommend it to a friend or family member (53%) and a further quarter were fairly likely to do so (27%). This compares with 44% who were very likely and 27% fairly likely to recommend pre-polling. Postal voting was less likely to be recommended, with only 29% of respondents very likely to recommend it and 26% fairly likely.

Among those who had heard of iVote in the core survey, likelihood to recommend was relatively high, with around half very likely to recommend it (46%) and a further third fairly likely to do so (24%). However, iVote also received higher levels of those saying they were very unlikely to recommend, with one in nine (11%) saying this.

**Table 27: Core survey – Likelihood to recommend**

Core telephone survey						
	Very likely	Fairly likely	Neither likely nor unlikely	Fairly unlikely	Very unlikely	Don't know
In-person on Election Day	53%	27%	6%	6%	7%	2%
By pre-polling in-person	44%	27%	6%	11%	8%	4%
By iVote	46%	24%	7%	7%	11%	5%
By postal voting	29%	26%	8%	18%	16%	4%
<i>Core telephone survey, total sample (n=1,200)</i>						
<i>Q35. For each of the following method of voting, imagine a friend or family member was considering using that method to vote in a NSW State Election. How likely or unlikely would you be to recommend this method of voting?</i>						

Respondents living in regional areas were more likely to say they would recommend pre-polling in-person (77% likely to recommend), than those living in metro areas (67%), while respondents with reading difficulties (81%) and hearing impairments (82%) were also more likely to say they would recommend pre-polling in-person.

Older respondents were more likely to recommend postal voting (63% of those aged over 65) than respondents aged 18-24 (50%) or 25-34 (45%).

## 7.3 Voting in-person

### 7.3.1 Waiting time

Two-thirds of in-person voters in the core telephone survey waited for less than five minutes to vote, with 40% not waiting at all. Nine percent (9%) waited for more than 15 minutes. The average queue time was around 4 minutes.

**Table 28: Core survey – Waiting time**

<b>Waiting time</b>	
I didn't have to wait	40%
Less than 5 minutes	26%
5-9 minutes	17%
10-14 minutes	8%
15-20 minutes	6%
Over 20 minutes	3%
Don't know	0%
<i>Core telephone survey, In-person voters, (n=1,036)</i>	
Q12. To the best of your knowledge, how long did you have to wait to queue?	

Improvement to the method and speed of elector mark-off on the electoral roll was noted by a participant in the discussion group with Arabic-speaking voters.

*“You give your surname, bang. It’s not like a paper and ruler ... when you get to the polling place, usually it’s on the book. (Now) it’s online, your name. Much quicker. With the ruler and line, nah. It was very quick and good, no queue.” - Arabic-speaking discussion group participant*

Around three-quarters of in-person voters were very satisfied with the time it took them to cast their vote (72%; core survey), and a further one-fifth said they were fairly satisfied. On the other hand, 7% were dissatisfied, either very or fairly.

**Table 29: Core survey – Satisfaction with waiting time**

<b>Core telephone survey</b>	
Very satisfied	72%
Fairly satisfied	20%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	4%
Very dissatisfied	2%
Don't know	0%
<i>Core telephone survey, In-person voters, (n=1,036)</i>	
Q13. Were you satisfied or dissatisfied with the amount of time it took to cast a vote at your polling place?	

Similar recalled waiting times were found in the pre-poll survey centre – despite many being motivated to vote early to avoid the perceived longer queues when voting on Election Day itself. Around half of respondents didn't have to wait at all (46%), and for a further 29%, the wait was less than 5 minutes (29%). Seven percent had to wait for between 5 and 9 minutes; eight per cent or between 10 and 14 minutes; and six per cent for over 20 minutes.

Sydney Town Hall received the most positive report of wait times, with only seven per cent of respondents having to wait at all before voting. In comparison, around one-third of Fairfield respondents had to wait for over 20 minutes (30%), and only eight per cent of Tamworth respondents were able to vote without waiting.

As with overall experience and ease of voting, satisfaction with the amount of time it took to vote was typically high. More than two-thirds of respondents were very satisfied (71%), and a further one-fifth were fairly satisfied (21%).

Again, satisfaction was highest at Sydney Town Hall (86% were very satisfied), and significantly lower at Fairfield and Tamworth (54% and 60% respectively, compared with 71% overall).

Around one in five thought their name being marked off the electoral roll took too long (21%) and a similar proportion thought placing their ballot papers in the boxes upon leaving took too long (17%). Small proportions selected a booth becoming available to cast their vote (5%), receiving their ballot papers after their names were marked off (4%) and getting assistance to help them vote (3%), while 7% selected another process. Around half of respondents thought none of these took too long.

Respondents in the core survey who wished to receive more information about polling place hours would have liked to receive this via a brochure or direct mail (55%) or email (35%) or via mass media.

**Table 30: Core survey – Information about polling place hours**

Core telephone survey	
Brochure/direct mail/letter/leaflet sent to my home address by the NSW Electoral Commission	55%
Emailed to me	32%
Mass media – TV advertising	32%
Mass media – online	15%
Mass media – Newspapers	30%
Mass media – Radio	8%
NSW Electoral Commission website	0%
Social media	0%
Other	0%
Don't know	0%
<i>Core telephone survey, respondents who wanted more information; (n=13)</i>	
<i>Q38. How would you have liked to receive this information? About polling place hours</i>	

### 7.3.2 Assistance

Very few culturally and linguistically diverse respondents in the core survey received assistance in a language other than English. Two percent received verbal assistance in another language, and the same proportion received a guide on how to vote in another language. (Note that, as surveying was conducted in English, respondents were at least somewhat proficient in English).

**Table 31: Core survey – Assistance from polling place staff**

Core telephone survey	
Verbal assistance in a language other than English	2%
A guide on how to vote in a language other than English	2%
None of these	96%
<i>Core telephone survey, CALD respondents, (n=156)</i>	
<i>Q15. Which of the following assistance, if any, did you receive from polling place staff?</i>	

Of the six respondents who received this assistance, four were very satisfied with it, while two were fairly dissatisfied.

### 7.3.3 Outside electorate

Among those respondents who voted outside of their Electorate in the core survey, 10% mentioned experiencing difficulties because of this. The difficulties mentioned were mostly due to waiting times and delays (n=5, 63%) in voting.

*“It was very time consuming, there were only about four people in a row who voted in a different electorate – it took twenty odd minutes to get four people done” - Core telephone survey respondent*

*“Had to sit and wait and complete a different form” - Core telephone survey respondent*



### 7.3.4 Special needs

Only two respondents in the core survey who had a disability or restriction used a magnifying sheet and one used a maxi/jumbo pen. Only five carers said that the person they cared for used a magnifying sheet (four respondents) or maxi/jumbo pen (one respondent).

Three-quarters were very satisfied (76%) and a further one-fifth were fairly satisfied (20%).

**Table 32: Core survey – Satisfaction with the accessibility of the polling place**

Core telephone survey	
Very satisfied	76%
Fairly satisfied	20%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	1%
Very dissatisfied	3%
Don't know	0%
<i>Core telephone survey, respondents with a disability or restriction, (n=111)</i>	
<i>Q68. Overall, were you satisfied or dissatisfied with the accessibility of your polling place and your ability to move around it?</i>	

Those who were not very satisfied were asked that the NSW Electoral Commission could do to improve their voting experience. One-third (34%) said there was nothing that could be improved. Those mentioning an improvement suggested: allowing online voting (14%), more information and help on how to vote (6%), reducing the queues (5%), more identity checks (4%), more polling booths/more room and privacy (4%) and more staff members (3%).

*“I like the iVote thing, if we knew more about iVote so that everyone could vote online that would be good.” - Core telephone survey respondent*

*“I think that they could improve the voting system by making it that you have to show identification when you vote.” - Core telephone survey respondent*

*“Less queues, could be improved with online voting.” - Core telephone survey respondent*

*“More booths available at my venue have the booths spread out for privacy.” - Core telephone survey respondent*

### 7.3.5 Privacy and security

Almost all in-person voters interviewed in the core telephone survey were satisfied with their privacy while filling out their ballot paper. Seventy percent were very satisfied, and a further quarter of these voters were fairly satisfied (25%). Only three percent were dissatisfied.

**Table 33: Core survey – Satisfaction with privacy**

Core telephone survey	
Very satisfied	70%
Fairly satisfied	25%
Neither satisfied nor dissatisfied	2%
Fairly dissatisfied	2%
Very dissatisfied	1%
Don't know	0%
<i>Core telephone survey, In-person voters, (n=1,036)</i>	
<i>Q17. Were you satisfied or dissatisfied with your privacy when you were filling out your ballot paper?</i>	

Older respondents were less concerned with privacy issues. They were more likely to be satisfied with their privacy (98% of those over 65 were satisfied) compared with those aged 25-34 (93%).

Around two-thirds of in-person voters realised they used a pen to fill out their ballot paper (63%), whereas around a quarter thought they had used a pencil (23%). Fourteen percent could not recall whether they used a pen or pencil (14% don't know).

Younger respondents were more likely to notice that they used a pen to fill out their ballot paper (89% of those aged under 25) compared to older respondents (49%-63% of those aged over 35). Respondents living in metro areas were also more likely to notice the pen (66%) compared to those in regional areas (57%).

CALD respondents were more likely to notice they used a pen (76%) compared with non-CALD (60%).

Among those who realised they used a pen in the core survey, more than half said using a pen rather than a pencil made them more confident about the security of their vote, either a lot more or a little more (40% and 16%, respectively). On the other hand, 40% said it made no difference.

**Table 34: Core survey – Confidence with security of voting with a pen**

Core telephone survey	
A lot more confident	40%
A little more confident	16%
No difference	40%
A little less confident	1%
A lot less confident	0%
Don't know	3%
<i>Core telephone survey, In-person voters who knew they used a pen (n=642)</i>	
<i>Q19. Did using a pen to complete your ballot paper, rather than a pencil, make you more or less confident about the security of your vote</i>	

Respondents over 65 were more likely to feel confident (66%) than those 35-44 (48%).

### 7.3.6 Satisfaction with polling place facilities

Almost all in-person voters interviewed in the core telephone survey were satisfied with the facilities of their polling place. Around three-quarters were very satisfied (72%) and 24% were fairly satisfied. Only three percent were dissatisfied.

**Table 35: Core survey – Satisfaction with the facilities at the polling place**

Core telephone survey	
Very satisfied	72%
Fairly satisfied	24%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	2%
Very dissatisfied	1%
Don't know	0%
<i>Core telephone survey, In-person voters (n=1,036)</i>	
<i>Q20. Overall, were you satisfied or dissatisfied with the facilities of the polling place where you voted?</i>	

## 7.4 Pre-poll voting

### 7.4.1 Reasons for pre-polling

Among those who used a method other than voting in-person on Election Day in the core survey, around one-quarter were outside of the state on Election Day (23%), and a further one in ten were in NSW but more than 8km from a polling place (10%). Fifteen percent said they had other commitments on Election Day, and 12% said it was easier and more convenient for them to vote by an alternative method. Ten percent were working on Election Day and unable to get to a polling place, while 11% either had a disability or were caring for someone who couldn't get to a polling place on Election Day (7% and 4% respectively).

**Table 36: Core survey – Reason for not voting in person on Election Day**

<b>Core telephone survey</b>	
I was not in NSW on Election Day	23%
I had other commitments on Election Day	15%
It was easier and more convenient	12%
I was more than 8km from a polling place on Election Day (but in NSW)	10%
I was working on Election Day and could not get to a polling place	10%
I have a disability	7%
I was caring for a person and could not get to a polling place on Election Day	4%
I was ill, infirm or pregnant	2%
I wanted to avoid the Election Day queues/crowds/canvassers	1%
I was helping a relative/friend who could not vote on Election Day	1%
I'd rather not say	1%
I was hospitalised	1%
Other	13%
Don't know	0%

*Core telephone survey, respondents who didn't vote in-person on Election Day (n=286)*  
 Q11. What is the main reason you voted by another method rather than in-person on Election Day?

Respondents aged 35-44 were most likely to indicate that they were working on Election Day and could not get to a polling place (33%), compared to 10% overall.

Those who wanted more information about voting early in the core survey, would prefer to receive this information via email (50%) or direct mail (45%).

**Table 37: Core survey – Information about voting early**

<b>Core telephone survey</b>	
Brochure/direct mail/letter/leaflet sent to my home address by the NSW Electoral Commission	45%
Emailed to me	50%
Mass media – TV advertising	23%
Mass media – online	23%
Mass media - Newspapers	13%
Mass media – Radio	4%
NSW Electoral Commission website	4%
Social media	9%
Other	4%
Don't know	4%

*Core telephone survey, respondents who wanted more information (n=22)*  
 Q38. How would you have liked to receive this information? About voting early

The results in the pre-poll survey were slightly different, with 32% indicating they would be working on Election Day, 27% were going to be more than 8km from a polling place and 18% out of NSW. Just over one in ten thought that it would be easier or more convenient to pre-poll or had other commitments on Election Day (both 13%) or wanted to avoid crowds (10%).

### 7.4.2 Previous experience of pre-polling

For around two-fifths of respondents in the pre-poll survey, this was the first Election at which they had voted early (40%). The remaining three-fifths had voted early in previous Elections.

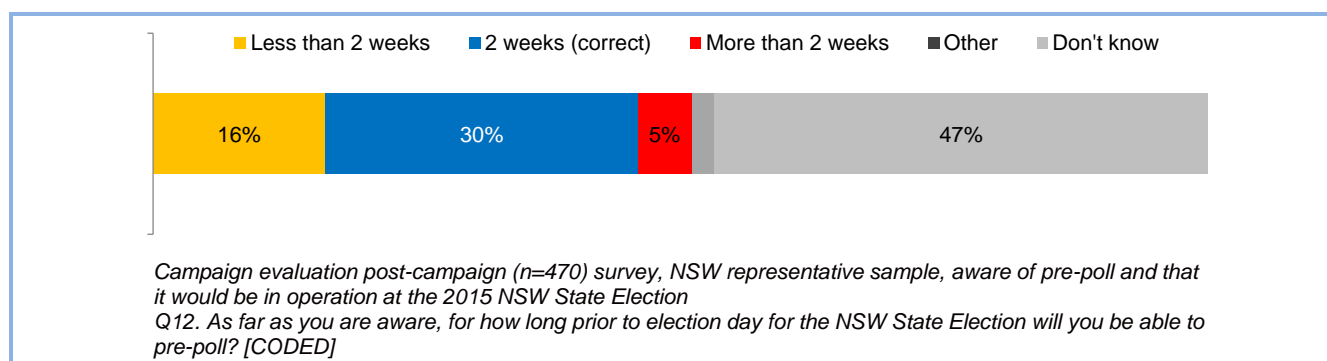
### 7.4.3 When decided to pre-poll

Around two-fifths of respondents in the pre-poll survey had made their decision to vote early in the week leading up to their voting (42%). A quarter had decided on the day (25%), and one-fifth in the week prior (21%).

### 7.4.4 Knowledge of pre-polling period

Prior to Election Day, among those aware that pre-polling would be in operation at the Election in the campaign evaluation survey, there was low awareness of how long prior to Election Day voters would be able to pre-poll. Around half of respondents did not know how long this would be (47%), and less than one-third correctly identified this duration as two weeks (30%). Sixteen percent thought it was less than two weeks, and 5% more than two weeks.

**Figure 17: Campaign evaluation – Pre-poll duration**



Those from culturally and linguistically diverse backgrounds were more likely to think the duration was less than two weeks than non-CALD respondents (29% compared with 15%; campaign evaluation survey). As Table 38 below shows, while among those aware of pre-polling, seeing or hearing the campaign did not appear to significantly impact awareness of the correct duration of pre-polling, it did appear to increase confidence in their perceived duration, given the lower prevalence of 'don't know' responses (39% among those who had seen or heard the campaign compared with 52% of those who had not).

**Table 38: Campaign evaluation – Campaign impact on knowledge of pre-poll dates**

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Less than 2 weeks	13%	16%	13%	14%	14%	21%
2 weeks (correct)	22%	29%	22%	28%	28%	31%
More than 2 weeks	9%	5%	9%	4%	4%	7%
Don't know	55%	47%	55%	52%	52%	39% ↓

*Campaign evaluation benchmark (n=229) and post-campaign (n=470) surveys, NSW representative sample, aware of pre-poll and that it would be in operation at the 2015 NSW State Election*  
 Q12. As far as you are aware, for how long prior to Election Day for the NSW State Election will you be able to pre-poll? [CODED]

On the other hand, among metropolitan respondents only, those who had seen or heard the campaign were significantly more likely to think the duration was either less than 2 weeks (26% among those who had seen or heard the campaign compared with 15%) or more than 2 weeks (9% compared with 3%), without any significant change in the proportion of those who identified the duration correctly as 2 weeks.

### 7.4.5 Ease of pre-polling

Pre-poll survey respondents typically found voting easy, with three-quarters saying they found it very easy (75%) and a further one-fifth fairly easy (20%). Only three per cent found it difficult.

### 7.4.6 Improvement to pre-poll

Over half of pre-poll respondents felt that there was nothing that could be improved or did not know what could be improved.

Suggestions for improvements focused on online voting options (9%), larger polling places (7%), more staff (5%), better parking (5%) and better advertisements (4%).

*“Couldn't find it online - could have been better advertised with location. Could have bigger icons to find it. Signage at town hall could be better. Online - call out more for young ones and making the candidates more available at the town hall a month before, more voting online. Future voting on line so you can get an idea of how it's going” - **Core telephone survey respondent***

*“More advertising about when it's open and locations” - **Core telephone survey respondent***

*“More parking. Bigger venue. Not enough space to walk” - **Core telephone survey respondent***

*“More staff at the absentee section. It took ages. Only one person working there.” - **Core telephone survey respondent***

*“Provision of more disabled parking, more chairs for the elderly and disabled” - **Core telephone survey respondent***

*“Should be able to vote online no matter where you are” - **Core telephone survey respondent***

**Table 39: Improvements to pre-poll**

<b>Pre-poll survey</b>	
Online electronic voting	9%
Bigger / larger room venue space, larger setup / too cramped squashed small	7%
More staff more assistance / so it's quicker	5%
Better / more parking	5%
Advertise better awareness of pre polling addresses locations venue / I went to previous incorrect location	4%
More locations	4%
Better safer location / too close to main road / busy street / easier to find / closer to transport shops	3%
Door person to guide people / confusing complicated, more organised / better signage instructions	3%
Crowded cramped congested queues	3%
Other mentions	3%
More advertising / inform awareness of pre polling	3%
Don't know	34%
Nothing	22%
<i>Pre-poll survey, total sample, base (n=468)</i>	
<i>Q11. How, if at all, do you think pre-polling could be improved?</i>	

## 7.5 Postal

### 7.5.1 Postal vote application form

Of postal voters in the core survey, around half had their forms sent to them automatically (45%). Nine percent received theirs from a political party and seven per cent completed the application process online. Of the latter group, all were very satisfied with the application process.

**Table 40: Core survey – Postal vote application form**

<b>Core telephone survey</b>	
Forms sent automatically	45%
Political party letter/flyer/representative etc.	9%
Completed online application process	7%
Downloaded application form on NSW Electoral Commission website	6%
Called the NSW Electoral Commission	5%
Friend/Family member/Neighbour	4%
Other	20%
Don't know	4%
<i>Core telephone survey, Postal voters (n=55)</i>	
<i>Q32. You mentioned you cast a postal vote. Where did you get your postal vote application form?</i>	

Respondents in the core survey who wanted more information about postal voting would prefer this information sent via direct mail (59%) to their home.

**Table 41: Core survey – Information about postal voting**

Core telephone survey	
	n
Brochure/direct mail/letter/leaflet sent to my home address by the NSW Electoral Commission	6
Emailed to me	2
Mass media – TV advertising	1
Mass media – online	1
Mass media - Newspapers	2
Mass media – Radio	0
NSW Electoral Commission website	0
Social media	0
Other	0
Don't know	0

*Core telephone survey, respondents who wanted more information (n=10)*  
 Q38. How would you have liked to receive this information? About postal voting

## 7.5.2

### 7.5.3 Satisfaction with postal voting service

Almost all postal voters in the core survey were satisfied with the service overall. Around three-quarters were very satisfied (73%) and a further fifth were fairly satisfied (20%). Only six per cent were dissatisfied.

**Table 42: Core survey – Satisfaction with postal voting**

Core telephone survey	
Very satisfied	73%
Fairly satisfied	22%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	2%
Very dissatisfied	4%
Don't know	0%

*Core telephone survey, postal voters (n=55)*  
 Q34. Taking everything into account, were you satisfied or dissatisfied with the postal voting service?

## 7.6 iVote

This section presents findings for the core telephone survey, the campaign evaluation survey, the representative telephone iVote survey and consultative online iVote survey. As stated in the Methodology section, the results for the telephone surveys should be used as the primary indicator and the latter as simply supportive evidence or alternatively a reflection of the views of those most engaged with the subject matter.

### 7.6.1 Awareness of iVote

In the core telephone survey, among those who did not use iVote, around two-fifths were aware of the system (38%).



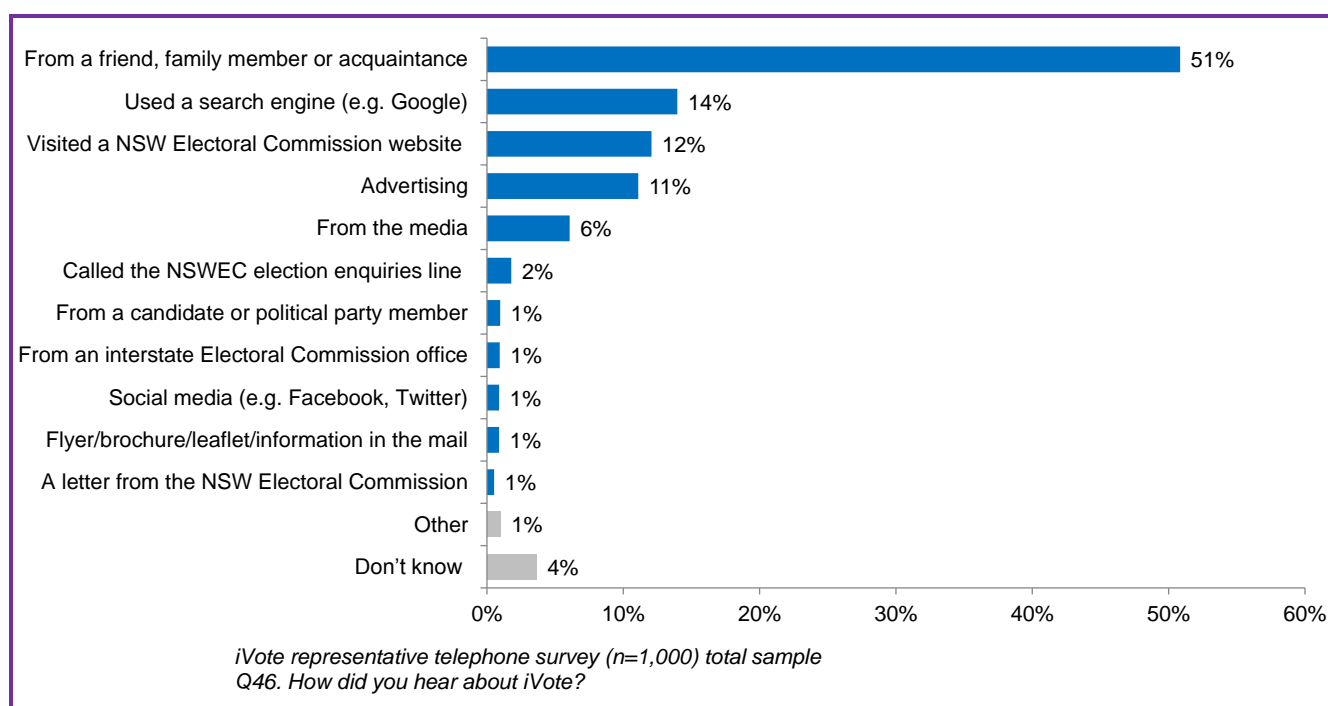
**Table 43: Core survey – Awareness of iVote**

Core telephone survey	
Yes	38%
No	61%
Don't know	0%
<i>Core telephone survey, Non-iVote users (n=1,125)</i>	
<i>Q21. Have you heard of iVote?</i>	

Respondents without disabilities were more likely to have heard of iVote (40%; core survey) than those with disabilities or vision impairment (28%).

In the iVote representative telephone survey, more than half of respondents who had used iVote heard about it through family or friends (51%), 13% had found out about it using a search engine and 12% had heard about it from the NSW Electoral Commission website. One in ten had heard about it from advertising (11%) and a further 6% from the media.

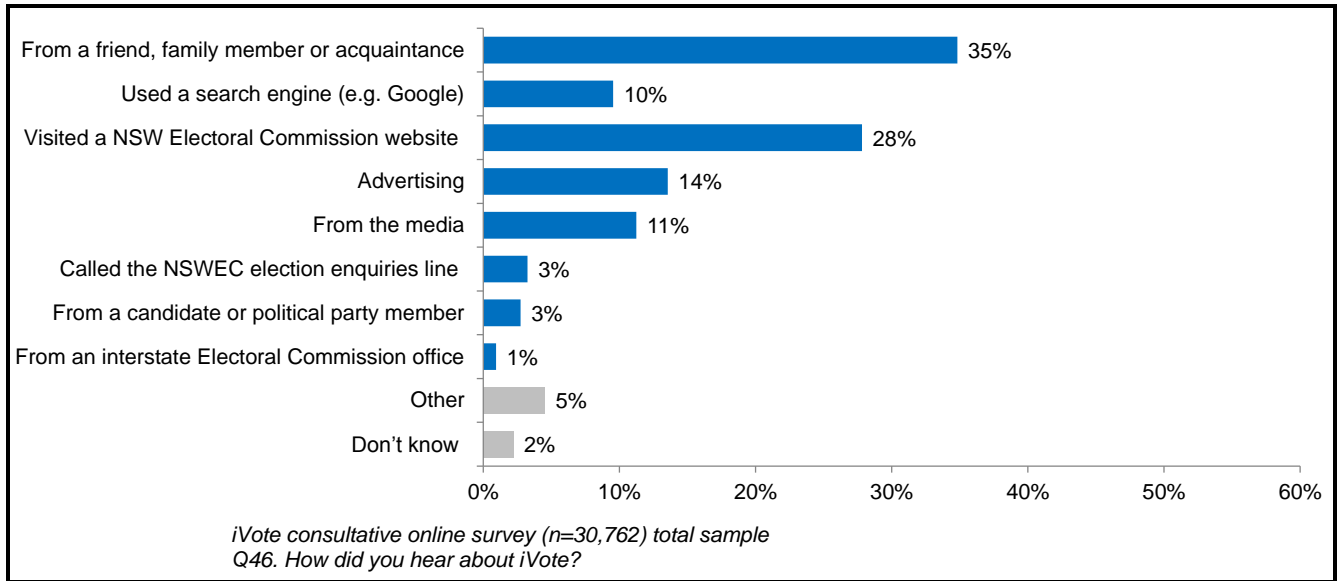
**Figure 18: iVote telephone survey – Source of awareness of iVote**



Younger respondents (aged 18-34) were more likely to have heard about iVote from family or friends (66% of those aged 18-24 and 61% of those aged 25-34) than older respondents (39% of those aged 45-54 and 36% of those over 65). On the other hand, older respondents (aged over 65) were more likely to have seen advertising (16%) than those aged 18-24 (5%).

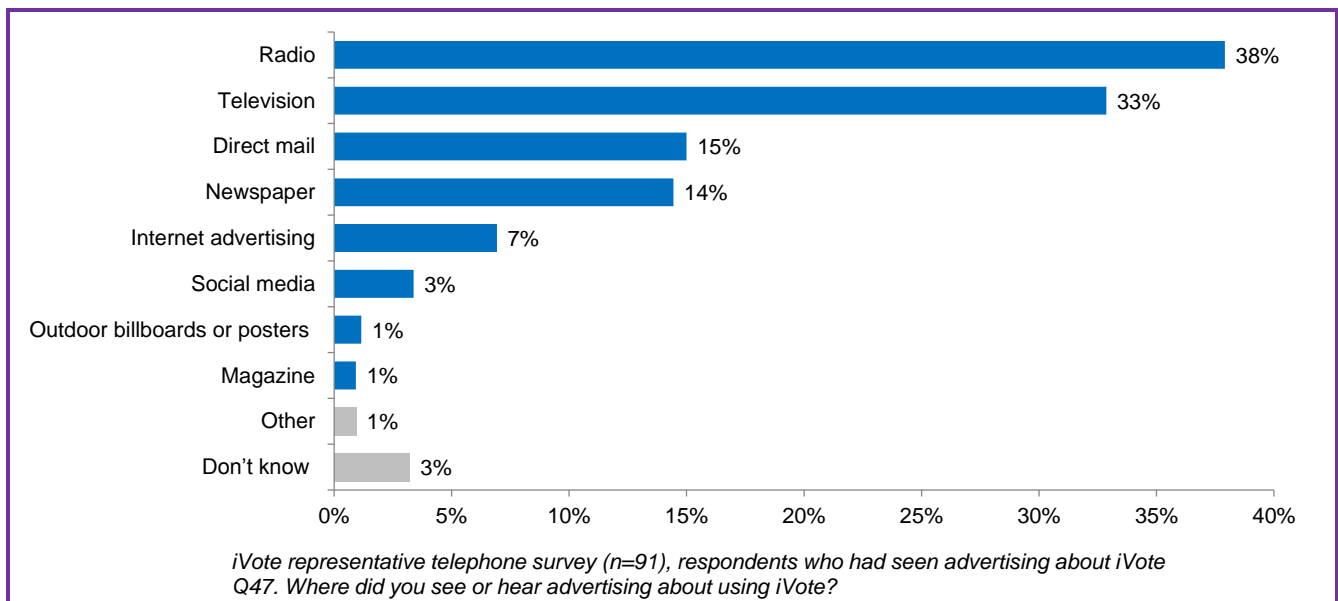
The results of the iVote consultative online survey differed substantially from those of the telephone survey; respondents had most commonly heard about iVote from a friend or family member (35%), through the Electoral Commission website (28%) or through advertising (14%) and media (11%).

**Figure 19: iVote online survey – Source of awareness of iVote**



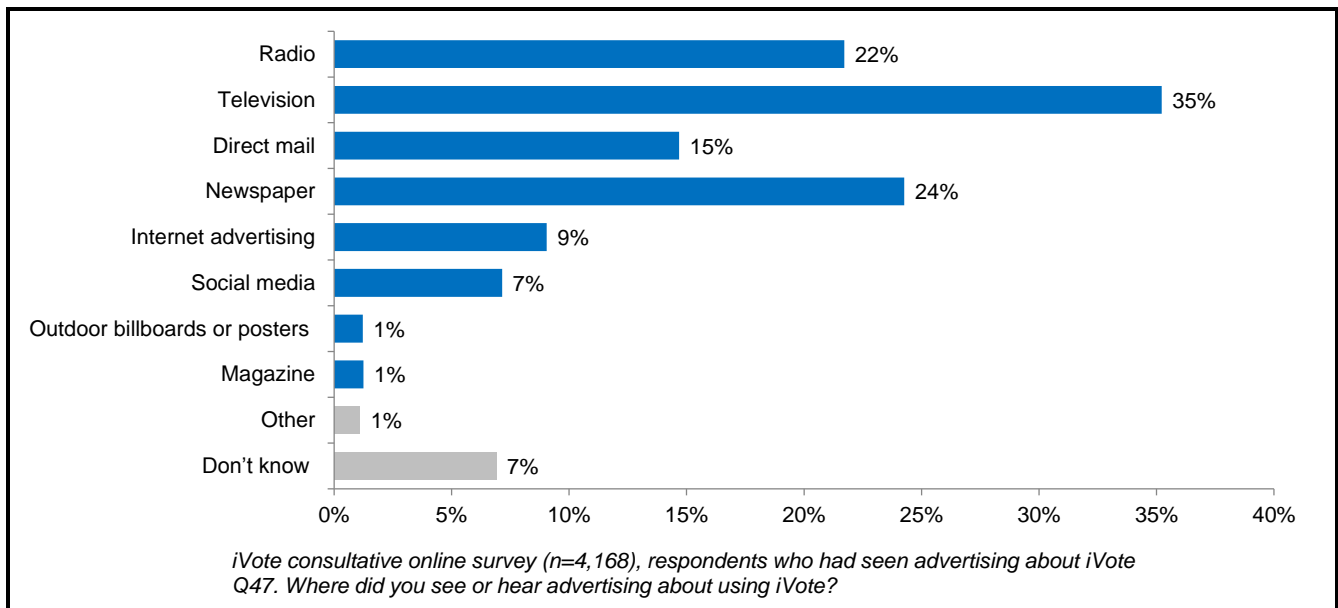
Most respondents who had seen or heard advertising about iVote in the iVote representative telephone survey had done so via radio (38%) or television (33%). Fifteen percent had received direct mail about iVote and 14% had seen advertising in print.

**Figure 20: iVote telephone survey – Recall of advertising about iVote**



In the iVote consultative online survey, a third of respondents had seen television advertising (35%), 24% had seen advertising in the newspaper and 22% had heard about it on the radio.

Figure 21: iVote online survey – Recall of advertising about iVote



The qualitative research with iVote users revealed it was fairly common for them to discover the system unintentionally, such as when preparing for the Election generally or searching for information about other alternative methods to voting in-person. For example, a number of participants learned of iVote via links on NSW Electoral Commission websites when updating their enrolment details or looking for pre-polling and postal voting information. These participants suggested that they would have been unlikely to find out about iVote otherwise.

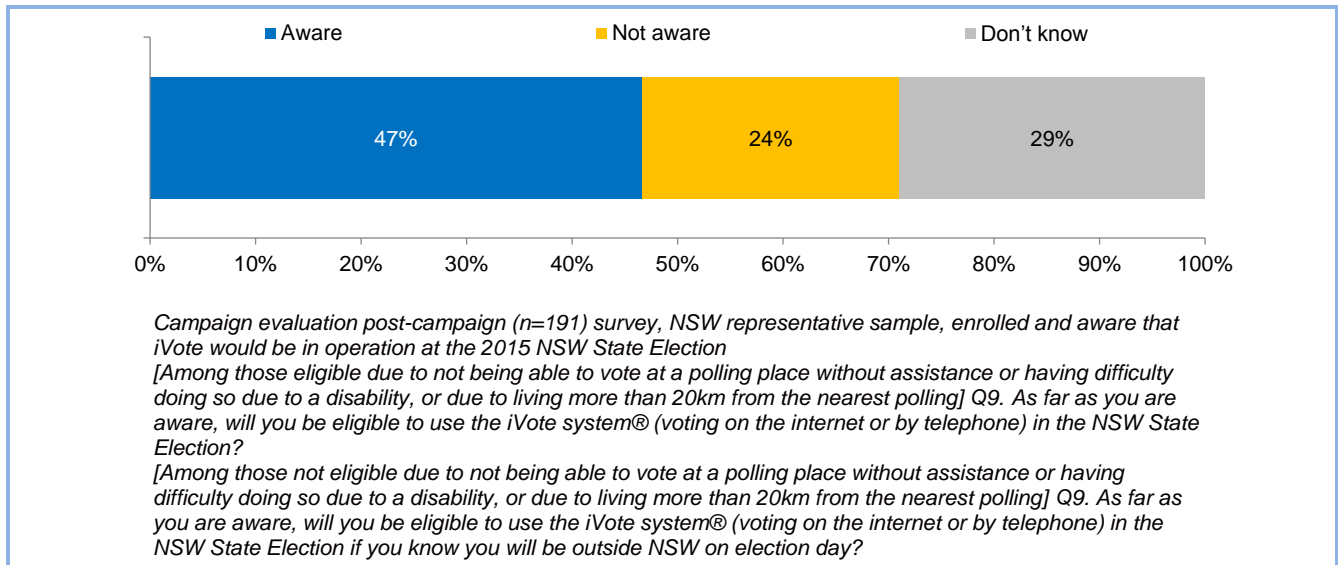
Following on from this, there were suggestions for the NSW Electoral Commission to conduct wider scale advertising of iVote in order to increase awareness of the system. These suggestions included advertising through television, as well as email and SMS to relevant electors.

*“They should have ads running on TV every 30 seconds...that’s not a bad way to do it.” – iVote in-depth interviews participant*

Thirty-six respondents in the core telephone survey were eligible for iVote due to not being able to vote at a polling place without assistance, having difficulty doing so due to a disability, or due to living more than 20km from the nearest polling. Of these, twenty-four were aware that they were eligible for iVote, while four believed they were not eligible.

As Figure 22 shows, in the campaign evaluation survey, of those respondents who were not eligible for the above criteria, but were aware of iVote, around half knew that they would be eligible for iVote if they were outside of NSW on Election Day (47%), while around a quarter thought they would not be eligible (24%). A quarter did not know whether they would be eligible or not (29%).

**Figure 22: Campaign evaluation – Awareness of iVote eligibility requirements among those not eligible according to assistance, disability and distance from polling place criteria**



Among those aware of iVote overall (both eligible and not eligible for the above reasons), seeing or hearing the advertising campaign did not appear to significantly impact on their awareness of the eligibility requirements. A significant campaign effect was not observed among either those eligible or those ineligible.

**Table 44: Campaign evaluation – Campaign impact on awareness of eligibility for iVote**

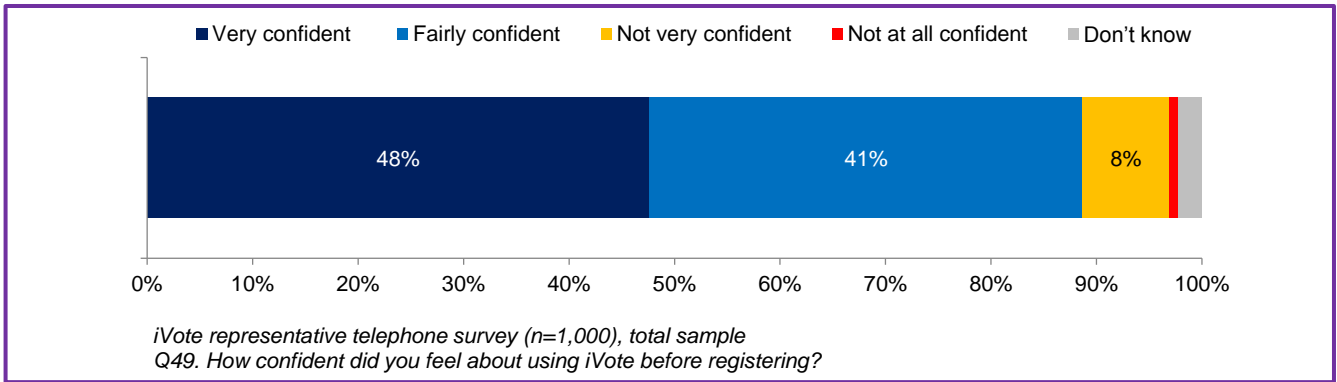
	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Aware	34%	51%	34%	48%	48%	53%
Not aware	15%	22%	15%	22%	22%	21%
Don't know	51%	28%	51%	30%	30%	25%

*Campaign evaluation benchmark (n=20) and post-campaign (n=191) surveys, NSW representative sample, enrolled and aware that iVote would be in operation at the 2015 NSW State Election*  
*[Among those eligible due to not being able to vote at a polling place without assistance or having difficulty doing so due to a disability, or due to living more than 20km from the nearest polling] Q9. As far as you are aware, will you be eligible to use the iVote system® (voting on the internet or by telephone) in the NSW State Election?*  
*[Among those not eligible due to not being able to vote at a polling place without assistance or having difficulty doing so due to a disability, or due to living more than 20km from the nearest polling] Q9. As far as you are aware, will you be eligible to use the iVote system® (voting on the internet or by telephone) in the NSW State Election if you know you will be outside NSW on Election Day?*

Although there were no significant differences between the different mediums (print, TV, radio and Facebook), the proportion of respondents who were aware of their eligibility for iVote was higher among those who had heard the radio, seen print or Facebook posts (60%, 79% and 63% respectively, compared with 49% of those who had not heard/seen these).

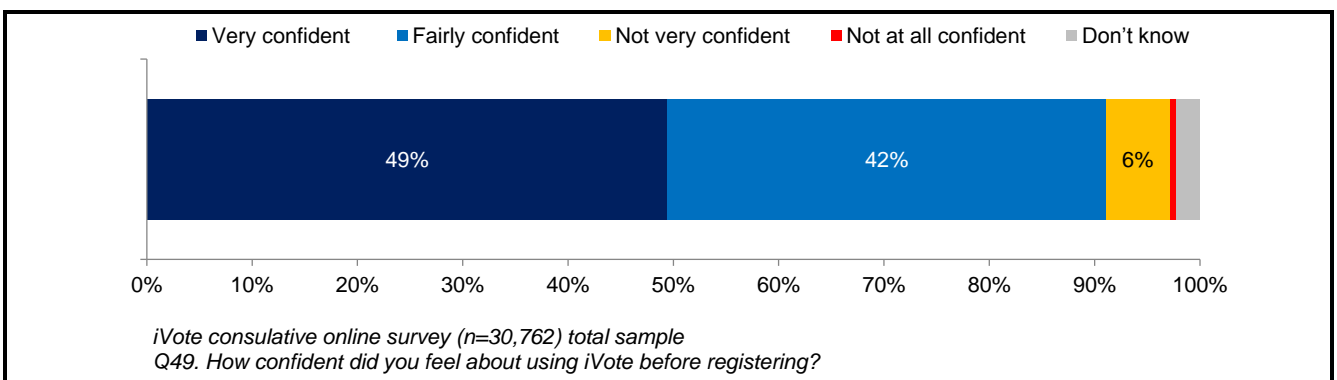
In the iVote representative telephone survey, almost all respondents felt confident about using iVote before they registered (48% very and 41% fairly confident). Three percent were not very confident.

**Figure 23: iVote telephone survey – Confidence in using iVote**



Similarly in iVote online survey, 49% were very confident, 42% fairly confident and 6% not very confident.

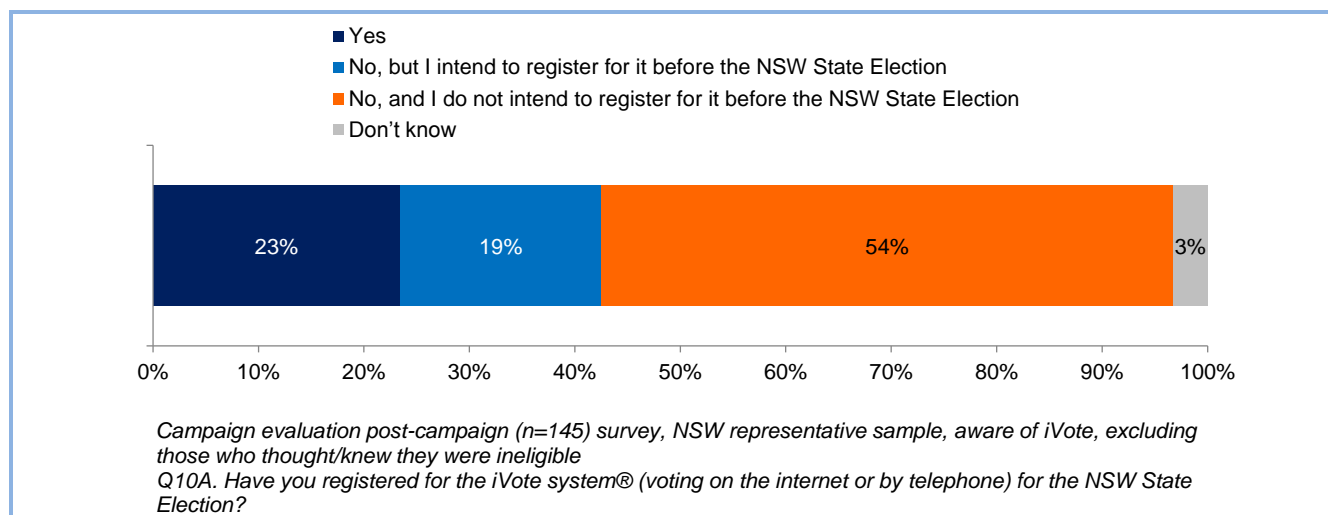
**Figure 24: iVote online survey – Confidence in using iVote**



## 7.6.2 iVote registration

Prior to Election Day, around a quarter of those aware of iVote in the campaign evaluation survey (excluding those who thought/knew they were ineligible) had registered for it (23%) and a further one in five intended to do so (19%). Of the thirty-two respondents in this group who were eligible according to assistance, disability or distance criteria, twelve had registered and an additional eleven intended to do so, while seven did not intend to do so. On the other hand, among those respondents not eligible for these reasons, more than three-fifths did not intend to register (62%), while 15% had registered and a further 19% intended to do so.

**Figure 25: Campaign evaluation – Registration for iVote**



Of those aware of iVote in the core survey, 3% had registered to use it but then either voted by another method or did not vote.

**Table 45: Core survey – Registration for iVote**

Core telephone survey	
Yes, I registered online	3%
Yes, I registered by phone	1%
No	97%
Don't know	0%

*Core telephone survey, Eligible for iVote but didn't use, (n=432)  
Q22. Did you register to use iVote for the NSW State Election on March 28?*

In the core survey, respondents who were eligible but did not use iVote, did so because around a quarter preferred to vote in a way they were more familiar with (23%), and almost one in five did not know they were eligible (19%).

**Table 46: Core survey – Reason for not using iVote**

Core telephone survey	
Voted in person/pre-poll/postal instead	28%
Didn't know I was eligible	25%
Prefer to vote in a way I'm familiar with	23%
I was only made aware of iVote on the day or after the Election	8%
Couldn't be bothered	5%
Don't trust technology assisted voting	5%
Didn't know how	3%
Don't trust the internet	3%
Don't have access to a computer	3%
Registration process was too complicated/long/inconvenient	2%
Didn't understand the registration process	2%
Other	4%
Don't know	1%

*Core telephone survey, Eligible for iVote but did not register, (n=418)  
Q23. Why not?*

Respondents aged over 65 were more likely to say that they didn't register for iVote because they did not have a computer (7%; core survey) or did not trust the internet (6%).

When asked how iVote could be improved, over half of respondents (52%) thought there was nothing in the iVote system that could be made better, a quarter (23%) mentioned that IT and technological issues need to be addressed and seven per cent felt that the system could be made more secure. Seventeen percent thought that it could be improved by being open to all voters, not just those out of the state or with a disability.

Respondents who would have liked more information on iVote in the core survey wanted to receive this via direct mail (52%) or email (40%).

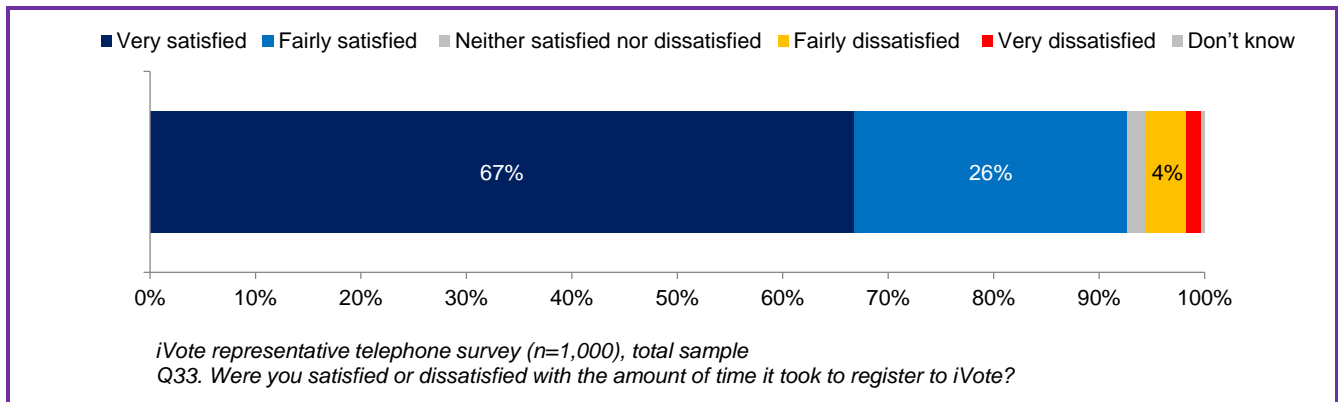
**Table 47: Core survey – Information about iVote**

Core telephone survey	
Brochure/direct mail/letter/leaflet sent to my home address by the NSW Electoral Commission	52%
Emailed to me	40%
Mass media – TV advertising	27%
Mass media – online	19%
Mass media - Newspapers	15%
Mass media – Radio	8%
NSW Electoral Commission website	6%
Social media	7%
Other	8%
Don't know	0%

*Core telephone survey, respondents who wanted more information (n=85)  
Q38. How would you have liked to receive this information? On iVote*

In the iVote representative telephone survey, almost all respondents were satisfied with the amount of time it took to register (93% satisfied), with two-thirds very satisfied (67%) and one-quarter fairly satisfied (26%). Five percent were dissatisfied.

**Figure 26: iVote telephone survey – Satisfaction with the time taken to vote**

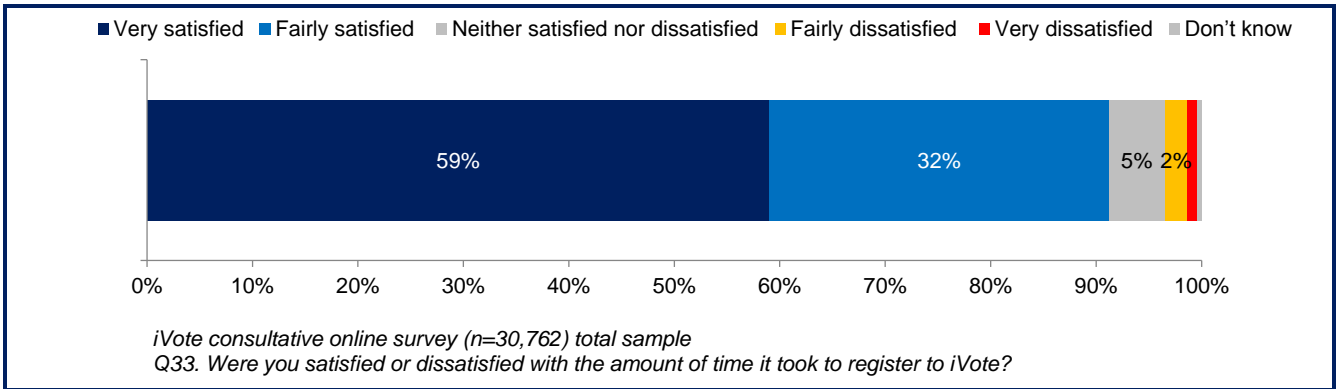


Higher satisfaction levels were related to shorter registration times. Among those who were very satisfied, a higher proportion had taken less than 5 minutes to register for iVote (63% compared with 52% overall), while those who were dissatisfied were more likely to have taken upwards of 30 minutes (28% compared with 3% overall).

In the iVote online survey, 59% were very satisfied with the time it took to register for iVote, a further third were fairly satisfied (32%), whereas 3% were dissatisfied.

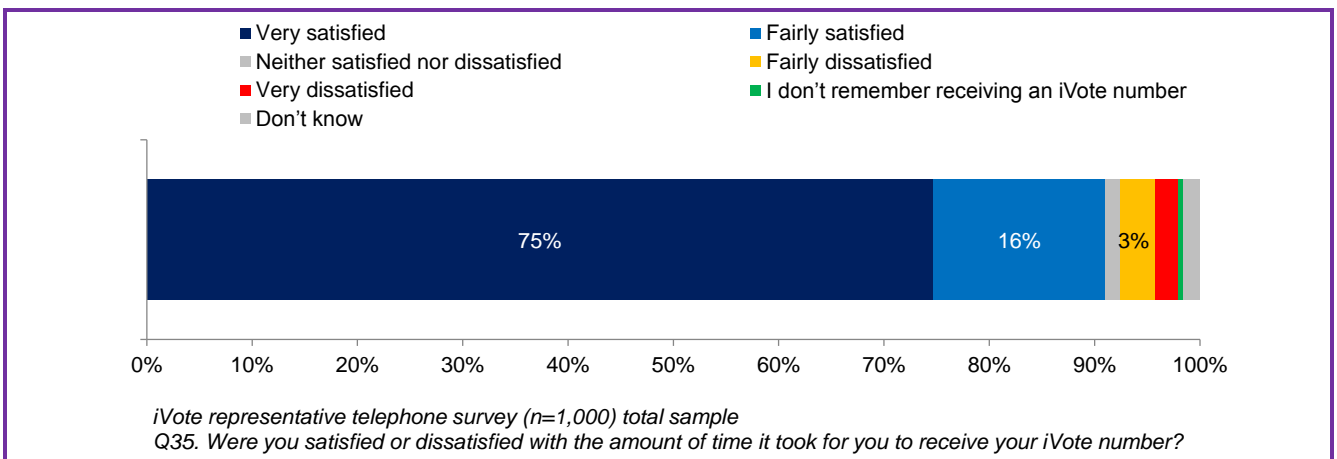


**Figure 27: iVote online survey – Satisfaction with time taken to vote**



Nine in ten respondents in the iVote telephone survey were satisfied with the time it took to receive an iVote number (91%), with three-quarters very satisfied (75%). Six percent were dissatisfied.

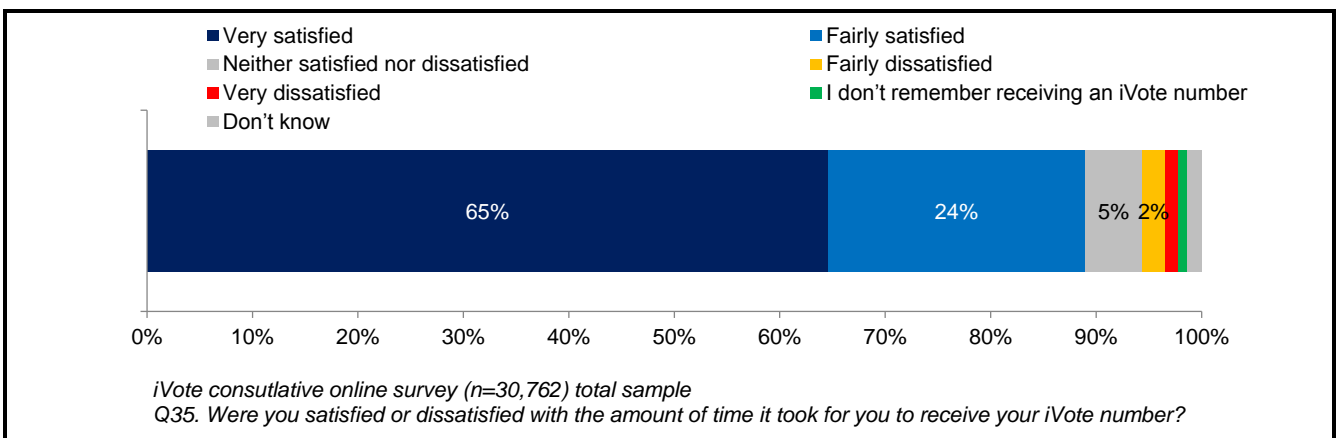
**Figure 28: iVote telephone survey – Satisfaction with time taken to receive iVote number**



For 10% of respondents in the iVote telephone survey, it took less than 2 minutes to register for iVote. For 43%, it took 3-5 minutes. It took longer than 10 minutes to register for 17% of respondents.

In the iVote consultative online survey, two-thirds were very satisfied with the amount of time taken to receive their iVote number (65%) and a further quarter were fairly satisfied (24%). Three percent were dissatisfied.

**Figure 29: iVote online survey – Satisfaction with time taken to receive iVote number**



A quarter of respondents in the online survey received their iVote number in less than 5 minutes (26%), for 13% it took 5-30 minutes and for 17% of respondents it took longer than half an hour. Four in ten did not know how long it took.

Four in ten respondents received their iVote number in less than 2 minutes (40%). For a further 18% it took 3-5 minutes. For 15% it took more than half an hour. Sixteen percent (16%) did not know or couldn't remember how long it took to receive their iVote number.

While participants in the qualitative research were generally satisfied with the time it took to receive their iVote number, a handful felt that this had taken longer to arrive than they had expected. This appeared to be a particularly common experience among iVote users who had requested their number by telephone call, for example those who lived outside of stable mobile phone reception. These participants thought that the website had not made it sufficiently clear how long they would need to wait.

*"I didn't realise when it asked for a verification number that it would take so long to get...I put the phone next to the bed after registering...I waited up that night for another hour or two for the number...I sat there twiddling my thumbs waiting for the call to come"* – **iVote in-depth interview participant**

This complaint was also made by one participant who opted for SMS delivery. Her feedback, echoed by several other participants, was that instant delivery of codes, for example by banks when validating money transfers, had set high expectations for the speed at which they would receive their iVote number. Again, the main issue was not necessarily the time taken to deliver the code, but more the perceived lack of information around this wait time.

*"I guess I probably thought it would be a bit quicker in the way it came through. It's obviously some kind of data verification process I'd assume. But with the internet I think of things being a bit quicker and instant than taking a couple of hours."* – **iVote in-depth interview participant**

*"You know like transferring money they can send the code to your phone straight away."* – **iVote in-depth interview participant**

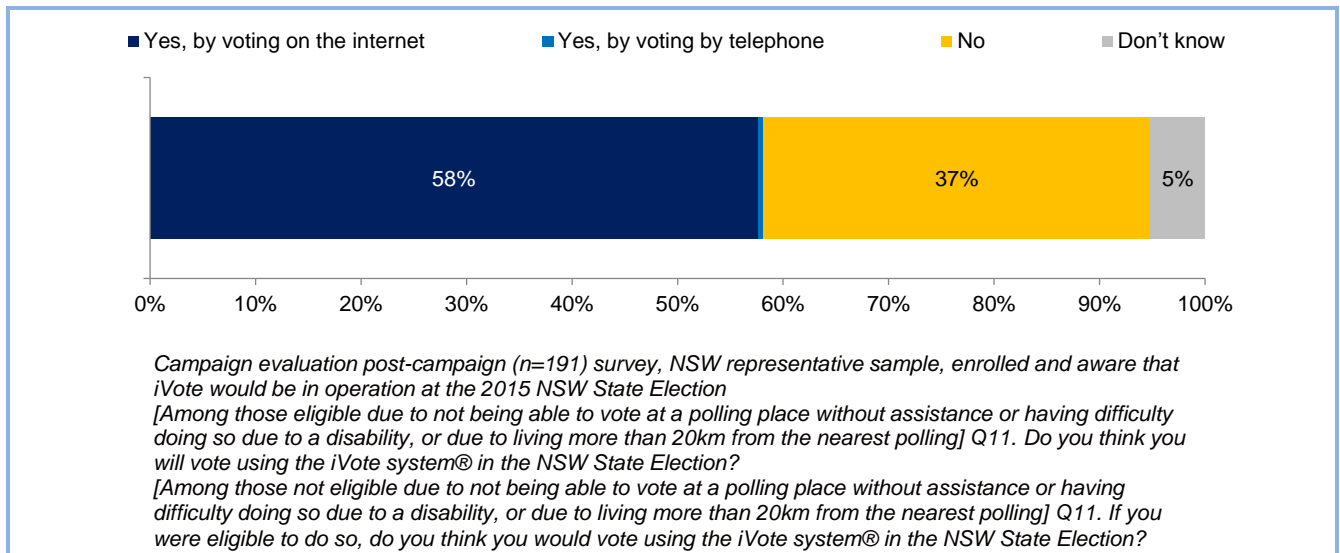
### 7.6.3 Use of iVote

Three percent of respondents had used iVote previously (iVote telephone survey).

Prior to Election Day, of the thirty respondents (in the campaign evaluation survey) who had registered for iVote, twenty had already voted using it and a further six had not yet voted but intended to do so by iVote. Five respondents had not done so and did not intend to do so.

As Figure 30 below shows, of those aware that iVote would be in operation in the campaign evaluation survey, more than half said they would vote using iVote assuming they were eligible to do so (58%), however more than one-third said they would not (37%).

**Figure 30: Campaign evaluation – Intended use of iVote**



Of those eligible due to assistance, disability or distance criteria, 80% said they were going to use iVote, compared with 52% of those not eligible according to this criteria.<sup>21</sup>

Regional respondents appeared less willing to use iVote; with nearly half saying they would not use it (46%). This compares to only three in ten (31%) in metropolitan areas who said this.

As Table 48 shows, among those aware that iVote would be in operation, seeing or hearing the advertising campaign did not appear to significantly impact motivation to use it.

**Table 48: Campaign evaluation – Campaign effect on iVote use**

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Would use	66%	58%	66%	61%	61%	55%
Would not use	25%	37%	25%	33%	33%	41%

*Campaign evaluation benchmark (n=20) and post-campaign (n=191) surveys, NSW representative sample, enrolled and aware that iVote would be in operation at the 2015 NSW State Election*  
*[Among those eligible due to not being able to vote at a polling place without assistance or having difficulty doing so due to a disability, or due to living more than 20km from the nearest polling] Q11. Do you think you will vote using the iVote system® in the NSW State Election?*  
*[Among those not eligible due to not being able to vote at a polling place without assistance or having difficulty doing so due to a disability, or due to living more than 20km from the nearest polling] Q11. If you were eligible to do so, do you think you would vote using the iVote system® in the NSW State Election?*

### Using iVote

In the iVote telephone survey, 97% of those who registered for iVote went on to use it to vote cast their vote via iVote. Ninety-five percent voted on the internet and 2% by phone. Three percent did not vote using iVote.

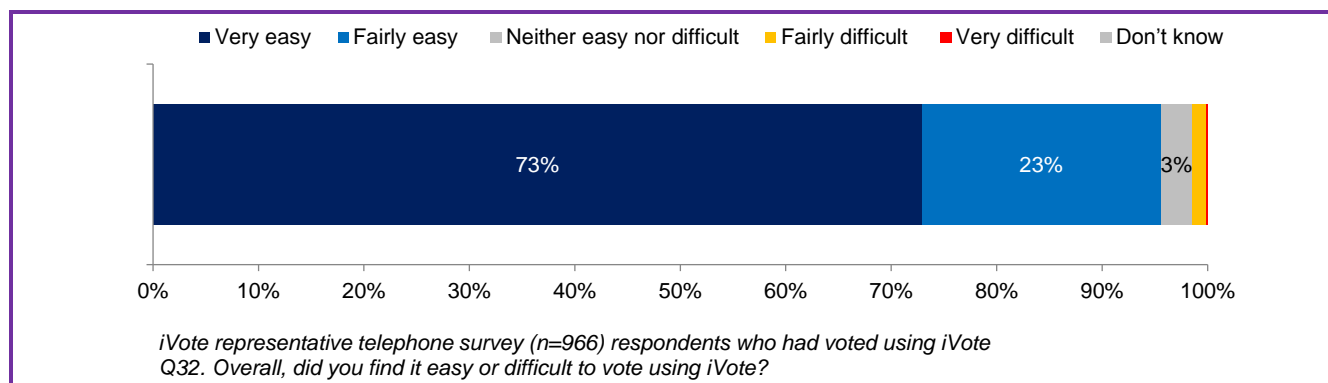
In the iVote online survey, almost half of respondents registered for iVote in less than 10 minutes (48%). For 16% it took 11-30 minutes and 35% could not remember how long it took. 95% of those who registered for iVote voted using the online system, 2% voted by phone and 2% did not use iVote.

Respondents in both surveys generally found the iVote system easy to use.

<sup>21</sup> Note that those eligible for these reasons were asked if they were going to use iVote in the 2015 NSW State Election, while those not eligible for these reasons were asked if they would.

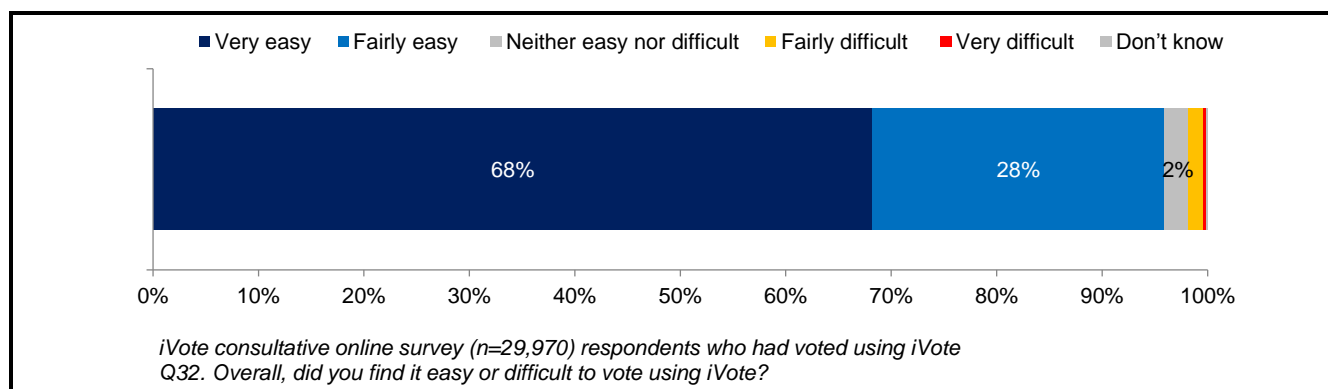
Ninety-six percent of respondents in the iVote telephone survey found it easy to vote using iVote, with around three-quarters finding it very easy (73%). One percent found it difficult.

**Figure 31: iVote telephone survey – Ease of using iVote**



Over two-thirds of respondents (68%) in the iVote online survey found it very easy to vote using iVote, and a further 28% found it fairly easy.

**Figure 32: iVote online survey – Ease of using iVote**



Feedback in the qualitative research typically matched this result. Participants were generally highly satisfied with the ease of navigation, and made positive comments about the website’s layout and design.

*“I had no problems with using iVote.” – iVote in-depth interview participant*

*“I found it quite easy to navigate through.” – iVote in-depth interview participant*

*“Self-explanatory.” – iVote in-depth interview participant*

Positive feedback was also received in relation to the ballot paper itself and selecting the candidate/s participants for whom they wanted to vote. In particular, praise was aimed towards the voting example used and the ability to cast a practice vote beforehand. Some even commented that displaying the ballot paper on their screen was a simpler system than filling out a physical ballot paper at a polling booth. The logistics of scrolling tended not to produce negative reactions.

*“The voting form was perfect and amazing...it was easy to understand, to fill out” – iVote in-depth interview participant*

*“iVote made it very easy...this is how you vote. An example was given. If you want to vote for them, select the party on the top.” – iVote in-depth interview participant*

*“I found it quite easy to be able to click on it and then select the one I wanted to and move on to the next ballot paper.” – iVote in-depth interview participant*

*“I guess with the Senate paper being quite large, being on the screen made it easier than having to battle with a big piece of paper.” – iVote in-depth interview participant*

One participant had used iVote on his mobile phone, and also commented that the website was easy to use and appeared to be appropriately formatted for the smaller screen.

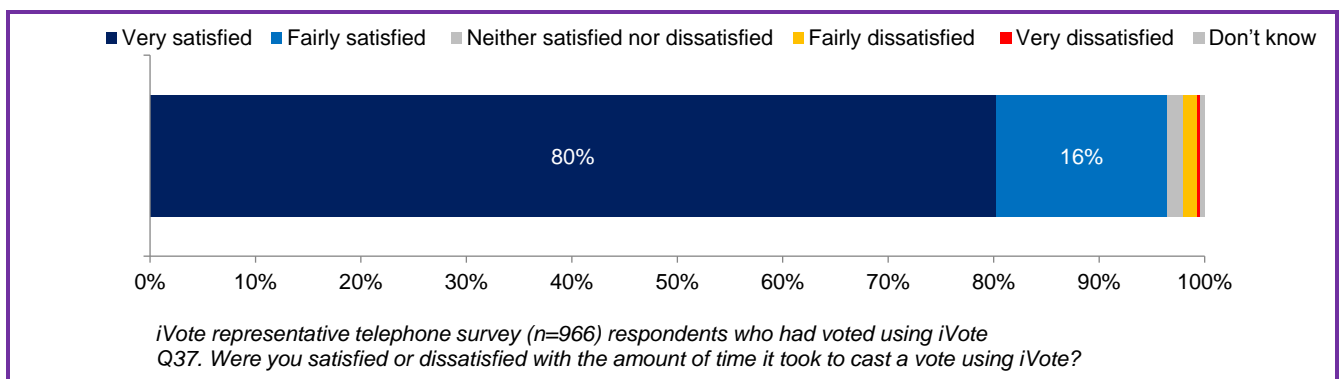
*“The mobile site worked really well...it was formatted to iPhone really well. I was really impressed by how well it displays on your phone.” – iVote in-depth interview participant*

In contrast, though, another participant experienced troubles as a result of voting using his tablet. Specifically, the ballot paper did not appear to be displaying the names of each of the candidates, and the system required him to complete the ballot paper twice as once he attempted to submit his vote, it simply directed him to another blank ballot paper.

### Satisfaction with voting

Respondents in both surveys were generally satisfied with the amount of time it took to vote using iVote. In the iVote telephone survey, almost all respondents (96%) were satisfied with the amount of time it took to cast a vote using iVote, with four-fifths very satisfied (80%). Two percent were dissatisfied.

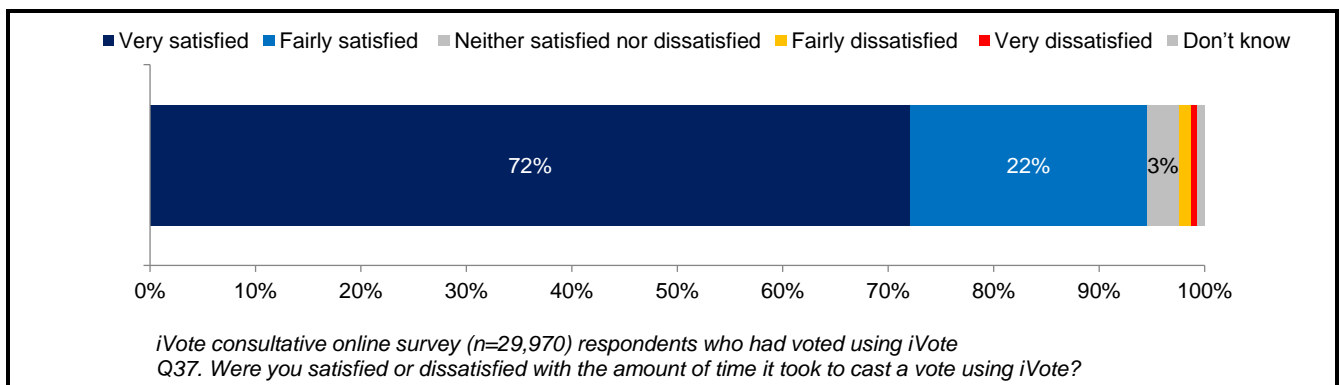
**Figure 33: iVote telephone survey – Satisfaction with time taken to cast a vote**



Two-thirds of respondents (65%) took less than 5 minutes to cast their vote. Twelve percent took more than 10 minutes.

In the iVote consultative online survey, 72% of respondents were very satisfied with the time it took to cast a vote and 22% were fairly satisfied.

**Figure 34: iVote online survey – Satisfaction with time taken to cast a vote**



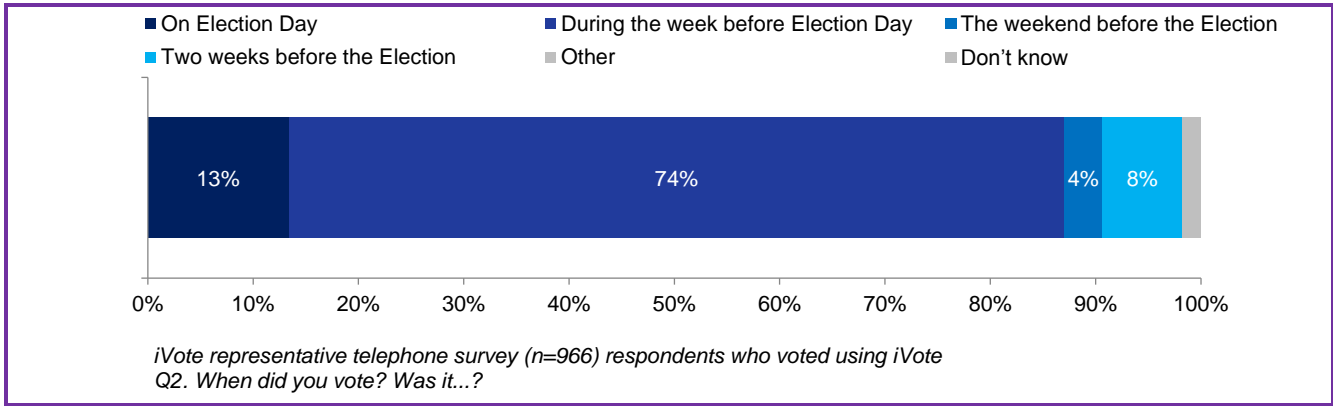
Forty percent of respondents in the online survey took less than 5 minutes to cast their vote. A further 28% took 6-15 minutes and for 9% it took longer.

The latter may be partially explained by comments from one participant in the qualitative research. This elector observed that it took him two hours between logging on and actually being able to cast his vote due to an extreme delay. He made the assumption that this was due to many voters trying to access iVote simultaneously as he was voting the night before the Election, and suggested that the NSW Electoral Commission make efforts to cater for higher demand when iVote is used in the future.

*“I tried to get in and had a lot of problems getting to the screen and finishing. I assumed the server was being overloaded. At 11pm it was fine...registering was all right, all good. Trying to get into the actual form took a long time.” – iVote in-depth interview participant*

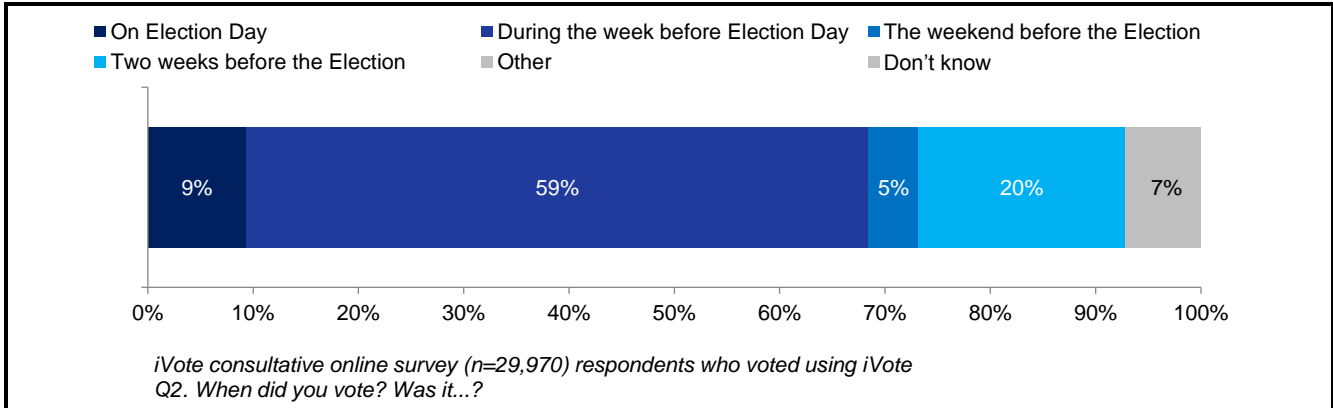
The majority of respondents in both surveys voted using iVote during the week before Election Day. Three-quarters of respondents in the iVote representative telephone survey respondents voted using iVote in the week before Election Day (74%), while 13% voted on Election Day. Twelve percent voted either the weekend before or two weeks before Election Day.

**Figure 35: iVote telephone survey – Time of voting**



In the iVote online survey, 59% voted during the week before Election Day, 9% on Election Day and 20% two weeks before Election Day.

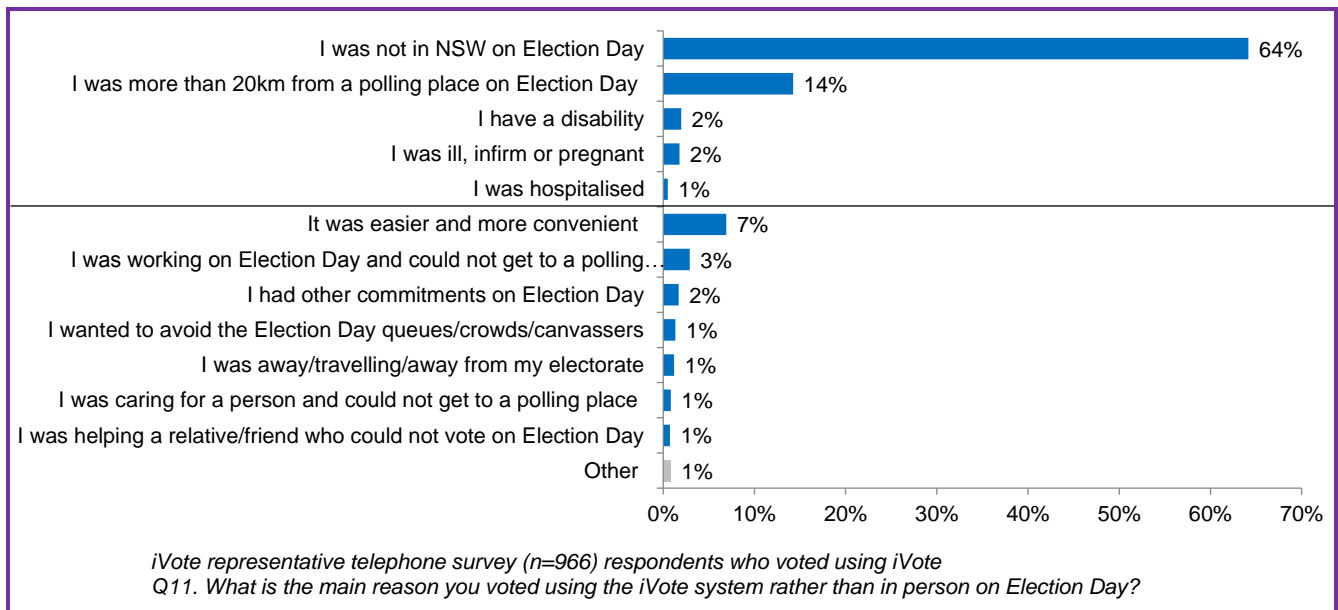
**Figure 36: iVote online survey – Time of voting**



**Reason for using iVote**

The most common reason for using iVote in both surveys was being out of NSW on Election Day. Almost two-thirds of representative telephone survey respondents used iVote because they were going to be out of NSW on Election Day (64%), and a further 14% were more than 20km from a polling place, but still in NSW.

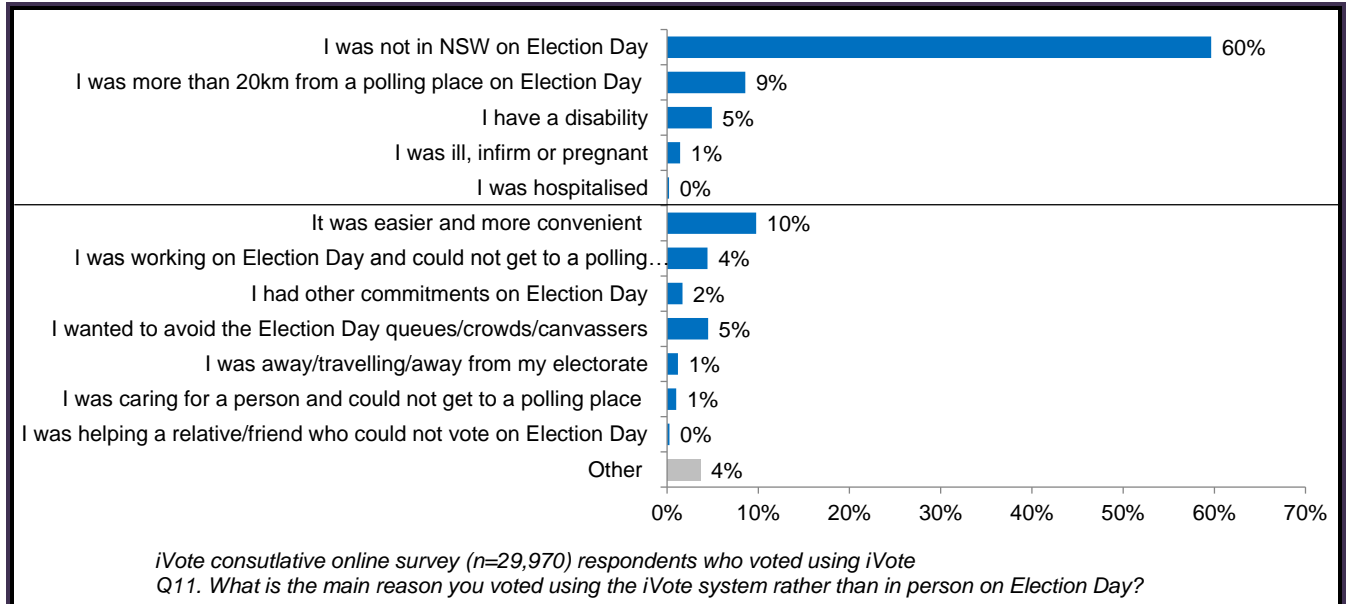
**Figure 3738: iVote telephone survey – Reason for using iVote**



As the figure shows, around 16% of iVote users stated that they used the system for non-eligible reasons, including because it was easier and more convenient (7%) or they were working on Election Day (3%) or had other commitments (2%).

In the iVote online survey, a similar proportion of respondents used iVote because they were not in NSW on Election Day (60%). One in ten used iVote because they were more than 20km from a polling place (9%), or because it was easier and more convenient (10%).

**Figure 39: iVote online survey – Reason for using iVote**



Again, a substantial minority reported using iVote for non-eligible reasons. One in ten said they used it because it was easier and more convenient (10%) and around one in twenty because they were working on Election Day (4%) or had other commitments (2%). In addition, 5% stated they wanted to avoid queues, crowds or canvassers.



The qualitative research confirmed these findings in that several participants used iVote despite not being eligible. Some did not realise they were ineligible; however a number were conscious of this but ignored the eligibility criteria due to the greater perceived convenience. For example, several participants were working or studying on Election Day, or were outside of their Electorate but still within the state and nearby a polling place. Others simply wanted to avoid the stress of voting in-person.

*“I’m studying at the moment, so my Saturdays are taken up with uni work. So it was just an easier process to go online beforehand because I knew I had it out of the way and done.” – iVote in-depth interview participant*

*“Just the convenience of it. It can be a bit stressful getting to Election Day then trying to organise a time to find where to go and vote and then to vote. Especially if there are line ups and that sort of stuff it can take a little bit longer than you need to. So it’s just convenient and easy.” – iVote in-depth interview participant*

*“I knew the eligibility criteria – it was more the convenience factor for me. And I know for most of the people I talked to who did the earlier voting or online, it was the convenience factor of not having the stress of having to find a polling booth on Election Day.” – iVote in-depth interview participant*

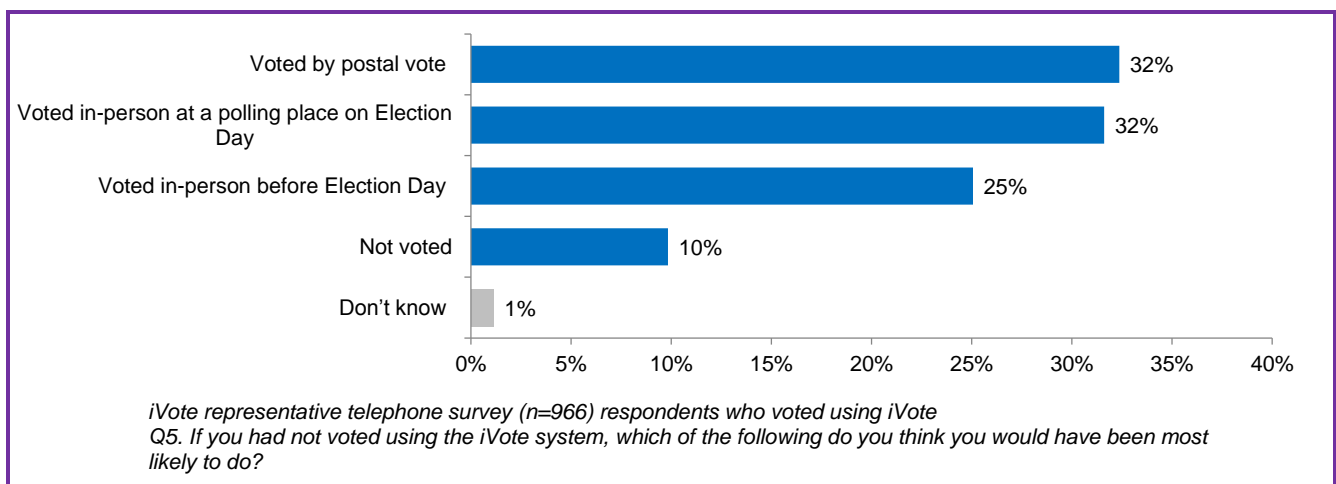
In the telephone survey, 3% of respondents registered for iVote but did not use it to vote. Out of these, 33% said they registered because they expected to be outside of NSW on Election Day, 30% tried to vote using iVote but had issues using or accessing the system.

In the online survey, 2% registered for iVote but did not use it. The main reason for this was that they tried to access iVote to cast their vote but had issues or problems in doing so (50%) or thought they would be out of NSW (9%) or more than 20km from a polling place (5%).

Around a third of respondents in both surveys said that they would have used the postal vote service if they had not use iVote.

In the iVote telephone survey, 32% said they would have postal voted if they had not used iVote, a similar proportion would have voted in person on Election Day (32%) and one-quarter would have pre-poll voted (25%).

**Figure 40: iVote telephone survey – Alternative to iVote**

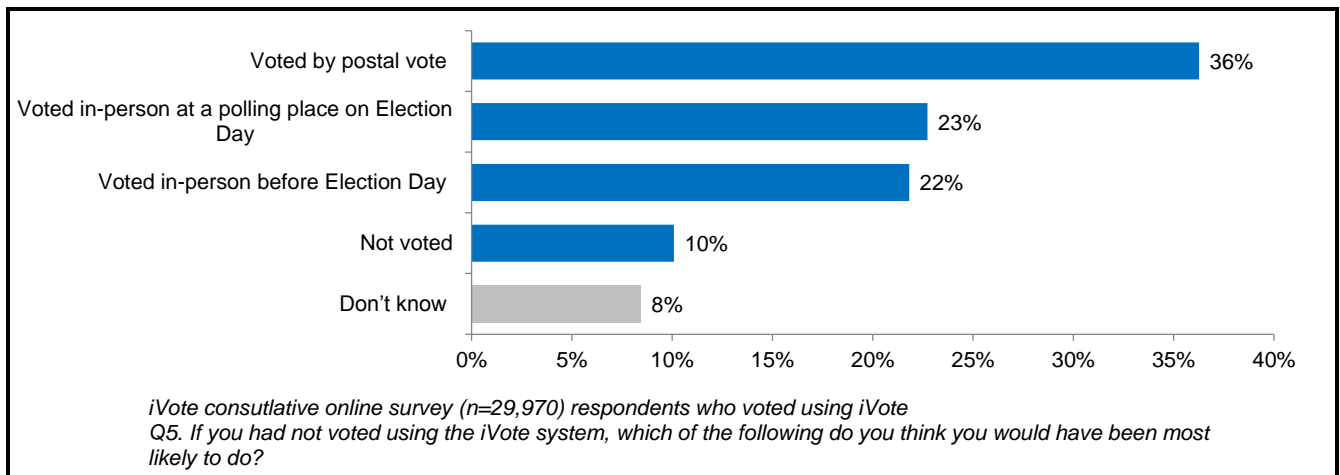


Respondents aged 25-34 were more likely to say they would have voted in person on Election Day (31%) compared with those aged 18-24 (18%).

One in ten respondents said they would not have voted (10%), indicating that iVote increased voter participation to a reasonable extent.

In the iVote online survey, similar proportions said they would have voted via postal vote (36%) or in person before Election Day (22%). Twenty-three percent would have voted in person on Election Day. Again, one in ten would not have voted (10%).

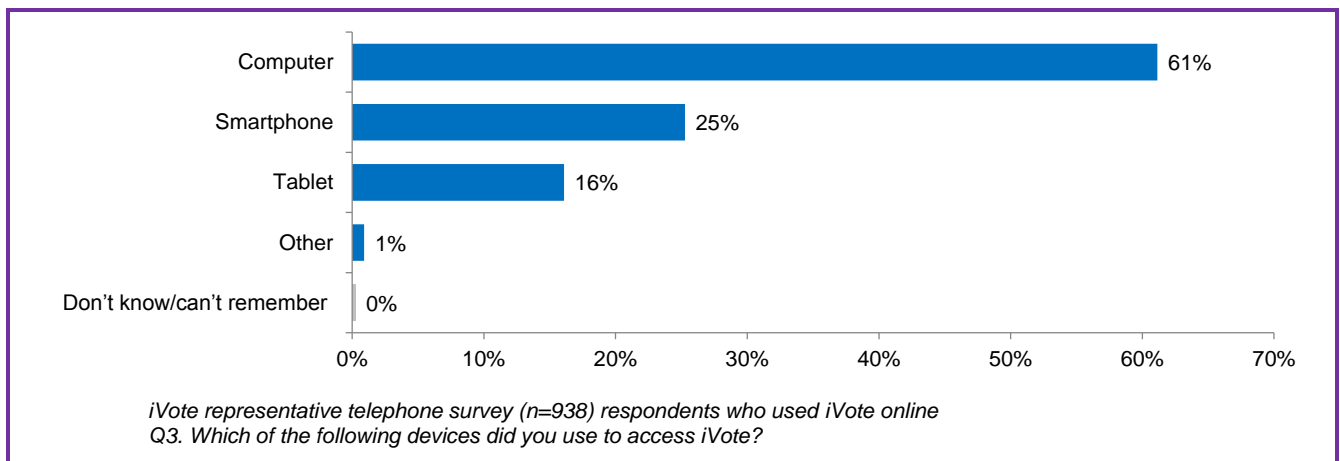
**Figure 41: iVote online survey – Alternative to iVote**



**Device used to access iVote**

The majority of respondents in both surveys used a computer to cast their iVote. Six in ten iVote users who voted by the internet in the iVote telephone survey used a computer (61%), 25% used a smartphone and 16% used a tablet.

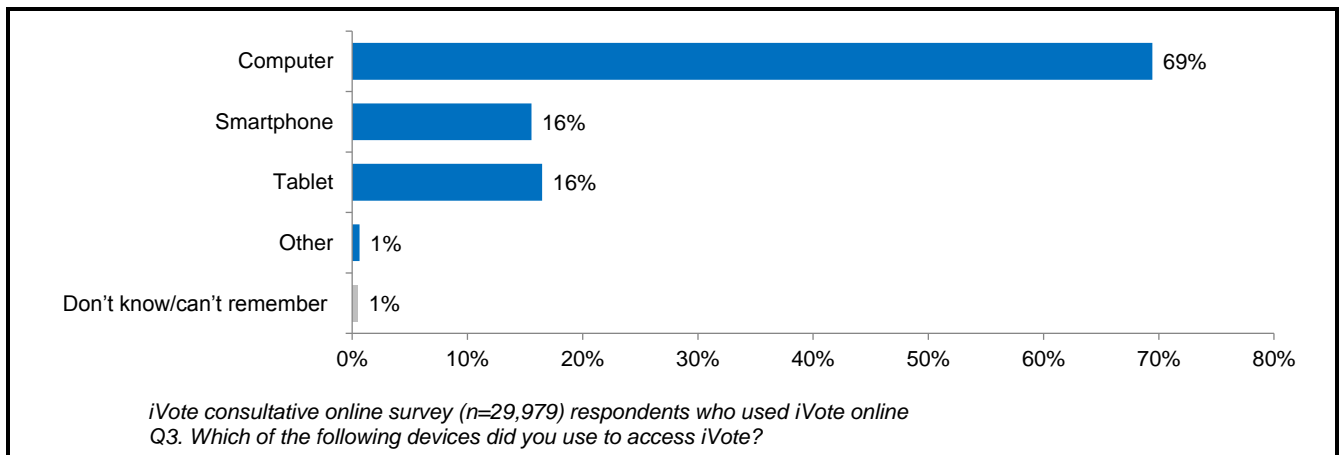
**Figure 42: iVote telephone survey – Device used to access iVote**



Respondents aged 25-34 were more likely to have used a smart phone (41%) compared with all other age groups (19%). Respondents aged over 65 were more likely to have used a tablet to access iVote (55-64: 25%; 65+: 23%) than those aged under 35 (18-24: 7%; 25-34: 10%). Of those who voted over the phone, 62% used automated recognition, and 22% spoke to an operator.

Respondents in the iVote online survey mostly used a computer (69%), 16% used a smartphone, or a tablet.

**Figure 43: iVote online survey – Device used to access iVote**

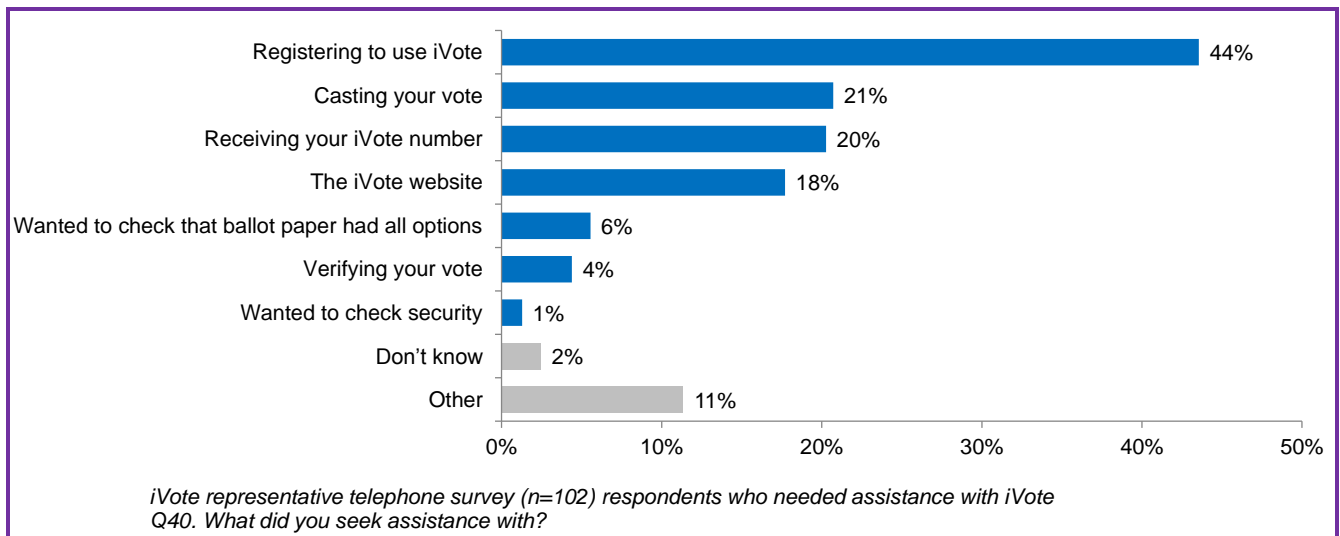


Of those who voted over the phone, 61% used automated recognition and 12% spoke to an operator.

### 7.6.4 Assistance with using iVote

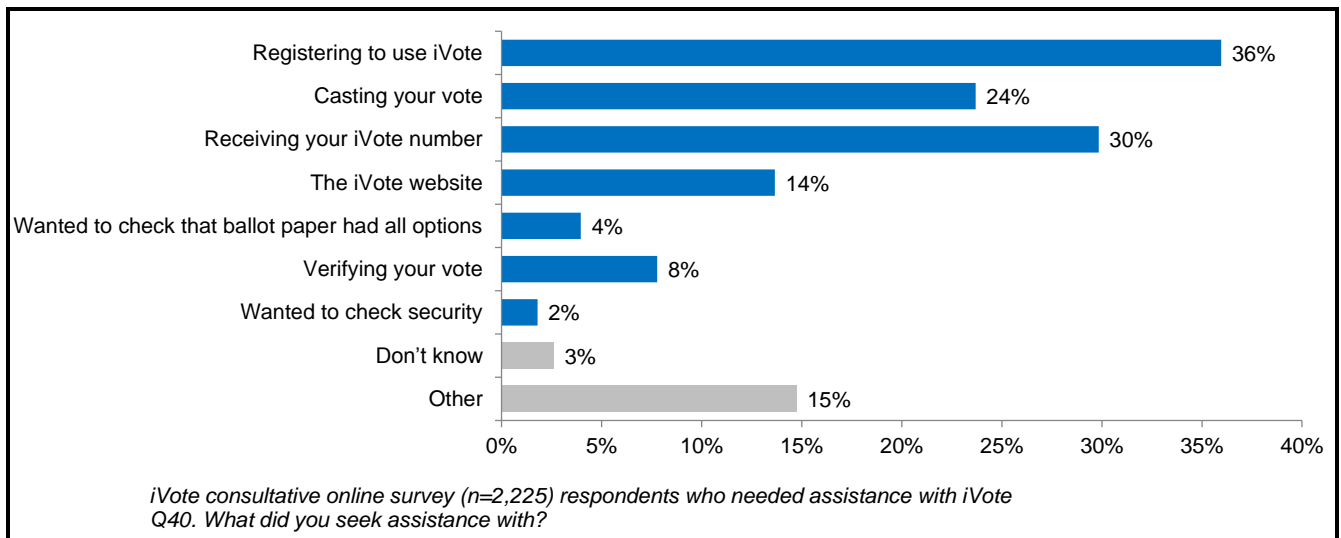
Less than 10% of iVote users sought assistance while using iVote. In the iVote telephone survey, of those who sought assistance, 44% wanted assistance with registering to use iVote, 21% with casting their vote and 20% with receiving an iVote number.

**Figure 44: iVote telephone survey – Assistance sought**



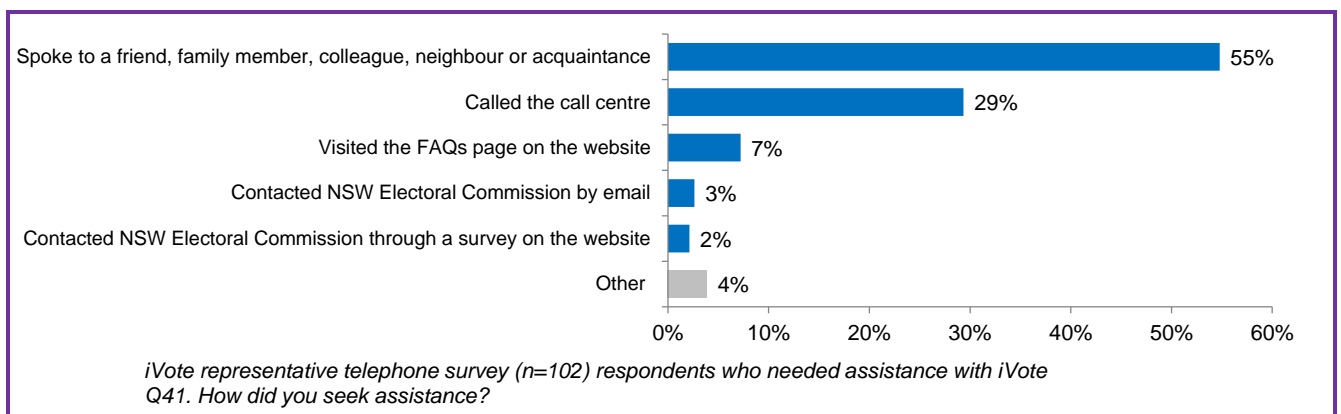
Of the respondents in the iVote online survey, 7% sought assistance, with a third of these having trouble with registering (36%), or in receiving an iVote number (30%). A quarter sought assistance with casting a vote, and 14% with the iVote website.

**Figure 45: iVote online survey – Assistance sought**



Most respondents who sought assistance with iVote spoke to family or friends. Of those in the iVote telephone survey who sought assistance, 55% spoke to a friend, family member or other person, 29% called the call centre and 7% used the FAQs page on the website.

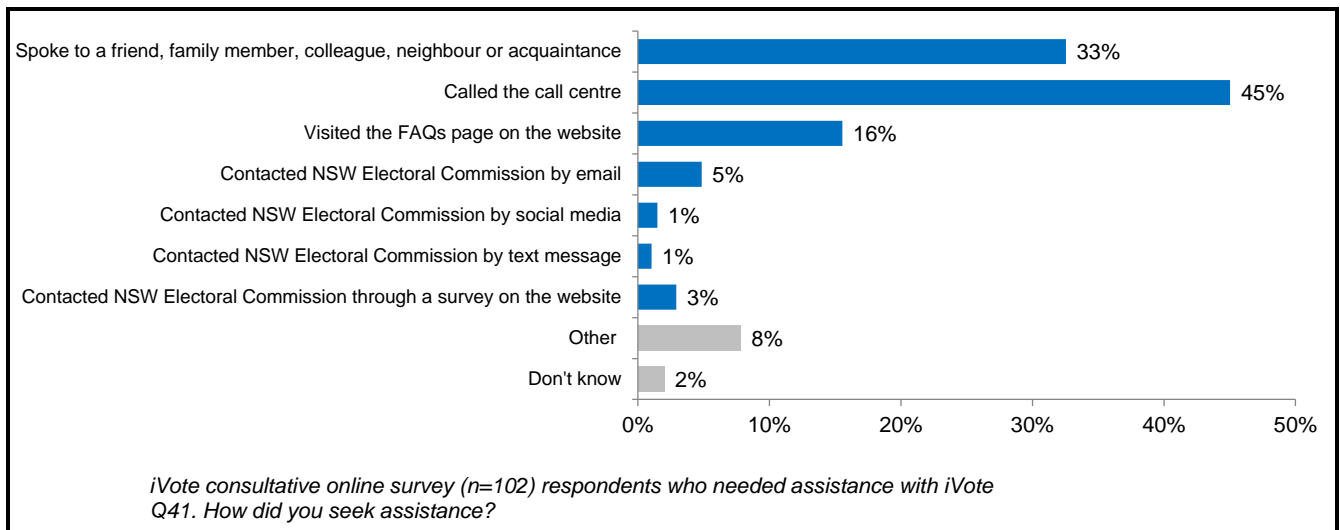
**Figure 46: iVote telephone survey – Seeking assistance**



Almost all respondents received the assistance they were seeking (92%), while 8% did not.

Around half of respondents in the iVote online survey called the call centre for assistance (45%), a third spoke to a family member or friend (33%), 16% visited to FAQ page on the website.

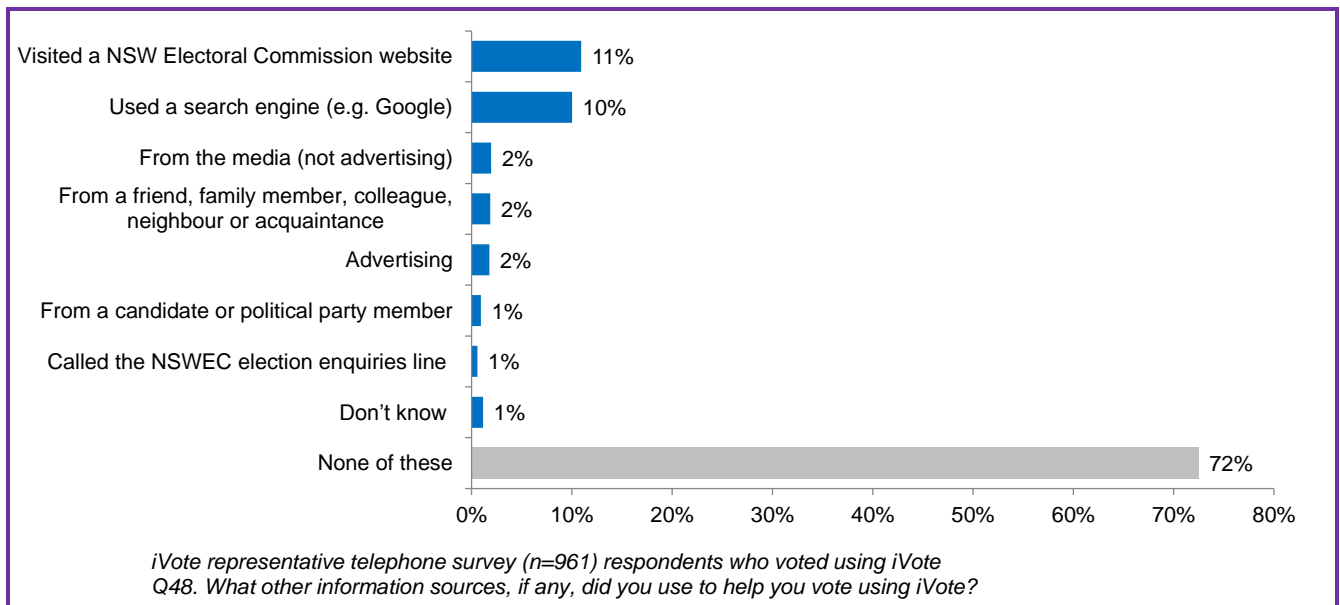
**Figure 47: iVote online survey – Seeking assistance**



Again, almost all respondents (92%) received the assistance they were seeking, while 8% did not.

Almost three-quarters of respondents in the iVote telephone survey did not use any other information to help them vote (72%). Eleven percent visited the NSW Electoral Commission website and 10% used a search engine.

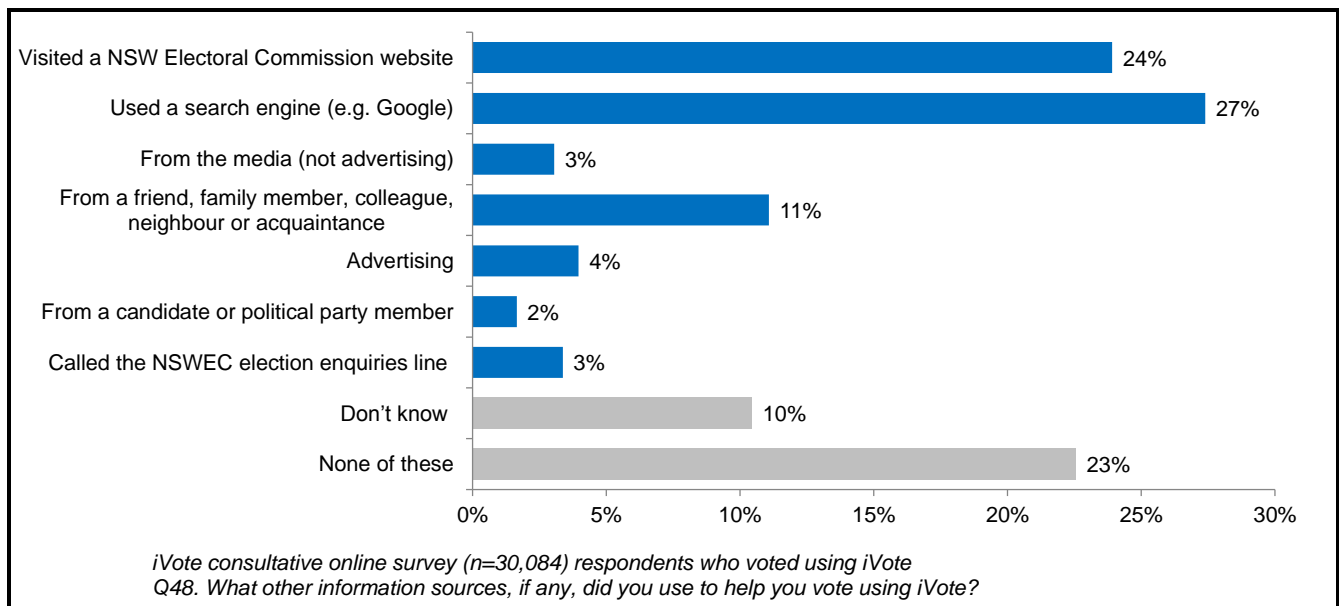
**Figure 48: iVote telephone survey – Information sources**



Younger respondents (aged 18-25) were more likely to have used a search engine (15%) than those aged 55-64 (6%), and those aged under 35 were also more likely to say that they did not use any help (74%; compared with 62% of those over 65).

In contrast with the telephone survey, respondents in the iVote online survey used more information sources when voting. Around a quarter used the NSW Electoral Commission website (24%) or a search engine (27%).

**Figure 49: iVote online survey – Information sources**



The qualitative research identified several key areas where participants found information on NSW Electoral Commission websites about iVote lacking. Firstly, there was overall feedback suggesting that, for some participants, the information either used terms participants were unfamiliar with too regularly or was not laid out in a particularly coherent way. The latter feedback was raised both for the desktop and mobile versions of these websites.

*“I think the info needs to be made a bit more layman’s terms.” – iVote in-depth interview participant*

*“It was a bit confusing at first...the layout of all the information there, bits and pieces there about something, then jump to another bit. I don’t think it’s that straightforward. I had to go through a few different websites.” – iVote in-depth interview participant*

*“The main Electoral Commission one didn’t work well [for mobile]. It wasn’t forgiving. I had to end up using a computer.” – iVote in-depth interview participant*

More specifically, participants commonly thought that the eligibility requirements were not made clear enough until actually using iVote.

*“Not that easy to find. They could’ve made it easier. It was initially a bit weak in terms of eligibility, who can use it, what the process would be...” – iVote in-depth interview participant*

*“Eligibility wasn’t really clear...until the registration process. You weren’t able to find out information beforehand, ‘these are the people who can use it’” – iVote in-depth interview participant*

*“I still wasn’t sure if I was eligible before registering... I was 60% sure I was able to do it. Not 100% sure” – iVote in-depth interview participant*

*“It wasn’t clear when you could use [iVote]” – iVote in-depth interview participant*

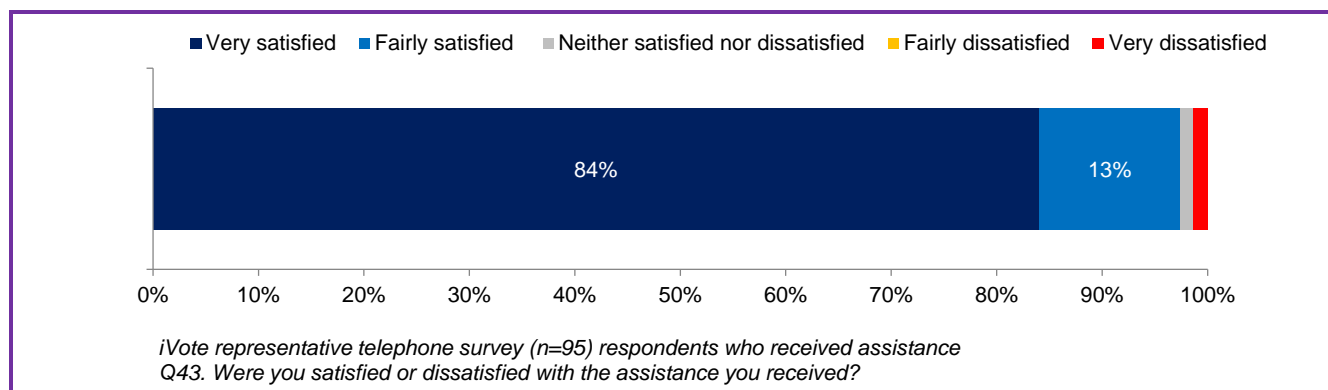
Also mentioned was a perceived lack of information about whether one could change their vote after casting it with iVote. In this particular instance, the participant waited until late in the run-up to the Election to vote in order to make a final decision.

*“I think it would be good to know whether you can or cannot [change your vote after it is cast] because that could change the process. So if I know that I can change my vote leading up to the poll day, I’d just put the vote in and forget about it, and then my job’s done.” – iVote in-depth interview participant*

Respondents were overall satisfied with the assistance they received.

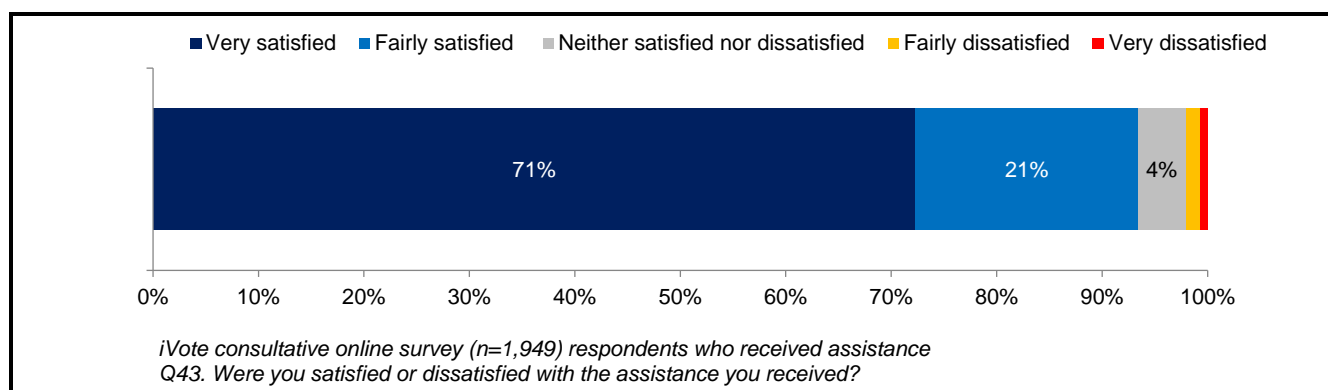
Almost all respondents in the iVote telephone survey were satisfied with the assistance they received (97%), with more than four-fifths very satisfied (84%). One percent were dissatisfied.

**Figure 50: iVote telephone survey – Satisfaction with assistance received**



Seven in ten in the iVote online survey were very satisfied with the assistance they received (71%). A further 21% were fairly satisfied.

**Figure 51: iVote online survey – Satisfaction with assistance received**



### 7.6.5 Likelihood of future use of iVote

Among respondents who had not used iVote, interest in the system was high. Seventy percent of those in the core survey said they were likely to use it in the future, either very or fairly (53% and 17% respectively), assuming it was available to them. However, a quarter said they were unlikely to use it.

**Table 49: Core survey – Likelihood of using iVote in the future**

Core telephone survey	
Very likely	53%
Fairly likely	17%
Neither likely nor unlikely	3%
Fairly unlikely	10%
Very unlikely	14%
Don't know	2%

*Core telephone survey, non-iVote users (n=1,125)  
Q25. In the future, if the iVote service were available to you, how likely or unlikely would you be to use it?*

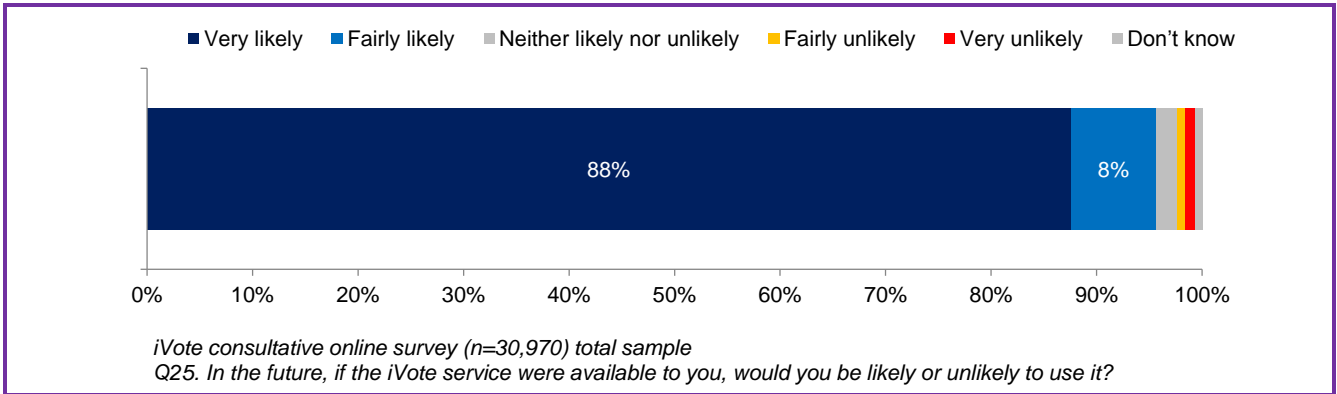
Appeal was greatest among younger voters, who were more likely to say that they would use iVote in the future (85% of those aged 25-34 would be likely to use it) than those aged over 65 (51%). Respondents living in metro areas were also more likely to say that they would use it (74%) than those living in regional areas (64%).



Interest in iVote was higher among those voters from a culturally and linguistically diverse background; 81% said they would make use of iVote in the future, compared to 68% among those who are non-CALD. There was also lack of interest, or resistance, among those respondents with a disability, with 34% saying that they would not use iVote (34% unlikely to use) than those without a disability (23% unlikely to use).

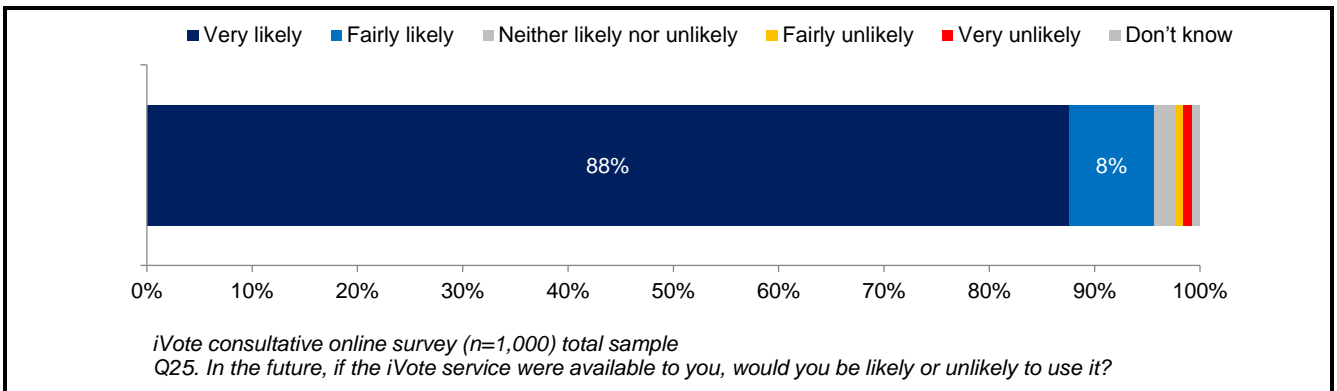
In the iVote telephone survey, almost all respondents said they would be likely to use iVote in the future (94%), with 85% very likely. Four percent said they would not use it.

**Figure 52: iVote telephone survey – Future use of iVote**



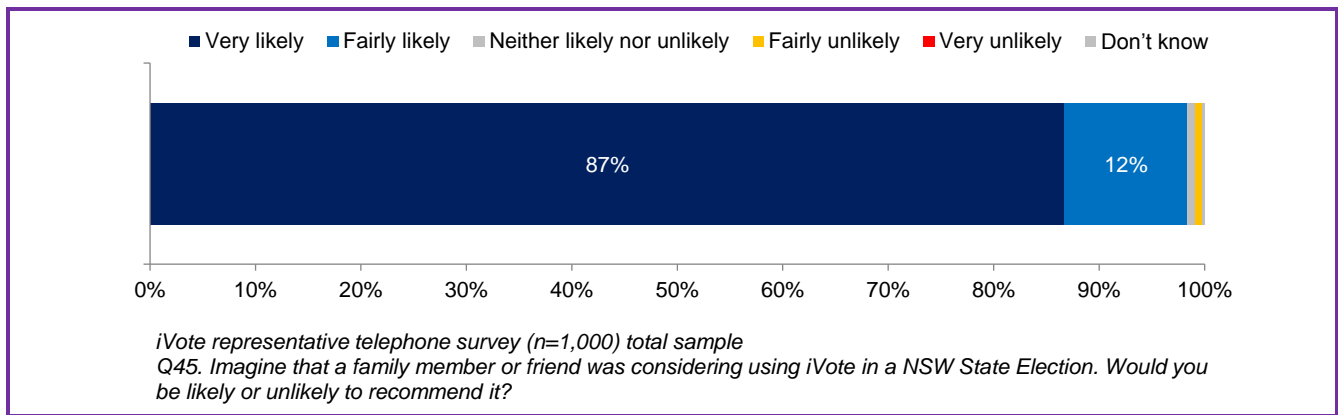
Similar results were seen in the iVote online survey, with 88% indicating they would be very likely to use iVote in the future and 8% fairly likely.

**Figure 53: iVote online survey – Future use of iVote**



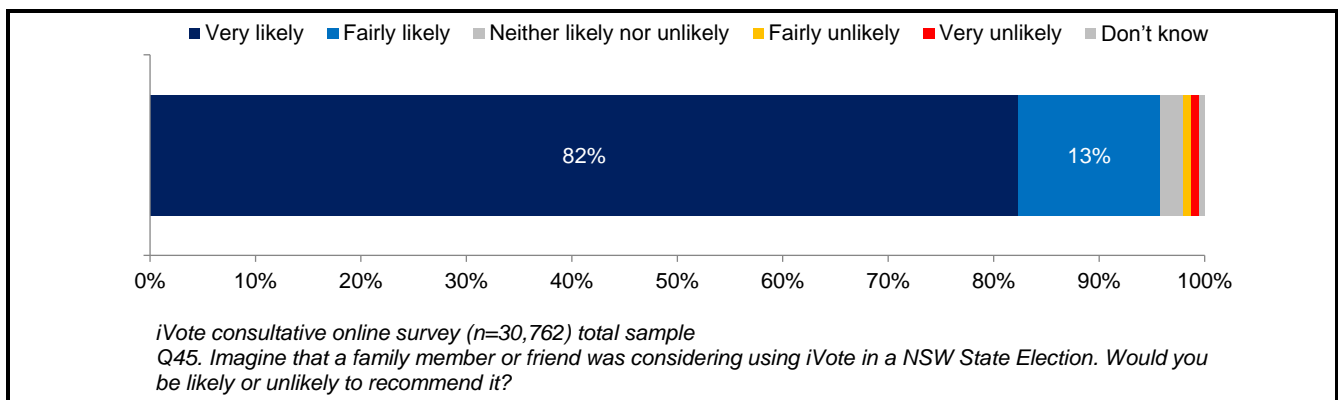
Likelihood to recommend iVote was high overall. In the iVote telephone survey, almost all respondents said they would recommend using iVote (98%), with 87% very likely.

**Figure 54: iVote online survey – Likelihood to recommend iVote**



Similarly, in the iVote online survey, 82% would be very likely to recommend iVote, and 13% fairly likely.

**Figure 55: iVote online survey – Likelihood to recommend iVote**



### Desire for expansion of iVote eligibility criteria

In addition to being likely to recommend it, almost all qualitative research participants were adamant that iVote should be expanded so as to be available to all voters. Participants were typically unable to give a reason not to expand it.

*“You should be able to use iVote anyway. If you want to put your vote in online you should just be able to do that...you shouldn’t need an excuse to use it.” – iVote in-depth interview participant*

*“I don’t see any reason to limit it to people. It’s an easy way to vote. Why not expand?...Next time they should definitely expand it.” – iVote in-depth interview participant*

Several key advantages were noted as to why iVote should be expanded. Most broadly, conducting activities online was seen as the way of the world nowadays, and participants felt expanding iVote to the whole population would be reflective of this.

*“I think with technology and the way people’s lives are now there’s no reason why they shouldn’t open it up to everyone.” – iVote in-depth interview participant*

Voting online was also seen as more convenient and efficient than traditional methods, both in terms of voting and determining the outcome of an Election, as well as a potential cost saving for government and a better way of catering to people’s busy and varied schedules.

*“It’s cheaper, easier, more accurate. You spend a fortune to employ all these people standing around on Election Day. It makes more sense. It doesn’t make sense to have polling centres.” – iVote in-depth interview participant*

*“I found it more relaxed because in the past I would have been worried to go interstate, but with technology these days I found it more supportive of everyone’s everyday lives. It catered for everybody. And it suited me because it was easy and I had the computer in front of me.” – iVote in-depth interview participant*

*“I think iVote should be the way of the future because it allows people to cast their vote the way they want to without having to do it all on the same day.” – iVote in-depth interview participant*

Further, also raised was the idea that allowing online voting throughout the entire population would lead to higher voting rates through increasing convenience and therefore removing the excuse of not voting due to the effort involved.

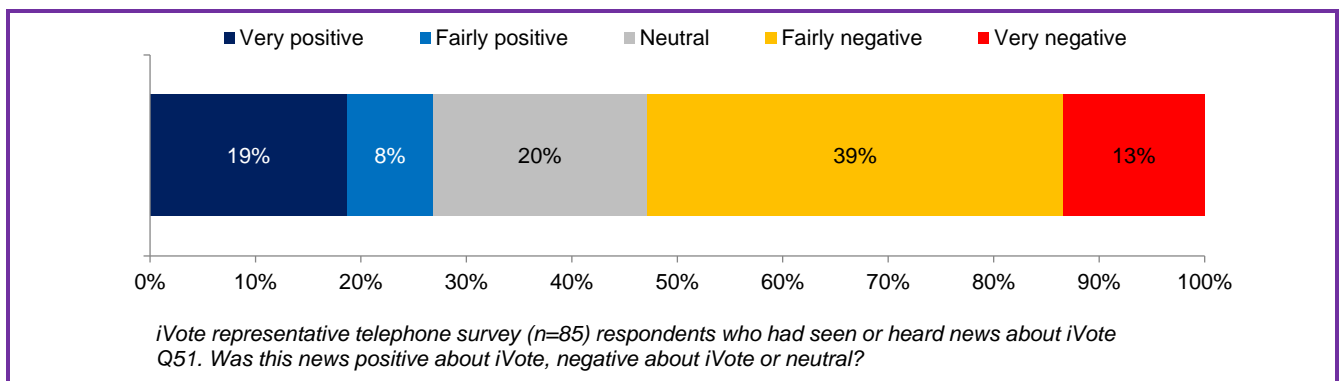
*“A lot of people begrudgingly go out to polling stations. If you can maintain security and other concerns, viable concerns – it is a digital service and can be abused – it’s good for a majority of people who don’t want to go out to polling stations. It only takes 5 minutes to do...it’s a good solution for stopping donkey voting, to ensure that people actually vote.” – iVote in-depth interview participant*

### 7.6.6 iVote security and trust

In the iVote telephone survey, nine percent of respondents had seen or heard news about iVote recently. Over half of these recalled negative news (52%), 13% very negative, while 27% had seen positive news and 20% neutral.

Of those who had seen news about iVote, 28% had seen news about the potential security issues.

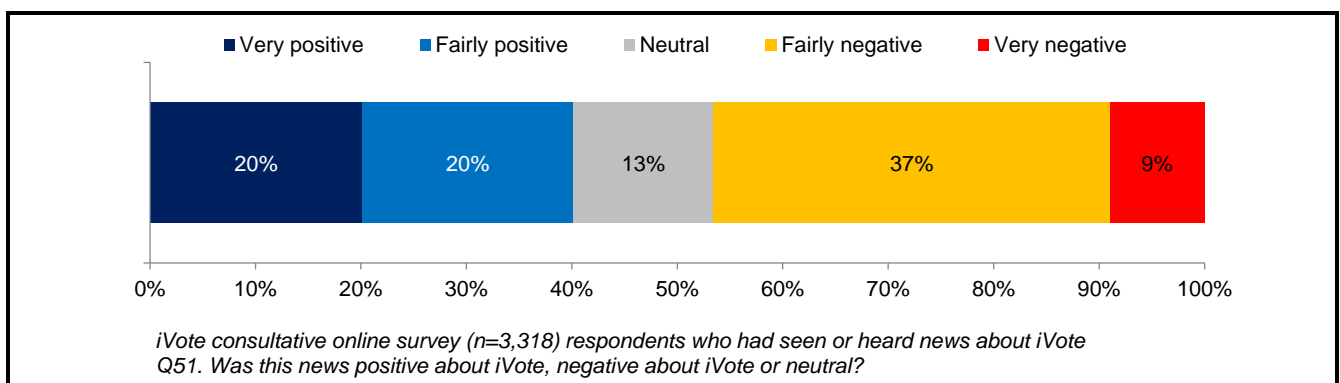
**Figure 56: iVote telephone survey – News about iVote**



There were more respondents in the online survey who had heard positive news about iVote (40%), and a similar number who had heard negative news (46%).

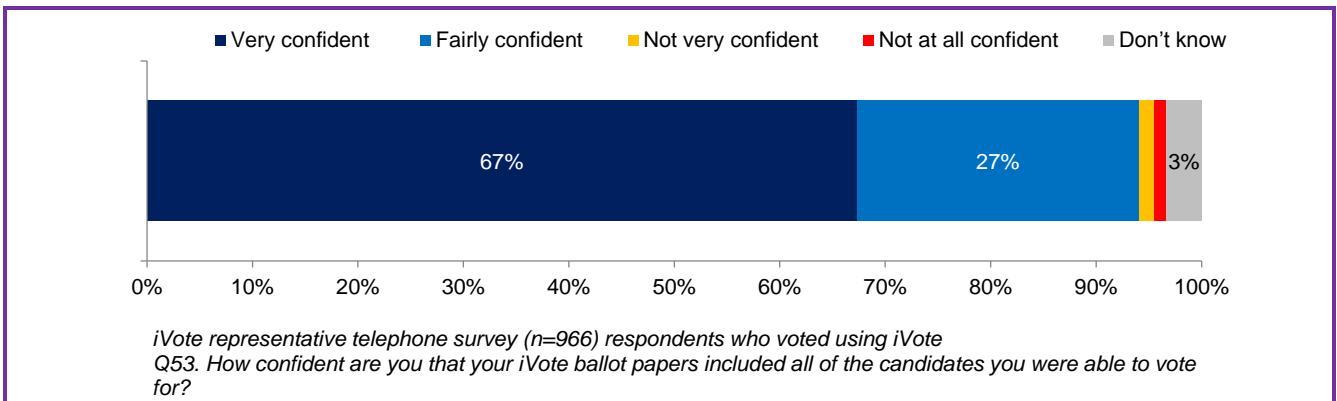
In the iVote online survey, forty-one percent had seen news about potential security issues, while twelve percent of respondents had seen or heard news about parties being left off the upper house ballot paper.

**Figure 57: iVote online survey – News about iVote**



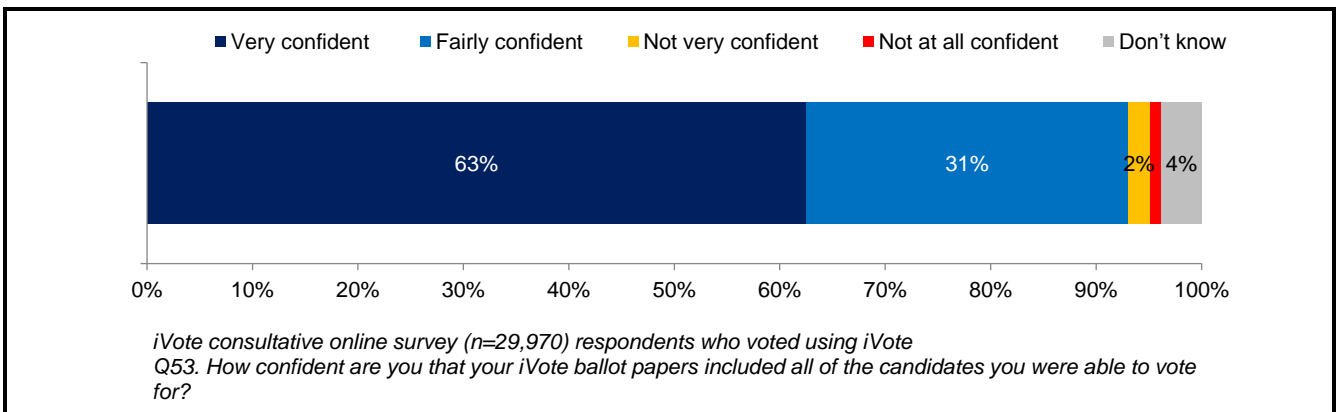
Respondents in both surveys were generally confident that their ballot paper contained all the candidates. Almost all respondents in the iVote telephone survey were confident that their iVote ballot papers included all of the candidates for whom they were able to vote (94%), with two-thirds very confident (67%) and around one-quarter fairly confident (27%). Three percent were not confident.

**Figure 58: iVote telephone survey – Confidence that ballot paper included all candidates**



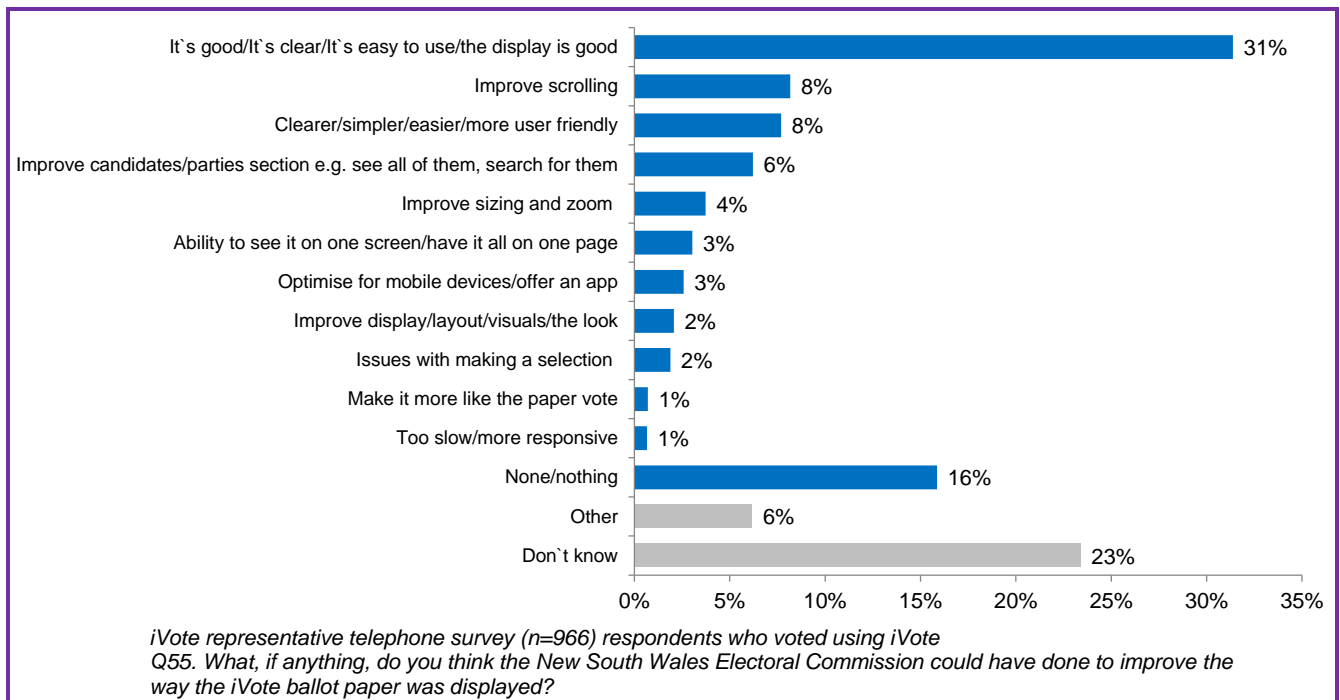
Similar proportions of respondents were confident in the iVote online survey, with 63% very confident and 31% fairly confident. Three percent were not confident that their ballot paper included all candidates.

**Figure 59: iVote online survey – Confidence that ballot papers included all candidates**



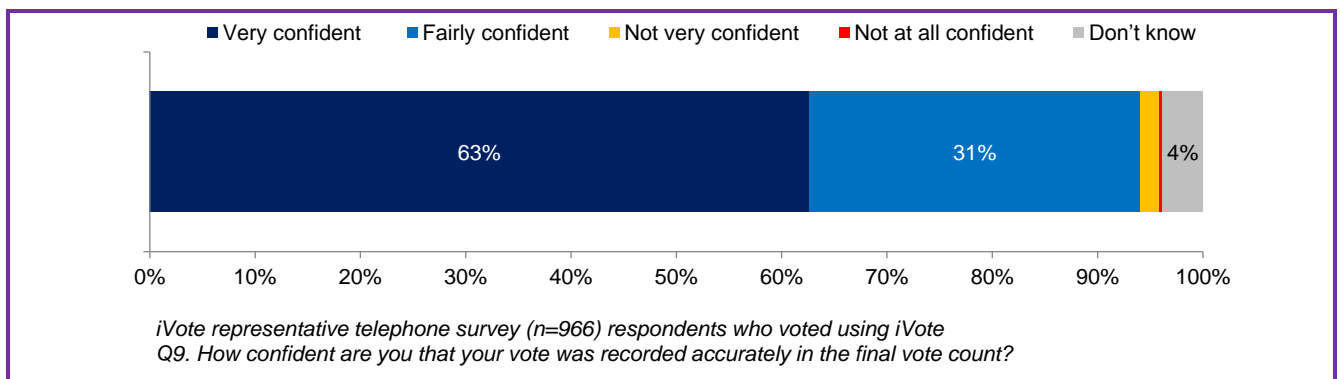
In the iVote telephone survey, almost half of respondents said that the ballot paper was clear and easy to use (31%) or that there was nothing to be improved (16%). Those who mentioned improvements wanted better scrolling (8%), a better view of candidates (6%), optimisation for mobile (3%) or generally a clearer, more user friendly interface (8%).

**Figure 60: iVote telephone survey – Improvements to iVote ballot paper**



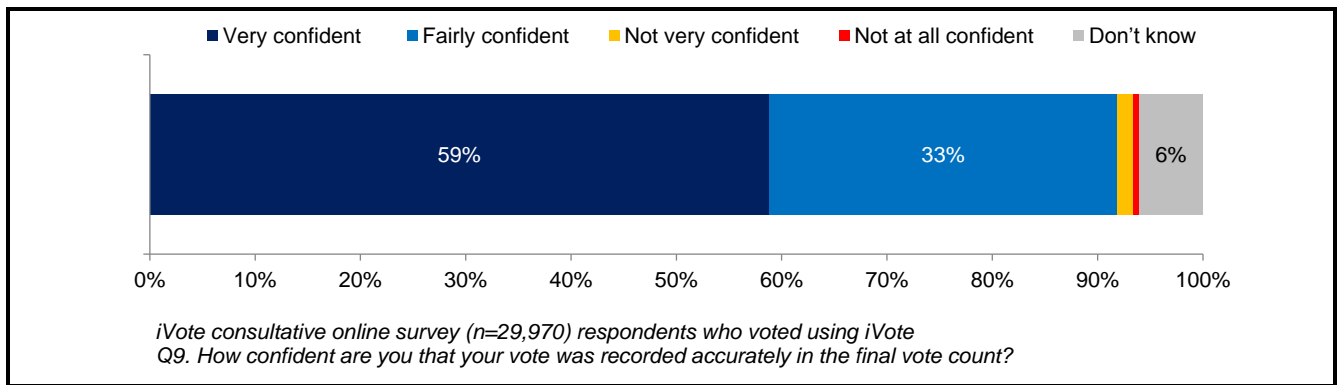
Respondents in both surveys were generally satisfied that their votes were recorded correctly through iVote. In the iVote telephone survey, almost all respondents (94%) were confident that their vote was recorded accurately in the final vote count, with around two-thirds very confident (63%) and one-third fairly confident (31%). Two percent were not confident.

**Figure 61: iVote telephone survey – Confidence that votes were accurately recorded**



Similar proportions were confident that their votes were recorded correctly in the iVote online survey, with 59% very confident and 33% fairly confident.

**Figure 62: iVote online survey – Confidence that votes were accurately recorded**



In the qualitative research, while a number of participants expressed that the accuracy of their vote was important to them, there were a number who were less concerned. This was either because they were not highly engaged with the issue of voting, or they were of the opinion that the accuracy of vote counting for in-person methods is relatively low and therefore the accuracy of iVote is likely to be higher. For example, one participant who had previously worked at an Election believed from what he had seen that physical counting was often done inaccurately.

*“No one knows what they’re doing when they’re counting...they have no idea on the House of Reps...you can’t stuff up when a computer does it.” – iVote in-depth interview participant*

Trust in the iVote system varied considerably.

In the core survey, while around a third of those who did not use iVote said they trusted the system a great deal (30%) and a further fifth trusted it only a little (19%), around a quarter stated they neither trusted it nor distrusted it (27%) and nine per cent did not know. There was also a substantial amount of distrust in relation to iVote, with 16% saying they distrusted it either a great deal or a little (8% each).

**Table 50: Core survey – Trust in the iVote process**

Core telephone survey	
Trust it a great deal	30%
Trust it a little	19%
Neither trust nor distrust it	27%
Distrust it a little	8%
Distrust it a great deal	8%
Don't know	9%

*Core telephone survey, non-iVote users (n=1,125)  
Q26. To what extent do you trust or distrust the iVote voting process? Would you say that you...*

Reflecting generational differences in their experience of, and comfort with, online transactions, older respondents were the most likely to distrust the iVote process, with 25% distrusting, compared to only 14% of those aged 18-24. Location is also a factor, with those respondents living in major cities more likely to trust the process (50%) than those living in inner regional areas (42%). CALD respondents were also more likely to trust the process (61%) than non-CALD respondents (47%).

iVote users were generally satisfied with the security of the iVote voting process. Three-fifths of those in the iVote telephone survey were very satisfied (60%) and a further 30% were fairly satisfied.

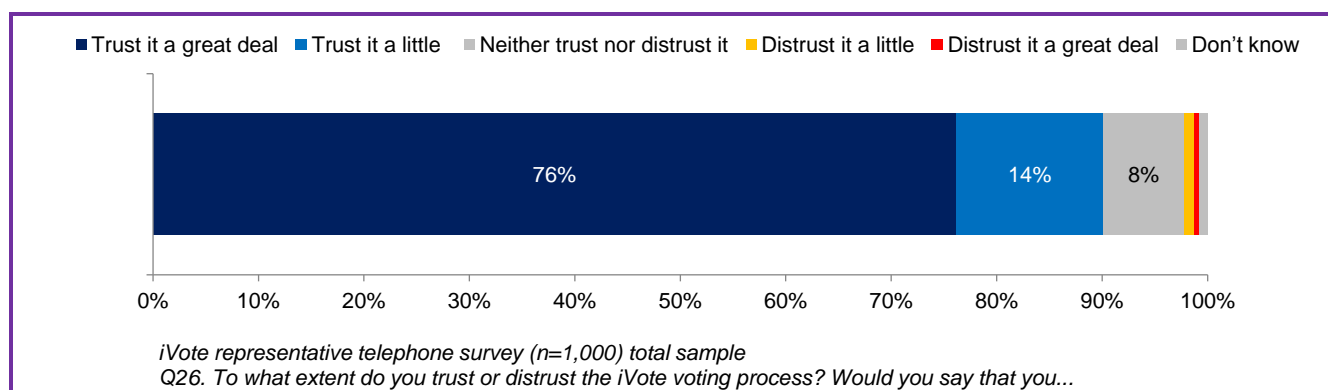
**Table 51: Core survey – Satisfaction with the security of the iVote process**

Core telephone survey	
Very satisfied	60%
Fairly satisfied	30%
Neither satisfied nor dissatisfied	4%
Fairly dissatisfied	1%
Very dissatisfied	1%
Don't know	3%

*Core telephone survey, iVote users (n=75)*  
 Q27. Were you satisfied or dissatisfied with the security of the iVote voting process?

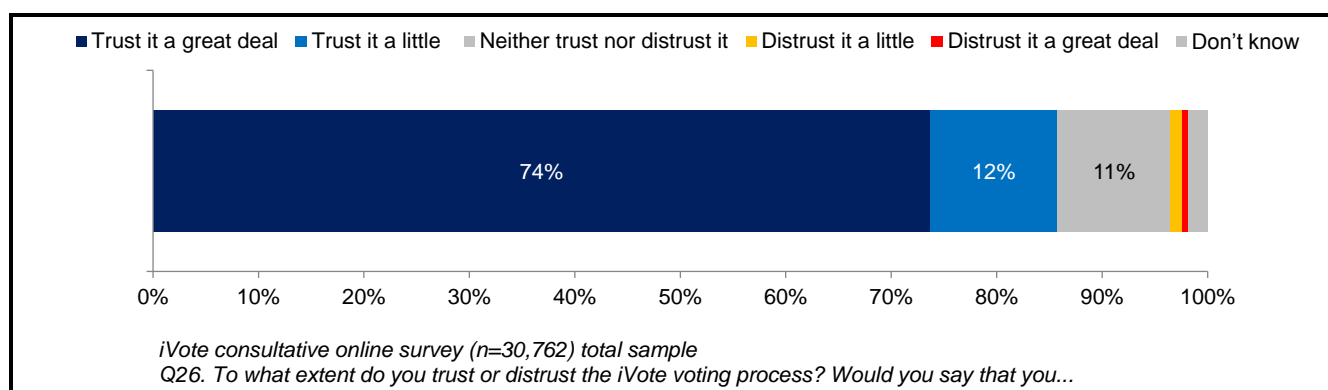
Trust in the iVote process was generally high across both iVote surveys. In the telephone survey, nine in ten respondents trusted the iVote process (90%), with around three-quarters trusting it a great deal (76%), and one percent distrusted it.

**Figure 63: iVote telephone survey – Trust in the iVote process**



Similar results came through in the iVote online survey, with 74% trusting the iVote process a great deal, and 12% trusting it a little.

**Figure 64: iVote online survey – Trust in the iVote process**



Despite security concerns among some, trust in iVote was similarly high in the qualitative research. Participants were generally comfortable with their privacy and security while using the system. In particular, the fact that iVote is a government site led many to naturally have a high level of trust in it. It was assumed that the government would invest to the level necessary to provide the public with a secure system that kept their details safe.



*“The government must’ve developed this system. They must’ve tested it and checked it and only then they released it.” – iVote in-depth interview participant*

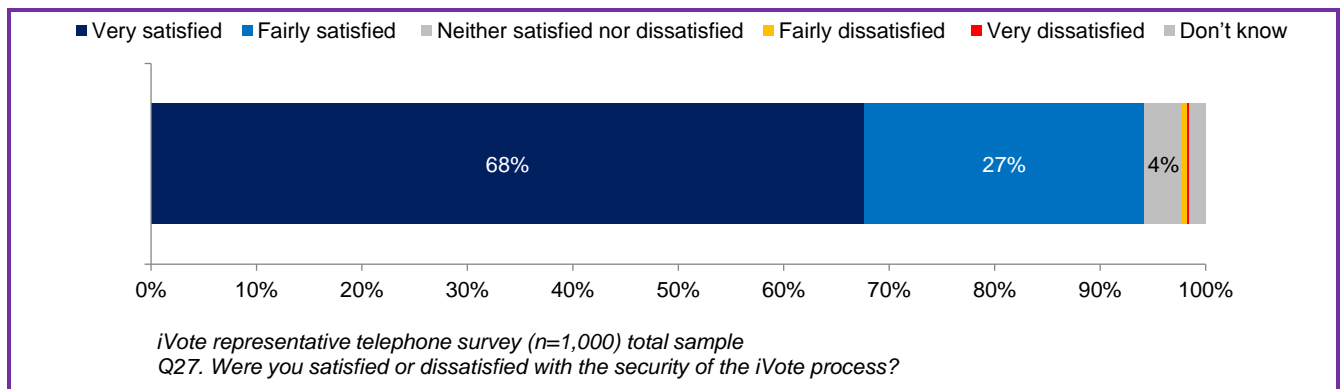
*“Because I guess it’s associated with the government you’d assume that they’d have the right security with it so it didn’t really cross my mind with the hacking.” – iVote in-depth interview participant*

*“I [trust them] because they’ve been doing this for a number of years. Being a government thing as well there’s a level of assurance that they do it right, and the right testing and everything.” – iVote in-depth interview participant*

Satisfaction with the security of the iVote system was high across both iVote surveys.

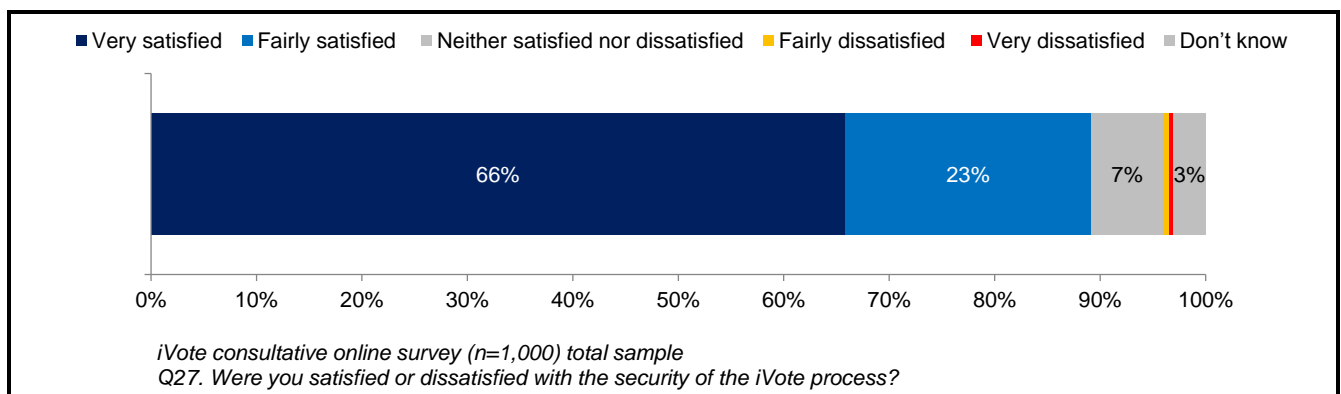
In the iVote telephone survey, two thirds of respondents were very satisfied with the security of the iVote process (68%), with a further 27% fairly satisfied.

**Figure 65: iVote telephone survey – Satisfaction with the security of the iVote process**



Similarly, 66% in the iVote online survey were very satisfied and 23% fairly satisfied.

**Figure 66: iVote online survey – Satisfaction with the security of the iVote process**



The qualitative research showed that concerns around security varied quite widely among iVote users. On the one hand, some voters were somewhat nonchalant about the issue and as such, tended to simply jump on and use the site, rather than research its security beforehand.

*“I didn’t really go through the detail of how it was going to work and security and all that.” – iVote in-depth interview participant*

For others, though, security was a very high priority. The latter appeared to be a particularly common viewpoint among those with less online experience, such as the elderly. These types of participants commented about their lack of trust in the security of the internet generally, and made greater efforts to check the security credentials of iVote before using it.

*“Online, other people can go and look at your...address. The computer is a very dangerous thing...your bank account...they can go in my computer completely” – iVote in-depth interview participant*

*“I wanted to see it was all shaped up...they [hackers] can be very clever.” – iVote in-depth interview participant*

Even among those with lower levels of concern, though, there were suggestions for improving the security of the website. In particular, it was felt that a higher level of identity verification should be required in order to better prevent individuals from being able to vote on behalf of another person. Examples of improving this included requiring a birth certificate or tax file number, or having to link one’s details to a mygov account. Taking this even further, there was the suggestion by one participant of creating an iVote app, as apps were perceived to allow for a higher level of security.

*“If someone wanted to...security wise there are only 1 or 2 questions in there...it’s not that hard to register someone. Getting an address is easy, date of birth...I’m not sure if it was asked or not.” – iVote in-depth interview participant*

*“Probably notch it up a little bit more. Link it to mygov...if I had to rate security out of 10, still 6.5. It’d be up to 8 or 9 if you had to link to mygov.” – iVote in-depth interview participant*

*“If there was an app, even if it was embedded within the mygov app, I’d find that more secure than going through a browser. And everyone’s got smart phones these days... that would satisfy me more from an IT person, I just feel that you don’t know what hackers do. They could put some piece of software on computer waiting for that moment to come.” – iVote in-depth interview participant*

Trust in the iVote process was generally high across both iVote surveys. In the telephone survey, nine in ten respondents trusted the iVote process (90%), with around three-quarters trusting it a great deal (76%), and one percent distrusted it.

## 7.6.7 Use of the verification service

In the iVote telephone survey, a third of respondents (34%) were aware that they could verify their vote, 62% were not aware.

Among online iVote users interviewed in the core telephone survey, five per cent called the Verification Services after voting.

**Table 52: Use of verification service**

Core telephone survey	
Yes	5%
No	93%
Don’t know	1%
Core telephone survey, iVote users (n = 75) Q9. After casting your vote online, did you call the NSW Electoral Commission telephone Verification Service to verify your vote	

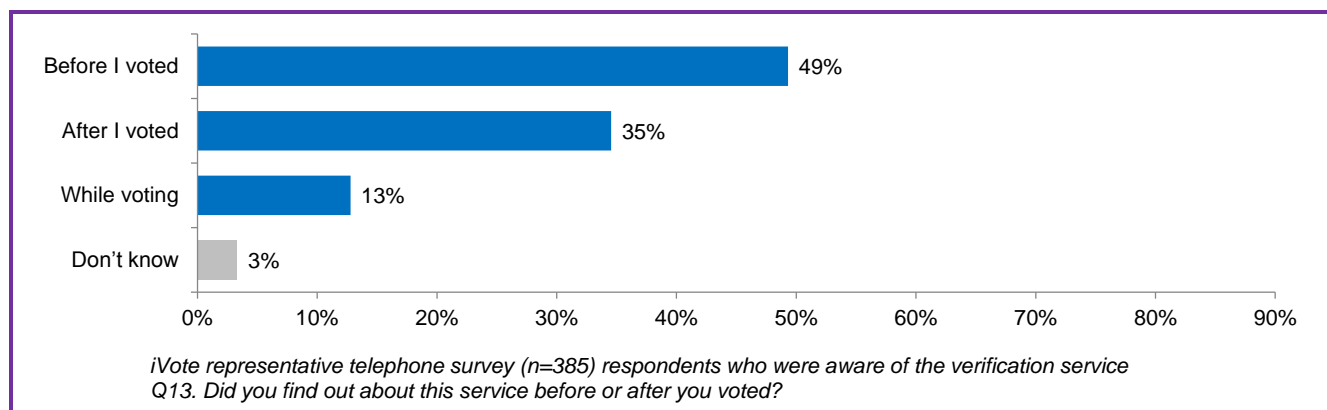
A total of four respondents called the Verification Service. Of these, three were satisfied with the Service, while one was very dissatisfied. Reasons for being satisfied included ease of the service, and calming anxiety about voting online. The reason for being dissatisfied was that the respondent tried to cancel their vote which didn’t work.

In the iVote telephone survey, 7% of respondents called the verification service to verify their vote. Older respondents (aged over 65) were more likely to have called the verification service (12%) compared to those aged 25-34 (4%) and 35-44 (5%).

In the iVote representative telephone survey, around half of respondents found out about the verification service before they voted (49%), and one-third found out after they voted (35%). Thirteen percent said they found out while voting.

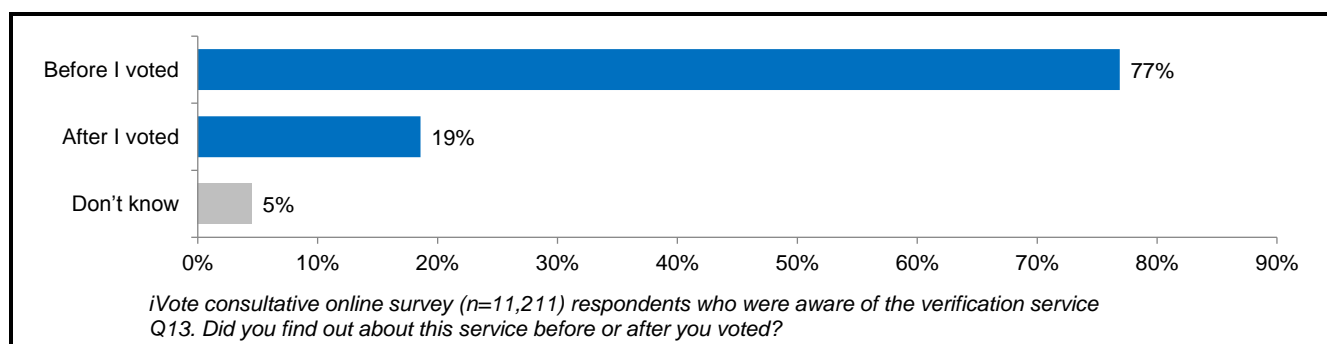
Note that the 'while voting' response category was not initially included in the telephone survey (and not included in the online survey) and added to the telephone survey responses due to a large number of respondents answering in that way.

**Figure 67: iVote telephone survey – Finding out about the verification service**



In the iVote online survey, over three quarters of respondents found out about the verification service before they voted (77%), and 19% after they voted.

**Figure 68: iVote online survey – Finding out about the verification service**



Of those who called the verification service, the majority (87% in the telephone survey and 80% online) said they did so to be confident that their vote was successful. Ninety-one percent of these respondents were satisfied, with 70% very satisfied and 21% fairly satisfied. Five percent were dissatisfied.

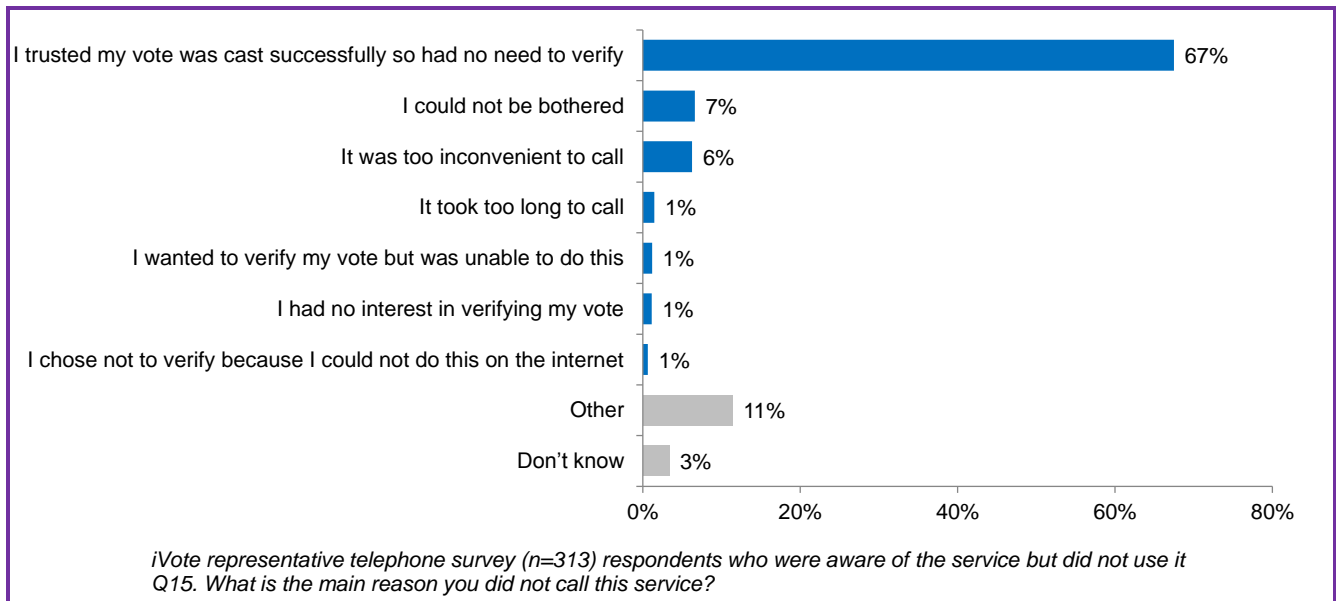
As mentioned, in the qualitative research, several participants expressed being quite concerned about the accuracy of their vote. These participants called the verification service as a result of their concerns, wanting to be entirely certain that their vote had been counted, and counted towards the candidate/s they had intended. It was mentioned by one of these participants that they would have felt uncomfortable had this service not been available.

*“I was concerned that [my vote] didn’t go through. I was concerned that my vote wasn’t going to count. I wanted to make sure that my vote did count, that it did go through. I was thinking it was mainly that I didn’t get confirmation... I understand that you’d be disclosing info, but I just wanted to confirm that it was received.” – iVote in-depth interview participant*

*“It’s good having that because it’s reassuring. Definitely, definitely, to validate and confirm. If I didn’t care about who I was voting for, it’s done...whereas I really wanted my vote to be counted and I doing the right thing.” – iVote in-depth interview participant*

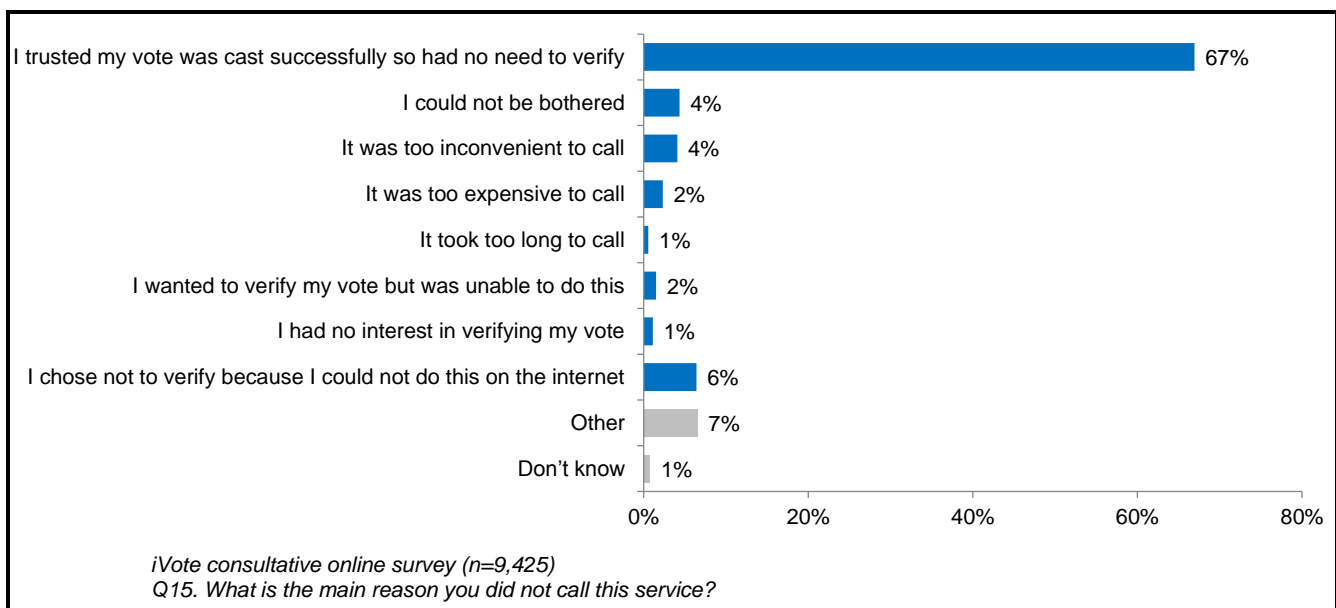
Of those who did not call the service in the iVote telephone survey, two thirds said this was because they trusted that their vote was cast successfully (67%). Other reasons for not calling included: not being bothered (7%), inconvenience (6%) and taking too long to call (1%).

**Figure 69: iVote telephone survey – Reason for not using the verification service**



Similar proportions are seen in the iVote online survey; with two thirds (67%) not verifying because they trusted their vote was cast successfully. In addition, respondents who called the verification service were generally satisfied, with 70% very satisfied, 21% fairly satisfied and 3% dissatisfied.

**Figure 70: iVote online survey – Reason for not using the iVote service**



Again, this finding was confirmed by the qualitative research, where the main reasons for not using the verification system were trust in the system, a lack of concern and an assumption that their vote would be counted properly.

*“I guess I was just putting my trust in that the site had registered what I had done ‘cause it came up with a confirmation screen at the end. But yeah, I trusted that it had gone through... I think because I use a lot of those sorts of pages, like the secure pages, it wasn’t something that I was overly concerned about.” – iVote in-depth interview participant*

*“I kind of just assume if you vote properly, your vote is counted.” – iVote in-depth interview participant*

## 7.6.8 Satisfaction with iVote

Among users of iVote in the core telephone survey, satisfaction with iVote overall was very high. Almost all iVote users were satisfied, with around three-quarters very satisfied (73%) and one-quarter fairly satisfied (23%).

**Table 53: Core survey – Overall satisfaction with iVote**

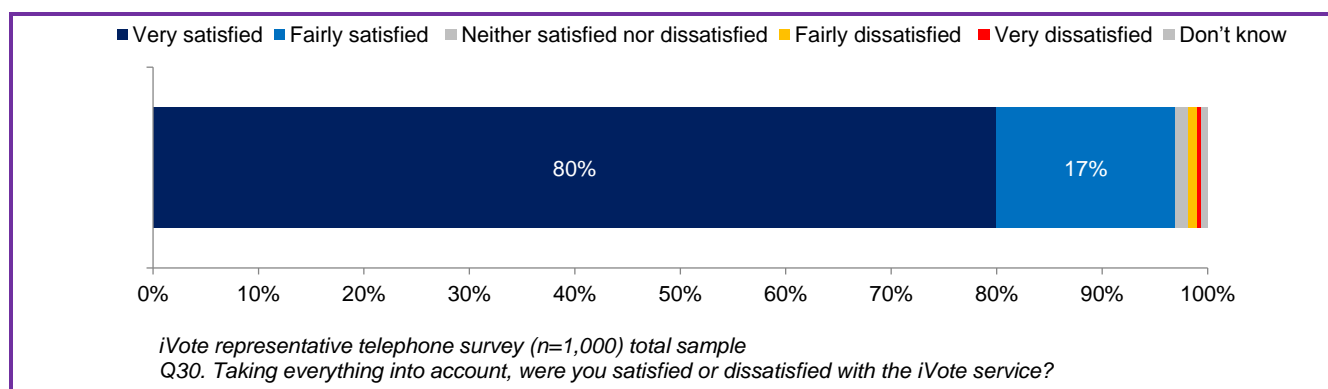
Core telephone survey	
Very satisfied	73%
Fairly satisfied	23%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	0%
Very dissatisfied	2%
Don't know	1%

*Core telephone survey, iVote users (n=75)*  
 Q30. Taking everything into account, were you satisfied or dissatisfied with the iVote service?

Most respondents were satisfied with the iVote service because it was easy to use (54%) and convenient (24%). Respondents also liked that it was quick (17%) and secure (8%). Those who were dissatisfied generally felt so because of IT issues (13%).

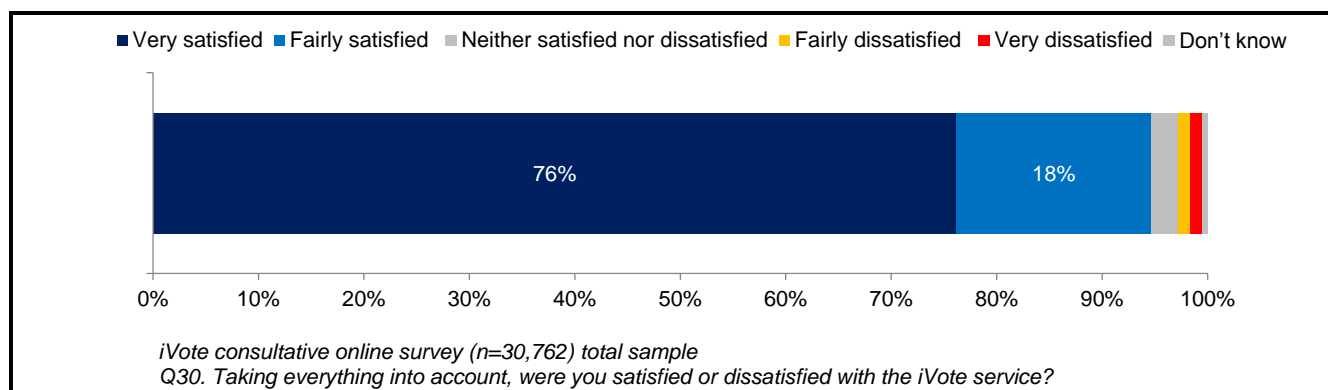
Respondents in both iVote surveys were generally satisfied overall. In the representative telephone survey, 80% were very satisfied and a further 17% fairly satisfied. Only 1% were dissatisfied.

**Figure 71: iVote telephone survey – Satisfaction with iVote**



Similarly, 76% of those in the iVote online survey were very satisfied and a further 18% were fairly satisfied.

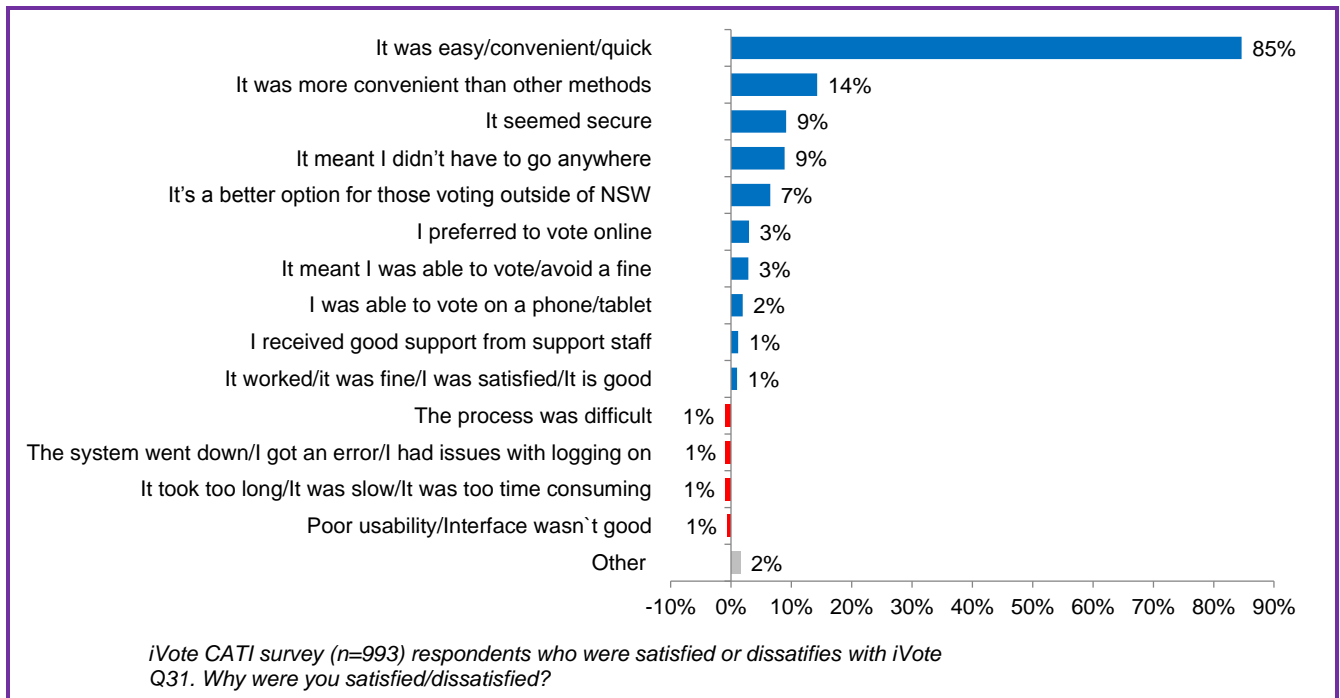
**Figure 72: iVote online survey – Satisfaction with iVote**



Most respondents in both iVote surveys were satisfied with iVote because it was easy and convenient.

In the iVote telephone survey, reasons for overall satisfaction were ease and speed (85%), convenience compared to other methods of voting (14%), security (9%), and ability to vote at home (9%). Conversely, reasons for dissatisfaction included technical difficulties (1%, n=8), taking too much time (1%, n=7) and issues with the interface (1%, n=8).

**Figure 73: iVote telephone survey – Reason for satisfaction or dissatisfaction**



The qualitative research reflected the finding that iVote was perceived as being more efficient than other methods. Overall, iVote was generally seen as quick and easy, with a turnaround time much faster than that of voting in-person, without having to wait in queues.

*“The whole process only took me 10 minutes, it was very painless and user-friendly...from start to finish in 15 minutes. Even in the city and going to polling booth would’ve taken longer.” – iVote in-depth interview participant*

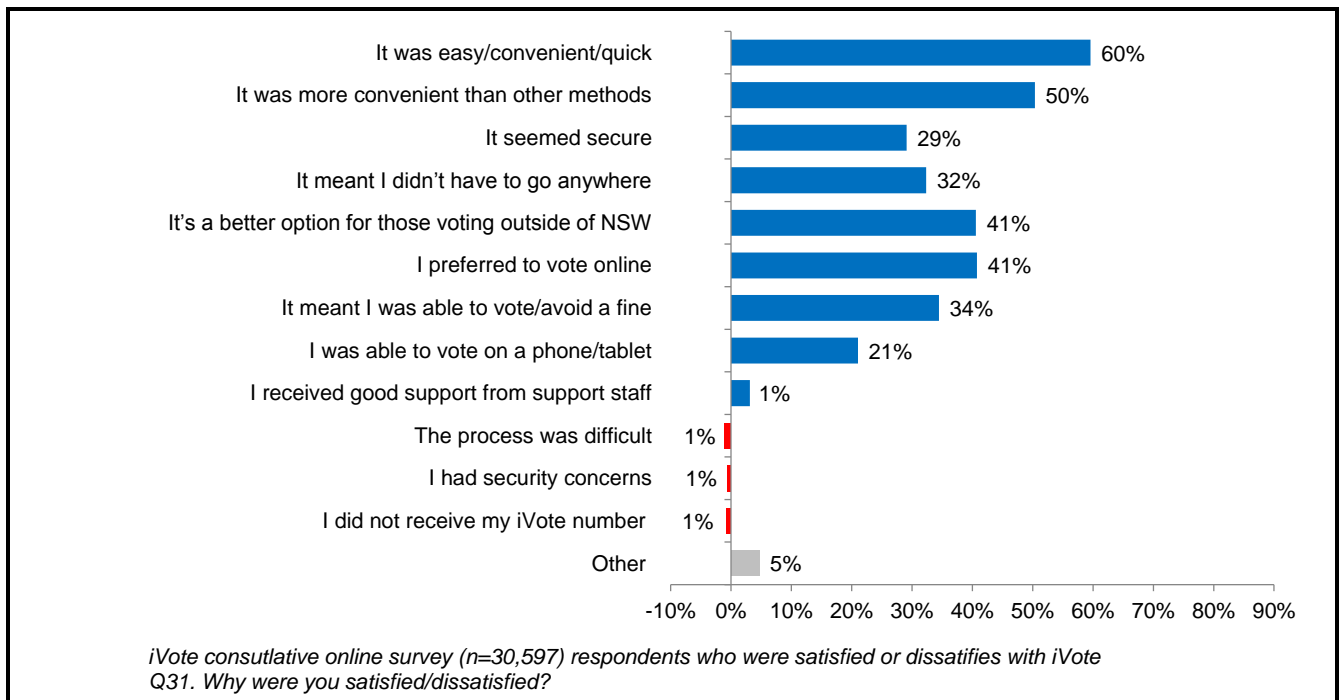
Further, iVote was seen as taking away the time pressure that many reported feeling when voting in-person, specifically feeling rushed to cast their vote in order to keep the line moving. As there was no perceived time limit to voting online, it meant being able to find out information about candidates as they were voting, having more time to make their mind up once at the ballot paper stage, and being able to ensure they were filling out the papers correctly.

*“It does make it an easy process because there’s no real time limit. You’ve got that time to sit back and read through and work out what it is that you need to do rather than feeling a bit of extra pressure on Election Day when you’re in the booth.” – iVote in-depth interview participant*

*“If someone is not sure, they can look at the instructions and take their time.” – iVote in-depth interview participant*

Again, the most common reason for satisfaction in the iVote online survey was ease (60%). Half of respondents in the iVote online survey reported convenience compared with other methods (50%), 29% security, 34% fine avoidance, and 41% being able to vote when out of NSW.

**Figure 74: iVote online survey – Reason for satisfaction or dissatisfaction**



Note that the reason for the discrepancy in the responses in the telephone and online surveys is the response mode. The proportion of respondents giving each response other than ease was higher in the online survey as they were provided with a list of responses to choose from. In comparison, in the telephone survey, the question was asked without any of the potential response categories being read out. Responses were when coded by interviewers without any additional prompting.



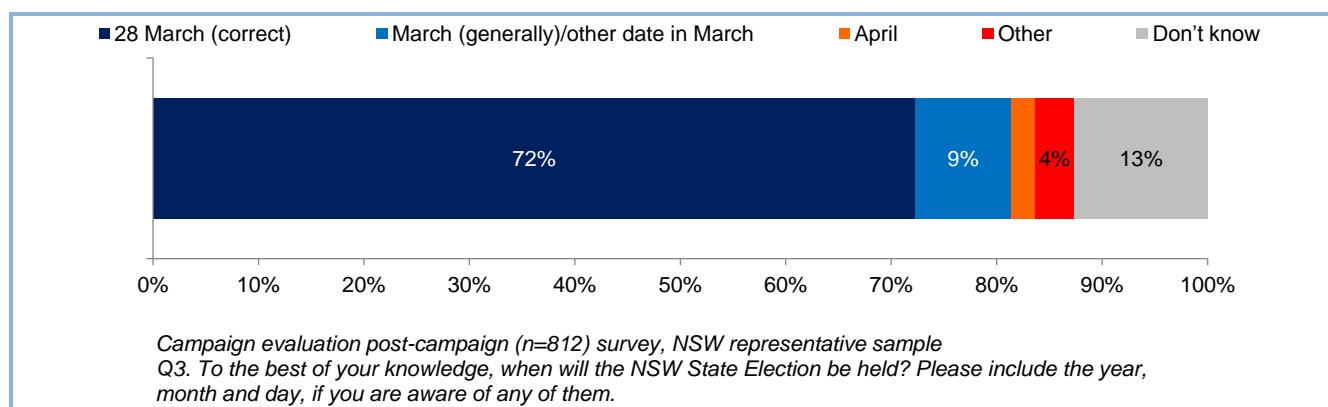
## 8. Information provision

- Before Election Day, around three-quarters of respondents were able to correctly identify the date of the Election (72% campaign evaluation survey). Seeing or hearing the NSW Electoral Commission advertising campaign did not appear to impact awareness of the Election date. However, it did appear to increase the likelihood of both calling the enquiries line and visiting votensw.info to find out the date (29% and 24% respectively of those who had, compared with 19% and 13% of those who had not).
- Half of in-person voters in the core survey cast their vote at the same polling place as they voted last time (50%; core survey). To find out where to vote, around one in nine asked a friend, family member or neighbour (11%), and a similar proportion said they found their polling place upon seeing crowds or signs (9%).
- Respondents generally felt informed about finding out where to vote on Election Day, with almost four in five (78%; core telephone survey) indicating they felt very or fairly informed. Those who wanted more information about where to vote on Election Day would have liked to receive this information via direct mail (59%), email (29%) or TV advertising (24%). Again, seeing or hearing the NSW Electoral Commission advertising campaign appeared to increase the likelihood of both calling the enquiries line and visiting votensw.info for this information (31% for each among those who had, compared with 19% for each of those who had not).
- Two-thirds of respondents in the core telephone survey felt very informed about how to fill in a ballot paper, with a further 29% feeling somewhat informed.
- Around half of pre-poll respondents received information from the NSW Electoral Commission to help them vote (52%; pre-poll survey). Satisfaction was typically high with this information, with most of those who received information very satisfied (76%).
- Some of the Arabic-speaking voters recalled assistance from other (non-family) Arabic speakers outside the polling place, but none once they had entered. There was interest in greater in-language support from electoral officials once inside the polling place.
- Most respondents who had a disability or restriction and their carers were unaware of information being available in large print, audio files or Auslan. Only one in five respondents (20%; core survey), 14% and 13%, respectively, were aware of information in these formats.

### 8.1 Information on when to vote

Prior to Election Day, around three-quarters of respondents in the campaign evaluation survey were able to correctly identify the date of the Election (72%). A further one in ten were aware it was taking place in March but were unable to identify the specific date (9%). A small proportion thought the Election was taking place in April or later (6%), while around one in eight said they did not know when it was taking place (13%).

**Figure 75: Campaign evaluation – Knowledge of the date of Election Day**



Respondents aged 55+ were less likely to be aware of the date than those aged under 55 (66% compared with 76%; 17% said they did not know, compared with 10%).

Seeing or hearing the campaign did not appear to impact awareness of the Election date.

**Table 54: Campaign evaluation – Campaign impact on knowledge of the date of the Election**

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
28 March (correct)	9%	72% ↑	9%	73% ↑	73%	70%
March (generally)/other date in March	28%	9% ↓	28%	7% ↓	7%	14% ↑
April	1%	2%	1%	2%	2%	2%
Other	14%	4% ↓	14%	4% ↓	4%	3%
Don't know	48%	13% ↓	48%	14% ↓	14%	10%

*Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample  
Q3. To the best of your knowledge, when will the NSW State Election be held? Please include the year, month and day, if you are aware of any of them. [CODED]*

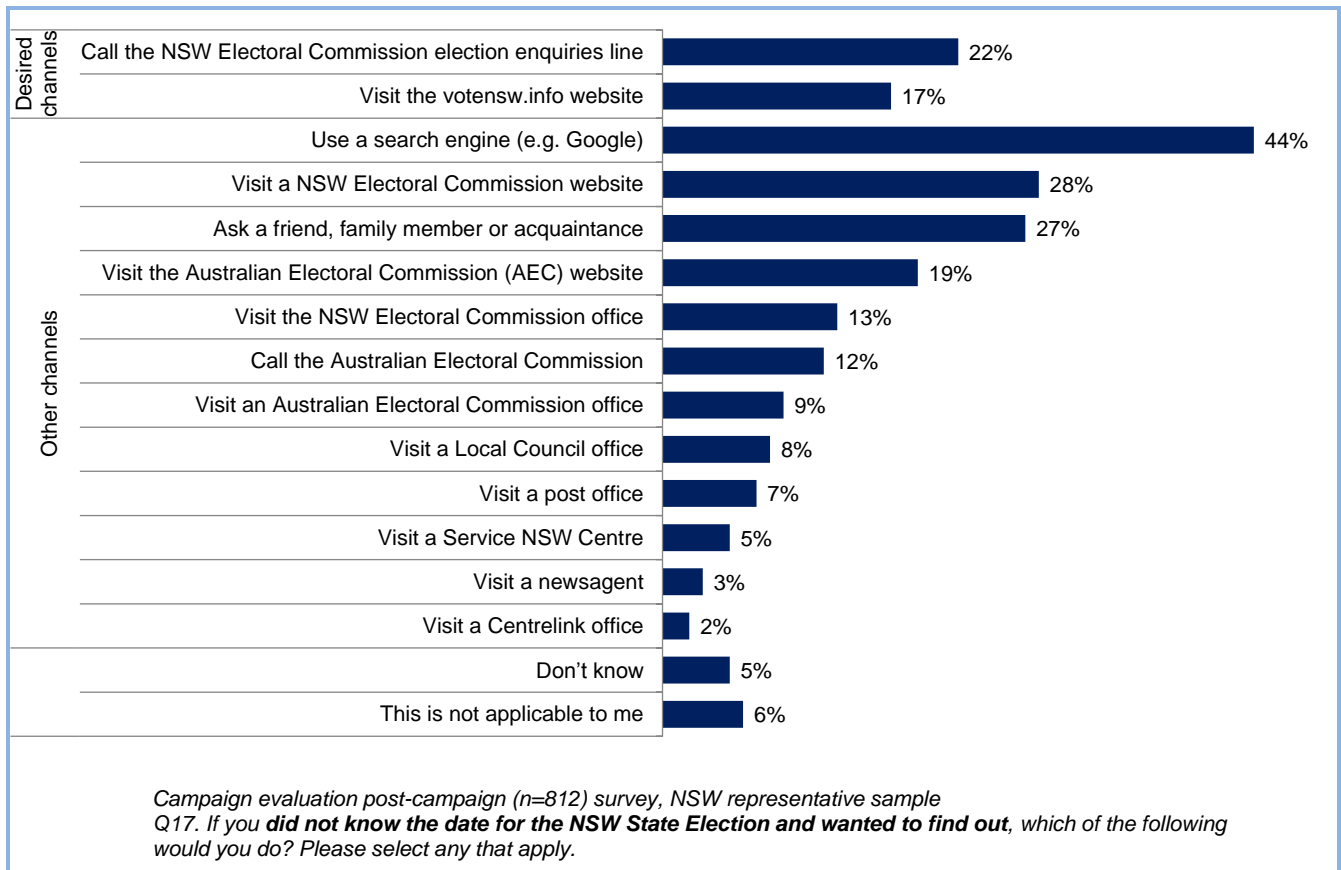
Although there were no significant differences between the different mediums (print, TV, radio and Facebook), the proportion of respondents who knew the correct date of the Election was higher among those who had seen the TV or print or heard the radio advertisements (all 80% compared to 70% of those who had not seen or heard these). Those who had seen the Facebook campaign were more likely to know that the Election was in March in general, not the exact date (11% compared to 9%).

Prior to Election Day, to find out the date for the Election, one in five respondents said they would call the enquiries line (22%) and 17% that they would visit the votensw.info website. This compares with around two-fifths who would use a search engine (44%) and 28% who stated they would visit a NSW Electoral Commission website generally<sup>22</sup>.

Again, many respondents would contact the AEC, whether by visiting their website (19%), calling them (12%) or visiting one of their offices (9%).

<sup>22</sup> That is, not specifically votensw.info

Figure 76: Campaign evaluation – Method of finding out the date of the Election



Men were more likely than women to call the enquiries line (27% compared with 18%) and visit the votensw.info website (20% compared with 14%), as well as to visit the NSW Electoral Commission office (17% compared with 9%). However, they were also more likely to contact the AEC (calling: 18% compared with 7%; visit an office: 12% compared with 6%), as well as a Service NSW Centre (7% compared with 4%), post office (9% compared with 5%) and newsagent (5% compared with 2%).

Older respondents were generally more likely to call the enquiries line as well as to visit a NSW Electoral Commission website generally or the NSW Electoral Commission office. They were also more likely to contact the AEC or visit a Local Council office or a post office.

Seeing or hearing the campaign appeared to increase the likelihood of both calling the enquiries line and visiting votensw.info (29% and 24% respectively of those who had, compared with 19% and 13% of those who had not). It also appeared to increase the likelihood of visiting a Service NSW Centre (9% compared with 4%).

**Table 55: Campaign evaluation – Campaign effect on method used to find out the date of the Election**

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Call the NSW Electoral Commission Election enquiries line (1300 135 736)	20%	22%	20%	19%	19%	29%↑
Visit the votensw.info website	14%	17%	14%	13%	13%	24%↑
Use a search engine (e.g. Google)	39%	44%	39%	43%	43%	46%
Visit a NSW Electoral Commission website (e.g. Elections.nsw.gov.au)	29%	28%	29%	25%	25%	33%
Ask a friend, family member or acquaintance	20%	27% ↑	20%	27%	27%	28%
Visit the Australian Electoral Commission (AEC) website	19%	19%	19%	17%	17%	23%
Visit the NSW Electoral Commission office	10%	13%	10%	12%	12%	16%
Call the Australian Electoral Commission	11%	12%	11%	11%	11%	16%
Visit an Australian Electoral Commission office	7%	9%	7%	7%	7%	13%
Visit a Local Council office	5%	8%	5%	6%	6%	10%
Visit a post office	5%	7%	5%	7%	7%	7%
Visit a Service NSW Centre	3%	5%	3%	4%	4%	9%↑
Visit a newsagent	3%	3%	3%	3%	3%	4%
Visit a Centrelink office	1%	2%	1%	2%	2%	2%
Don't know	10%	5% ↓	10%	6%	6%	3%

*Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample*  
**Q17. If you *did not know the date for the NSW State Election and wanted to find out*, which of the following would you do?**  
*Please select any that apply.*

The campaign effect was particularly evident among women, metropolitan respondents and non-CALD respondents. Among those who had seen or heard the campaign, all three groups were significantly more likely to have selected both the enquiries line and votensw.info than those who had not (women: 29% compared with 14% and 25% compared with 9% respectively; metropolitan respondents: 29% compared with 17% and 23% compared with 13% respectively; non-CALD respondents: 29% compared with 20% and 25% compared with 13% respectively). They were also more likely to select a Service NSW Centre (8% compared with 2%, 12% compared with 4% and 8% compared with 3% respectively).

In addition, non-CALD respondents who had seen or heard the campaign were more likely than those who had not to select a NSW Electoral Commission website generally (34% compared with 24%), as well as to contact the AEC (by website: 25% compared with 16%; visit an office: 13% compared with 7%) and their Local Council (11% compared with 5%).

A significant campaign effect was observed among younger respondents (18-44 year olds: 24% compared with 11%) but not among older.

## 8.2 Information on where to vote

Half of in-person voters in the core survey cast their vote at the same polling place as they voted last time (50%). Around one in nine asked a friend, family member or neighbour where to vote (11%), and a similar proportion said they found their polling place upon seeing crowds or signs (9%). Six percent used a search engine, while 5% found out from a NSW Electoral Commission website.

*“I looked mine up – the Electoral Commission, NSW. I googled it and then clicked on the address. It was easy to follow.” - Arabic-speaking discussion group participant*

**Table 56: Core survey – Location of polling places**

Core telephone survey	
Went to the same place you voted last time	57%
Asked a friend, family member, or neighbour	12%
Saw the crowds/signs	9%
Went out looking for a polling place until you found one	7%
Used a search engine (e.g. Google)	6%
Visited a NSW Electoral Commission website (for example www.Elections.nsw.gov.au or www.votensw.info)	5%
Saw advertising/media	3%
Information provided by a candidate or political party member	1%
Called the NSW Electoral Commission Election enquiries line (1300 135 736)	1%
Don't know	0%
Other	1%
<i>Core telephone survey, respondents who voted, (n=1,036)</i>	
<i>Q10. How did you find out where to vote?</i>	

Respondents aged 18-24 were more likely to find out where to vote from asking a friend or family member (43%) compared with all other age groups (7-10%).

Respondents in the core survey who wanted more information about where to vote on Election Day would have liked to receive this information via direct mail (59%), email (29%) or TV advertising (24%).

**Table 57: Core survey – Information about where to vote**

Core telephone survey	
Brochure/direct mail/letter/leaflet sent to my home address by the NSW Electoral Commission	59%
Emailed to me	29%
Mass media – TV advertising	24%
Mass media – online	20%
Mass media - Newspapers	13%
Mass media – Radio	9%
NSW Electoral Commission website	6%
Social media	3%
Text message	11%
Other	9%
Don't know	2%
<i>Core telephone survey, Respondents who wanted more information (n =56)</i>	
<i>Q38. How would you have liked to receive this information? About where to vote on Election Day</i>	

Respondents generally felt informed about finding out where to vote on Election Day, with almost eight in ten (78%) indicating they felt very or fairly informed. Seventeen percent (17%) felt uninformed.

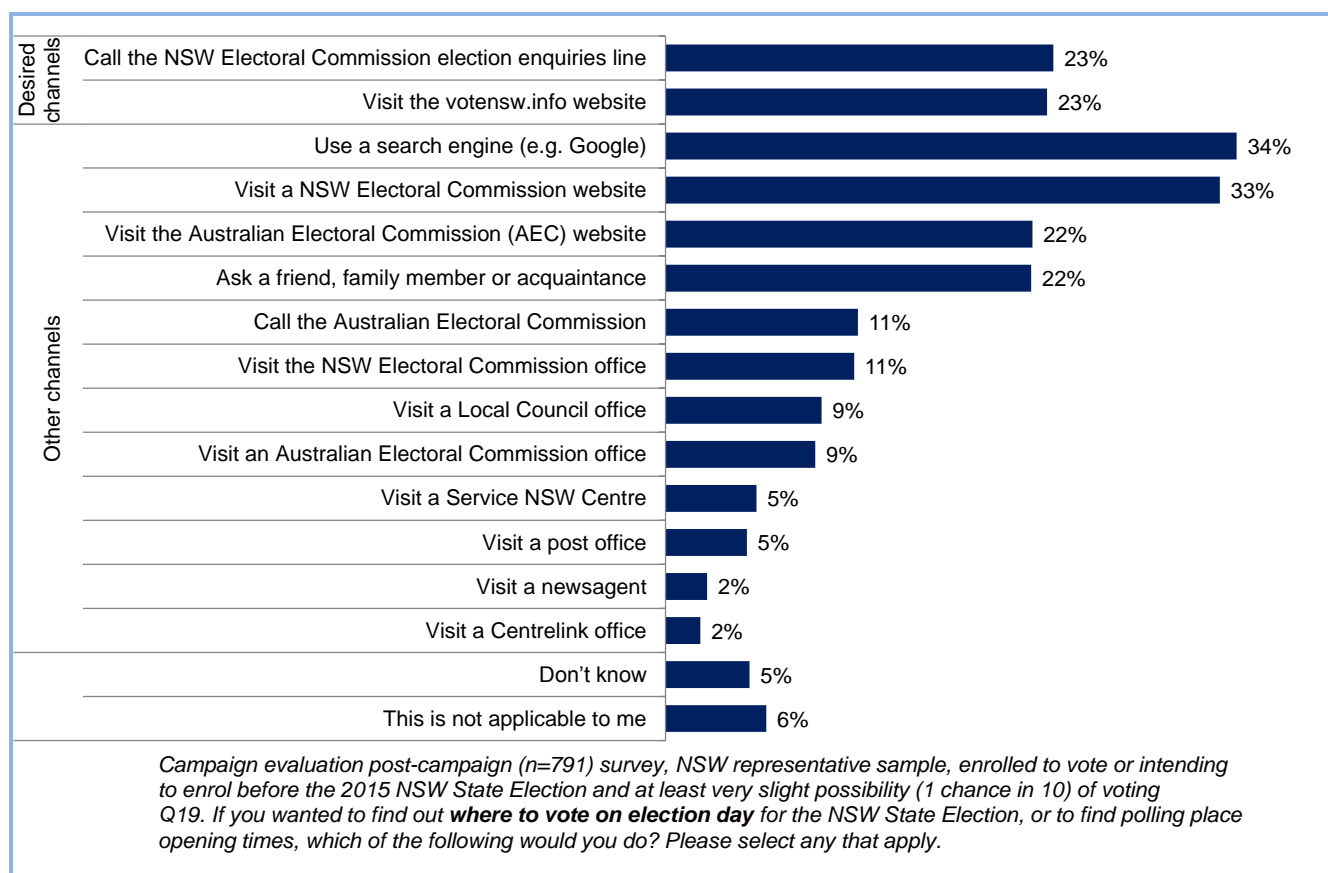
**Table 58: Core survey – Knowledge about polling place locations**

Core telephone survey	
Very informed	55%
Fairly informed	23%
Neither informed nor uninformed	4%
Fairly uninformed	9%
Very uninformed	8%
Don't know	2%

*Core telephone survey, total sample (n=1,200)*  
 Q36. How informed or uninformed do you feel about... Finding out where to vote on Election Day

To find out where to vote on Election Day, around a quarter (23%) of respondents<sup>23</sup> in the campaign evaluation survey said they would call the Election enquiries line and the same proportion that they would visit the votensw.info website. These figures compare with around a third who mentioned a NSW Electoral Commission website generally<sup>24</sup> (33%) and another third (34%) that preferred to use a search engine to find out this type of information. A fifth said they would visit the AEC website (22%).

**Figure 77: Campaign evaluation – Method of finding out where to vote**



<sup>23</sup> Who stated there was at least a very slight possibility (1 chance in 10) of voting in the 2015 NSW State Election.

<sup>24</sup> That is, not specifically votensw.info

Men were more likely than women to call the enquiries line (27% compared with 20%) and visit the votensw.info website (26% compared with 19%), as well as to visit the NSW Electoral Commission office (15% compared with 8%). However, they were also more likely to contact the AEC (calling: 16% compared with 7%; visit an office: 12% compared with 6%), as well as a Service NSW Centre (8% compared with 3%).

Older respondents were generally more likely to call the enquiries line, visit votensw.info and visit a NSW Electoral Commission website generally or the NSW Electoral Commission office. They were also more likely to contact the AEC or visit a Local Council office or a post office.

Seeing or hearing the campaign appeared to increase the likelihood of both calling the enquiries line and visiting votensw.info (31% for each among those who had, compared with 19% for each of those who had not), as well as of visiting a NSW Electoral Commission website generally (41% compared with 29%).

**Table 59: Campaign evaluation – Campaign impact on how to find out where to vote on Election Day**

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Call the NSW Electoral Commission Election enquiries line (1300 135 736)	22%	23%	22%	19%	19%	31%↑
Visit the votensw.info website	19%	23%	19%	19%	19%	30%↑
Use a search engine (e.g. Google)	27%	34%	27%	34%	34%	34%
Visit a NSW Electoral Commission website (e.g. Elections.nsw.gov.au)	34%	33%	34%	29%	29%	41%↑
Visit the Australian Electoral Commission (AEC) website	20%	22%	20%	21%	21%	24%
Ask a friend, family member or acquaintance	18%	22%	18%	21%	21%	23%
Call the Australian Electoral Commission	9%	11%	9%	11%	11%	12%
Visit the NSW Electoral Commission office	12%	11%	12%	10%	10%	14%
Visit a Local Council office	7%	9%	7%	9%	9%	10%
Visit an Australian Electoral Commission office	8%	9%	8%	7%	7%	12%
Visit a Service NSW Centre	3%	5%	3%	5%	5%	7%
Visit a post office	5%	5%	5%	5%	5%	4%
Visit a newsagent	3%	2%	3%	2%	2%	4%
Visit a Centrelink office	2%	2%	2%	2%	2%	2%
Don't know	6%	5%	6%	6%	6%	4%

*Campaign evaluation benchmark (n=390) and post-campaign (n=791) surveys, NSW representative sample, enrolled to vote or intending to enrol before the 2015 NSW State Election and at least very slight possibility (1 chance in 10) of voting Q19. If you wanted to find out **where to vote on Election Day** for the NSW State Election, or to find polling place opening times, which of the following would you do? Please select any that apply.*



The campaign was particularly impactful for women, who were significantly more likely to say they would call the enquiries line if they had seen or heard the campaign than if they had not (32% compared with 14%). Metropolitan and non-CALD respondents also demonstrated this (32% compared with 17% and 30% compared with 20% respectively), as well as a higher likelihood to visit votensw.info (27% compared with 16% and 32% compared with 19% respectively) or a NSW Electoral Commission website generally (41% compared with 29% and 42% compared with 29% respectively).

### 8.3 Information on how to vote

Two-thirds of respondents in the core survey felt very informed about how to fill in a ballot paper, with a further 29% feeling somewhat informed. Eight percent (8%) felt uninformed.

**Table 60: Core survey – Knowledge about how to fill in a ballot paper**

Core telephone survey	
Very informed	59%
Fairly informed	29%
Neither informed nor uninformed	2%
Fairly uninformed	5%
Very uninformed	3%
Don't know	1%
<i>Core telephone survey, total sample (n=1,200)</i>	
<i>Q36. How informed or uninformed do you feel about... How to fill in a ballot paper</i>	

Unsurprising given their lack of experience, those aged 18-24 were the least likely to feel informed about how to fill in a ballot paper (14% were uninformed, compared with 6-9% among other age groups). Regional respondents were more likely to feel informed (91% informed) than those in metro areas (87%).

The Arabic-speaking voters who took part in the discussion groups commented that the ballot papers were confusing, particularly when encountered for the first time.

*“The thing is about this list is, you don’t know who is Labor and who is Liberal. And it’s hard to find the name of the person you want to vote for.” - Arabic-speaking discussion group participant*

*“People go in like they’re blind. People look for names and if they find it, it’s like they won the lotto.” - Arabic-speaking discussion group participant*

*“They’ve got to make it more user-friendly for people to understand what’s happening” - Arabic-speaking discussion group participant*

*“It’s easy after a while. The first few times I didn’t know whether to go over or under the line. But my explained it to me. Also my partner.” - Arabic-speaking discussion group participant*

Respondents who wanted more information about how to fill out ballot papers correctly would have liked to have received it via direct mail (37%), email (26%) or mass media.

**Table 61: Core survey – Information about how to fill in a ballot paper**

<b>Core telephone survey</b>	
Brochure/direct mail/letter/leaflet sent to my home address by the NSW Electoral Commission	37%
Emailed to me	26%
Mass media – TV advertising	25%
Mass media – online	28%
Mass media - Newspapers	12%
Mass media – Radio	7%
NSW Electoral Commission website	18%
Social media	10%
Other	28%
Don't know	0%
<i>Core telephone survey, Respondents who wanted more information (n=39)</i>	
<i>Q38. How would you have liked to receive this information? About filling out ballot papers correctly</i>	

Most in-person voters either did not need or did not receive assistance from electoral staff in understanding how to vote properly (60%). Of those who did ask for assistance, around three-quarters were very satisfied (31% of all in-person voters). Only 1% of in-person voters were dissatisfied with the assistance.

**Table 62: Core survey – Satisfaction with assistance about how to vote properly**

<b>Core telephone survey</b>	
Very satisfied	31%
Fairly satisfied	7%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	1%
Very dissatisfied	1%
I did not receive assistance	60%
Don't know	0%
<i>Core telephone survey, In-person voters (n=1,036)</i>	
<i>Q14. If you asked for assistance from electoral staff in understanding how to vote properly, were you satisfied or dissatisfied?</i>	

Younger voters (aged 18-24) were more likely to be satisfied (53%) with the assistance they received than older respondents (31% of those over 65), as were respondents with a disability (50%, compared with 36% among those without).

Most pre-poll respondents did not receive assistance from electoral staff (63%). Among those who did, most were satisfied, with 28% of all respondents very satisfied and 8% fairly satisfied. Respondents most commonly received assistance at Sydney Town Hall (56% received assistance compared with 37% overall). On the other hand, Newcastle respondents were less likely to have received assistance (15% had).

Around half of respondents received information from NSW Electoral Commission to help them vote (52%). Satisfaction was typically high with this information, with most of those who received information very satisfied (28% of all respondents). Fifteen percent of all respondents were fairly satisfied.

Fairfield respondents were most likely to have received information (88%), however satisfaction was typically lower here than elsewhere. As with assistance, Newcastle respondents were least likely to have received information (16%).

Arabic-speaking voters were generally critical of the information and assistance available at the polling place. That criticism focused mainly on how to correctly successfully complete the ballot paper; group participants were very aware of their legal obligation to vote and were keen to comply. However, they lacked confidence in their ability to fill in the ballot, and were interested in more information at point of voting to help them do so correctly.

*“Someone to tell you where to go – this time I didn’t need that information, but you need it the first time.”*  
- **Arabic-speaking discussion group participant**

*“I never feel confident, I don’t know why. I’m always a little bit nervous. I know who I wanted to vote for, maybe it’s the environment. Doesn’t matter how many times I do it.”* - **Arabic-speaking discussion group participant**

*“I was nervous when I went in. I phoned my brother from the booth to help.”*- **Arabic-speaking discussion group participant**

*“Hopefully I cast it right. I was scared that I voted for the wrong person. Back in school we were shown this and told how to vote, but I didn’t remember.”* - **Arabic-speaking discussion group participant**

There was interest in having an example of a completed ballot paper to guide them, or an online facility where they could practice voting.

*“If there is any website to teach you how to do it. You still don’t know what’s going on in there ... People need something in front of them so they know what to do.”* - **Arabic-speaking discussion group participant**

*“Tutorial videos on display in each language would be good.”* **Arabic-speaking discussion group participant**

There was also confusion on what to do with the completed ballot paper.

*“There should be somebody in there to tell you which box to put the paper in.”* - **Arabic-speaking discussion group participant**

Some of the Arabic-speaking voters recalled assistance from other (non-family) Arabic speakers outside the polling place, but none once they had entered. There was interest in greater in-language support from electoral officials, once inside the polling place. Many cited examples of relying on help from family members who were more familiar with the Australian electoral system, and of also provided help in translating materials for older family members.

*“Outside yes - people can talk English and Arabic. Inside, no. The people at the table can’t speak Arabic, they just find your name.”* **Arabic-speaking discussion group participant**

*“It’s uncomfortable to try and communicate to them. The language barrier, they’ll think ‘stuff this, let’s just get out of here’.”* **Arabic-speaking discussion group participant**

*“My area is Italian and Maltese and there is nobody to help. One old lady brought her nephew to help her. He translated for her. She needed someone with her to help her.”* **Arabic-speaking discussion group participant**

While they were aware of in-language advice from those outside the polling place, many were intimidated by the number of individuals approaching them outside, and forcing leaflets on them.

*“The part where guys get in your face. It’s too intense when the guys start shoving papers in your face. It’s uncomfortable having to go ‘no, no, no’. They give you anxiety.”* - **Arabic-speaking discussion group participant**

*“There’s too many people giving things outside and nothing inside. And you’re on your own in the voting booth.”* **Arabic-speaking discussion group participant**

## 8.4 Additional information

Among respondents in the core survey who, for any of these areas felt less than *very* informed, around two-thirds indicated that there were no information gaps. Eight percent wanted more information on iVote and the same proportion more information about candidates or parties. Five percent wanted more information about where to vote on Election Day, and four percent about filling out ballot papers correctly.

**Table 63: Core survey – Additional information wanted**

Core telephone survey	
None	63%
Information on iVote (Technology assisted voting)	9%
Information about candidates or parties	8%
Information about where to vote on Election Day	5%
Information about filling out ballot papers correctly	4%
Information about voting early	2%
Information about how to enrol to vote or update enrolment details	1%
Information about polling place opening hours/closing times	1%
Information about postal voting	1%
Other	13%
Don't know	3%
<i>Core telephone survey, total sample (n=1,016)</i>	
<i>Q37. What additional information, if any, would you like to have received?</i>	

Many of the Arabic-speaking participants in the discussion groups were not aware of iVote.

*“Did they advertise it properly? How come we didn’t know about it?” Arabic-speaking discussion group participant*

*“So that was an option to vote this year? I wish I knew.” Arabic-speaking discussion group participant*

*“You would be much more relaxed. A very good idea.” Arabic-speaking discussion group participant*

When informed of the possibility of voting by phone or the internet, these voters were broadly enthusiastic, with minimal reservations about security.

*“If they’re putting it on the table, they know it’s secure.” Arabic-speaking discussion group participant*

*“It could be hacked, but that’s usually known afterwards ... but I think our privacy would be protected.” Arabic-speaking discussion group participant*

*“I asked my family last time what they think about of the electronic counting, they don’t trust them. And with electronics, maybe someone can hack the system and change the numbers.” Arabic-speaking discussion group participant*

*“Because it’s a paper system, they need to count it and stack it. With a touch screen in a booth, it saves time and paper and you can use different languages.” Arabic-speaking discussion group participant*

For those voters in the core telephone survey who wanted more information about candidates or parties, most were interested in receiving a brochure or leaflet sent to their home by the Electoral Commission (55%). Around one in seven (14%) wanted this information by email, by TV advertising (14%), newspapers (16%) or online media (15%).

**Table 64: Core survey – Information about candidates or parties**

Core telephone survey	
Brochure/direct mail/letter/leaflet sent to my home address by the NSW Electoral Commission	55%
Emailed to me	14%
Mass media – TV advertising	14%
Mass media – online	15%
Mass media - Newspapers	16%
Mass media – Radio	4%
NSW Electoral Commission website	9%
Social media	4%
Other	16%
Don't know	1%

*Core telephone survey, Respondents who wanted more information (n=80)*  
 Q38. How would you have liked to receive this information? About candidates or parties

## 8.5 Special needs information provision

Small proportions of the sample in the core survey either had a disability or restriction that could potentially impact their voting experience, or cared for someone who did.

**Table 65: Core survey – Special needs**

Core telephone survey		
	Has	Cares for someone with
Blindness or low vision	4%	3%
Reading difficulties	3%	2%
Hearing impairment, including deafness	4%	2%
Mobility restrictions	4%	4%
The use of a wheelchair	0%	2%
None of these	89%	93%
Don't know	0%	0%

*Core telephone survey, total sample (n=1,200)*  
 Q61. Do you experience/have any of the following? Please select any that apply.  
 Q62. Do you care for anyone who voted in the NSW State Election and experiences any of the following?

Older respondents (aged over 65) were more likely than younger age groups to experience blindness or low vision (10%), reading difficulties (7%), hearing impairment (11%), mobility restrictions (10%).

Most respondents who had a disability or restriction and carers were unaware of information being available in large print, audio files or Auslan. On the other hand, one-fifth of respondents (20%), 14% and 13%, respectively, were aware of information in these formats.

**Table 66: Core survey – Information in a special format**

Core telephone survey	
Large print	20%
Audio files	14%
Auslan	13%
None of these	78%

*Core telephone survey, respondents with a disability or restriction and carers (n=124)*  
 Q63. Were you aware that information was available from the NSW Electoral Commission in any of the following forms?

Very few of those who were aware of information in these formats used any of them, either for themselves or for the person they care for (14%). Among the two respondents who used audio files, both were very satisfied with this information, while the two respondents who used large print were split between very satisfied and fairly satisfied. The respondent who used Auslan did not know whether they were satisfied or dissatisfied.

**Table 67: Core survey – Use of information in a special format**

Core telephone survey	
	n
Yes	4
No	21
Don't know	2
<i>Core telephone survey, respondents with a disability or restriction and carers aware of information in special formats (n=27) Q64. Did you or the person you care for use any of this information in special format?</i>	

Respondents in the core survey who wanted more information about assistance for people with disabilities and their carers, would prefer to receive this via direct mail (75%) or email (50%).

**Table 68: Core survey – Information about assistance for people with a disability and their carers**

Core telephone survey	
	n
Brochure/direct mail/letter/leaflet sent to my home address by the NSW Electoral Commission	3
Emailed to me	2
Mass media – TV advertising	0
Mass media – online	1
Mass media - Newspapers	0
Mass media – Radio	0
NSW Electoral Commission website	0
Social media	1
Other	0
Don't know	0
<i>Core telephone survey, Respondents who wanted more information (n=4) Q38. How would you have liked to receive this information? On assistance for people with disabilities and their carers</i>	

## 9. Communications

- Before voting on Election Day itself, 38% (campaign evaluation survey) of respondents had spoken with friends or family about the voting process, either in-person or on social media, while almost three in ten respondents had seen or heard reference to the voting process in the media (28%).
- More than half of respondents recalled seeing or hearing advertising about voting in the Election (57%; campaign evaluation survey). Reflecting their generally higher levels of engagement with the electoral process, older respondents were more likely to recall State Election voting advertising (63% of those aged 55+ compared with 50% of those aged under 45).
- Among those who recalled advertising, more than three quarters remembered seeing it on television (77%; campaign evaluation survey). Four in ten respondents (41%) recalled seeing advertising via direct mail. Around a quarter mentioned seeing advertising on outdoor billboards (24%), hearing it on the radio (28%) and seeing newspaper advertising (28%).
- Of those who recalled advertising, two-fifths recalled advertising for a political party or candidate (40%; campaign evaluation survey). A further 14% recalled advertising about Election issues such as the power sell off, and 12% recalled parties or organisations advertising with negative comments about particular parties or candidates. One in ten respondents recalled seeing or hearing advertising in which the date or other details of the Election were provided (10%), while 6%, 4% and 2% respectively recalled advertising about how to vote or with reminders to vote or to make sure they were enrolled.
- Two percent each recalled advertising about pre-polling, iVote and postal voting (campaign evaluation survey).
- Two-thirds (66%; campaign evaluation survey) of these respondents attributed the advertising to a political party. Seventeen percent stated it was from the NSW Electoral Commission.
- Fourteen percent had seen NSW Electoral Commission television advertising, 16% had heard radio advertising and eight percent had seen print advertisements (campaign evaluation survey). Men were more likely than women to have seen the television advertising (18% compared with 11%), radio advertising (19% compared with 13%) and to have seen print advertisements (10% compared with 6%). Seven percent of respondents had seen NSW Electoral Commission advertising or other related posts on Facebook (7%).
- The vast majority of respondents agreed the NSW Electoral Commission advertising made it clear when they had to vote (69% strongly agreeing; campaign evaluation survey). Agreement was similarly strong that it made it clear what to do if they needed more information about the Election (67% strongly agreed); it told them about different ways they could vote (60%); and that it communicated the importance of voting (59%). Similarly, most respondents agreed that the advertising was easy to understand (54% strongly). The advertising was perceived to be less clear in outlining who was eligible for iVote (half strongly agreed; 49%) and how to fill out a ballot paper (only a third strongly agreed; 34%). Particularly low was agreement that the advertising motivated them to vote, with only 29% strongly agreeing.
- Awareness of the Election enquiries line was higher than that of the votensw.info website, with almost half of respondents having heard of the enquiries line (48%; campaign evaluation survey), while two in five (39%) had heard of the website.
- Seeing or hearing the NSW Electoral Commission advertising campaign appears to have increased both awareness of the enquiries lines (65% of those who had seen or heard compared with 41% of those who had not; campaign evaluation survey) and likelihood of calling it (11% compared with 7%).

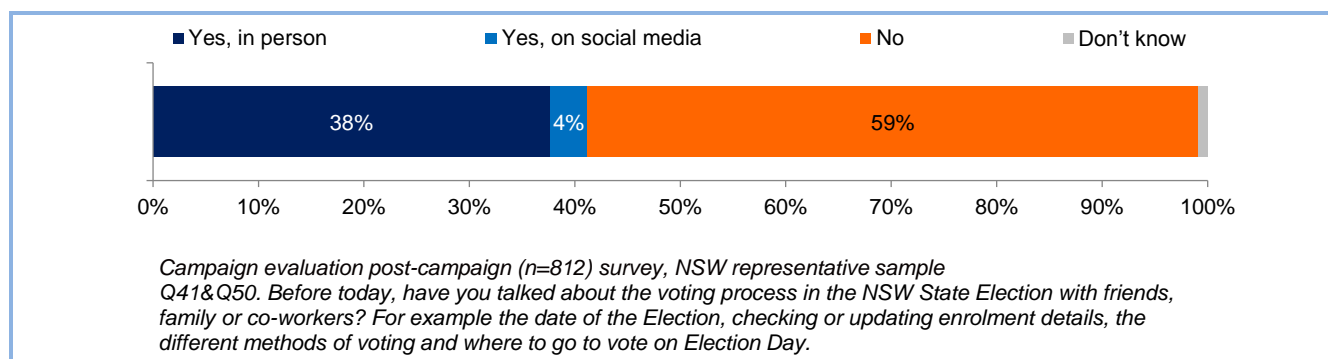


- When surveyed in the campaign evaluation post-campaign online survey before the Election, one in twenty respondents had either used, or intended to use, the Election enquiries line (5%), and three percent of respondents in the core telephone survey interviewed after Election Day had actually called the enquiries line.
- Around two-fifths of respondents in the core telephone survey were aware there had been changes to State Electoral boundaries since the previous NSW State Election (39%; core survey). Most respondents in the core telephone survey were satisfied with the communication of these changes, either very or fairly (22% and 35% respectively).
- Only a third (32%; campaign evaluation survey) of Newtown voters were aware that their State Electoral District (SED) had changed; awareness was much higher in Murrumbidgee with almost half being aware of the boundary changes (46%).
- Of those Murrumbidgee respondents who were aware of the redistribution, the vast majority correctly identified that they could vote at any polling place (92%; campaign evaluation survey). On the other hand, less than half of the respective Newtown respondents were aware of this (47%).
- Prior to the Election, the majority of respondents in the Newtown and Murrumbidgee Electorates did not recall receiving the letter from the NSW Electoral Commission informing them about their changed State Electoral District (68% and 56% respectively; campaign evaluation survey).
- Among those who thought their Electorate had changed, only four per cent reported that they had experienced difficulties as a result.

## 9.1 General awareness of the NSW State Election

Before Election Day itself, a large minority of respondents in the campaign evaluation survey had spoken with friends or family about the voting process, either in-person or on social media (38%).

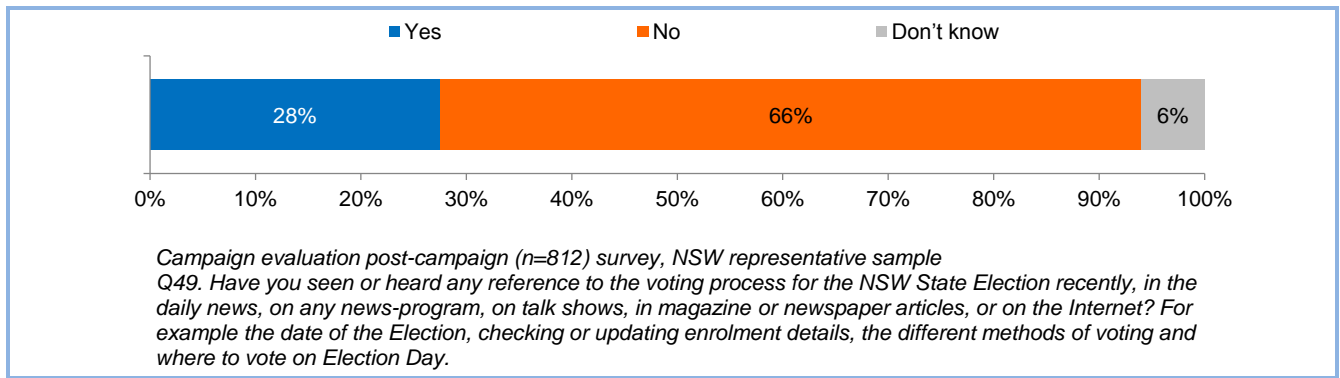
**Figure 78: Campaign evaluation – Talking about the voting process**



These conversations were not driven by the NSW Electoral Commission advertising campaign, with no significant differences observed between those who had seen or heard the campaign and those who had not.

Almost three in ten respondents had seen or heard reference to the voting process in the media (28%).

**Figure 79: Campaign evaluation – NSW State Election in the media**



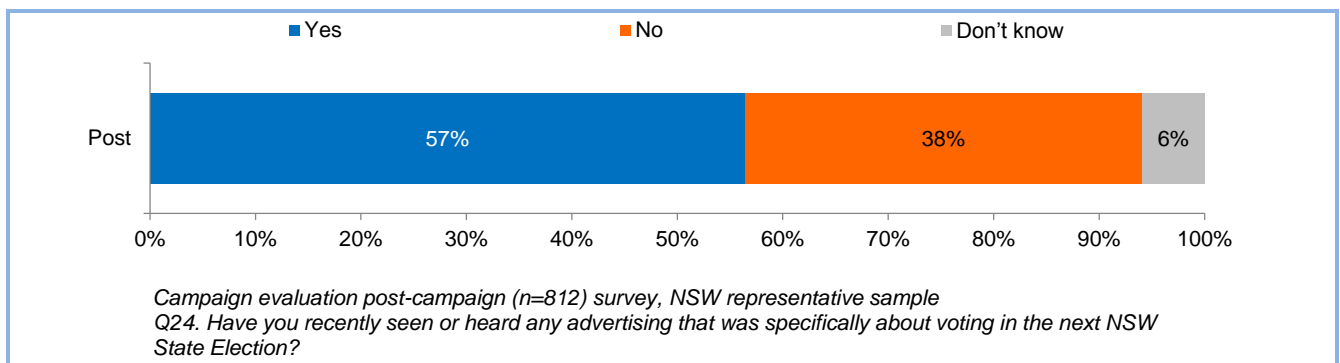
Men were more likely to have heard or seen reference than women (33% compared with 22%).

## 9.2 Advertising

### 9.2.1 Awareness of advertising

More than half of respondents in the campaign evaluation survey recalled seeing or hearing advertising about voting in the Election (57%). Almost four in ten (38%) did not recall seeing any advertising.

**Figure 80: Campaign evaluation – Recall of advertising about the 2015 NSW State Election**

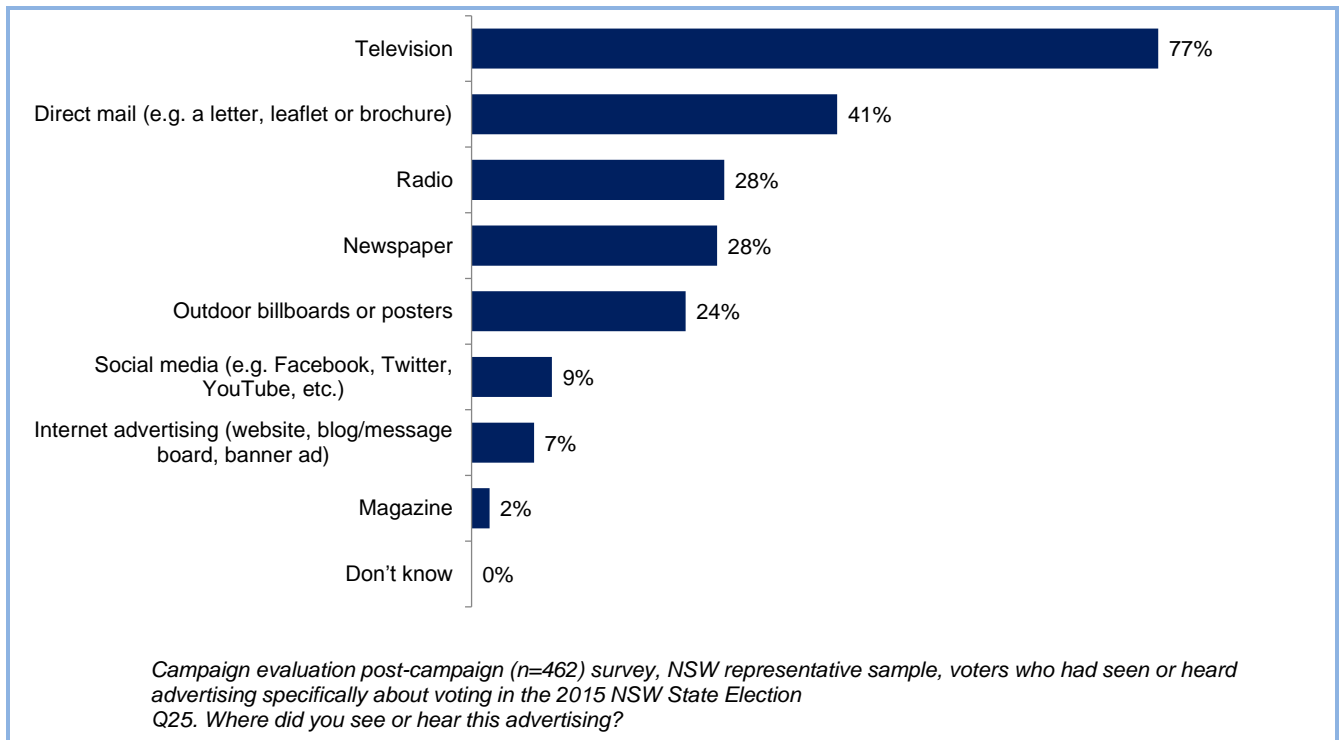


Those who thought voting was important were more likely to say they recalled advertising than those who didn't (59% compared with 38%).

Reflecting their generally higher levels of engagement with the electoral process, older respondents were more likely to recall State Election voting advertising (63% of those aged 55+ compared with 50% of those aged under 45).

Among those who recalled advertising, more than three quarters remembered seeing it on television (77%). Four in ten respondents (41%) recalled seeing advertising via direct mail. Around a quarter mentioned seeing advertising on outdoor billboards (24%), hearing it on the radio (28%) and seeing newspaper advertising (28%).

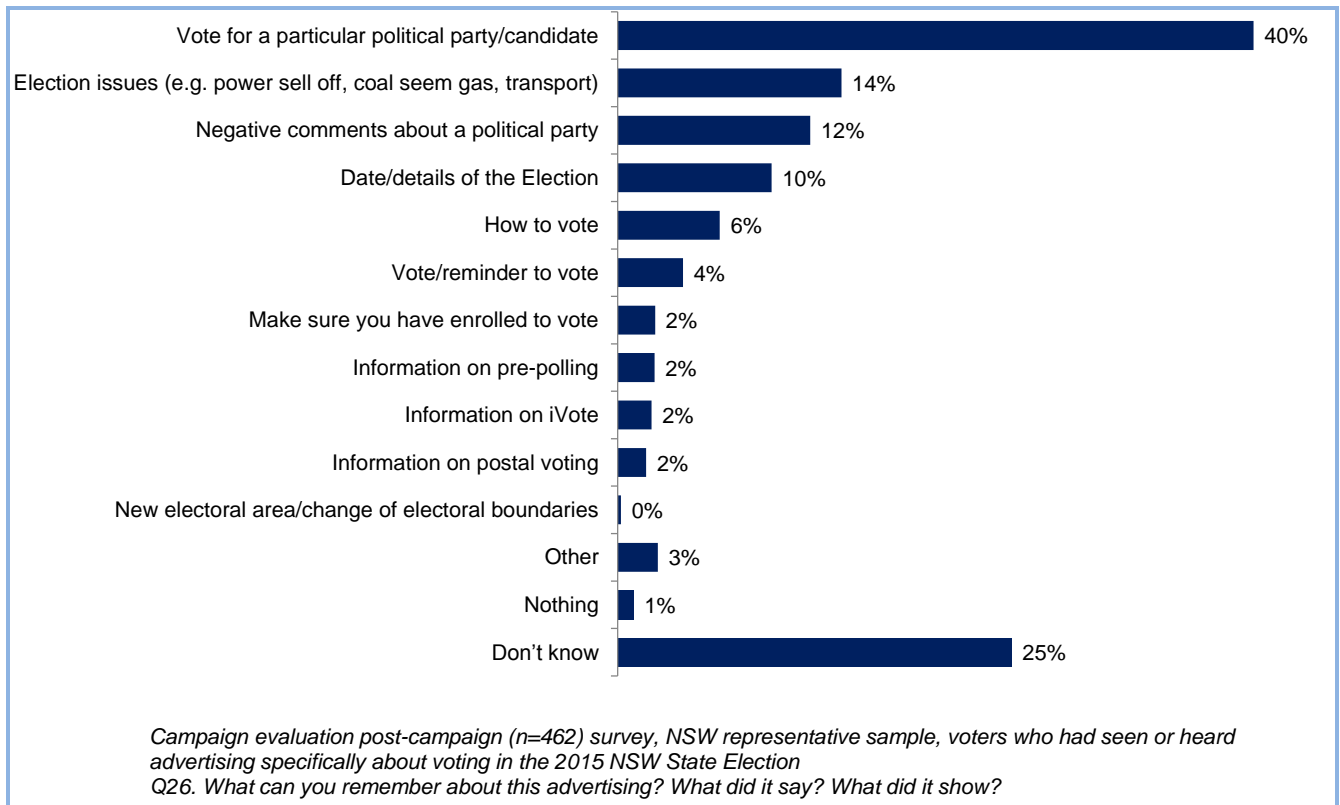
Figure 81: Campaign evaluation – Location of advertising



Men were more likely than women to recall radio (33% compared with 24%) and newspaper (34% compared with 21%). Older respondents were generally more likely than younger respondents to recall television, direct mail, radio and newspaper ads. CALD respondents were more likely to recall advertising through social media than non-CALD respondents (17% compared with 8%), while non-CALD respondents were more likely to recall television advertising (79% compared with 66%).

Of those who recalled advertising, two-fifths recalled advertising for a political party or candidate (40%). A further 14% recalled advertising about Election issues such as the power sell off, and 12% recalled parties or organisations advertising with negative comments about particular parties or candidates. One in ten respondents recalled seeing or hearing advertising in which the date or other details of the Election were provided (10%), while 6%, 4% and 2% respectively recalled advertising about how to vote or with reminders to vote or to make sure they were enrolled. Two percent each recalled advertising about pre-polling, iVote and postal voting.

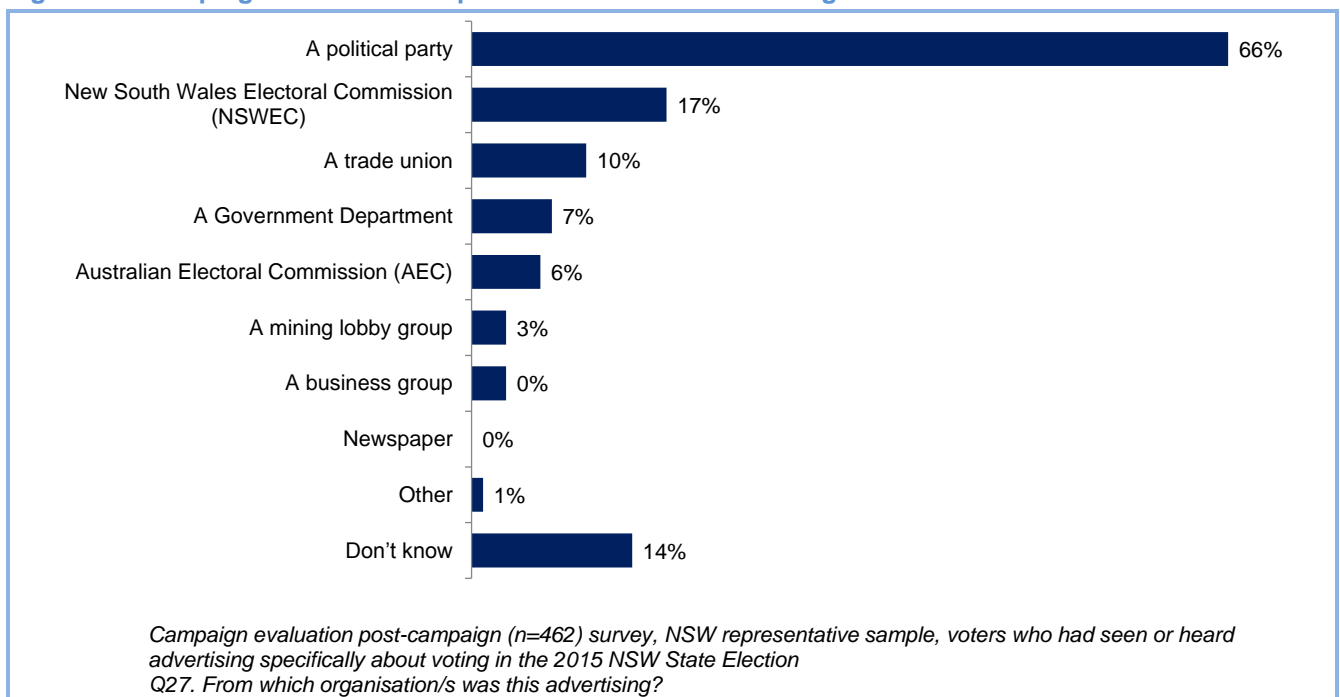
**Figure 82: Campaign evaluation – Content of advertising**



Women were more likely than men to recall advertising for a political party or candidate (48% compared with 32%), while men were more likely to recall seeing or hearing the date or details of the Election (13% compared with 6%).

Two-thirds (66%) of these respondents attributed the advertising to a political party. Seventeen percent stated it was from the NSW Electoral Commission. This compares with 6% who thought the advertising was from the AEC, 10% from a trade union and 7% from a Government Department.

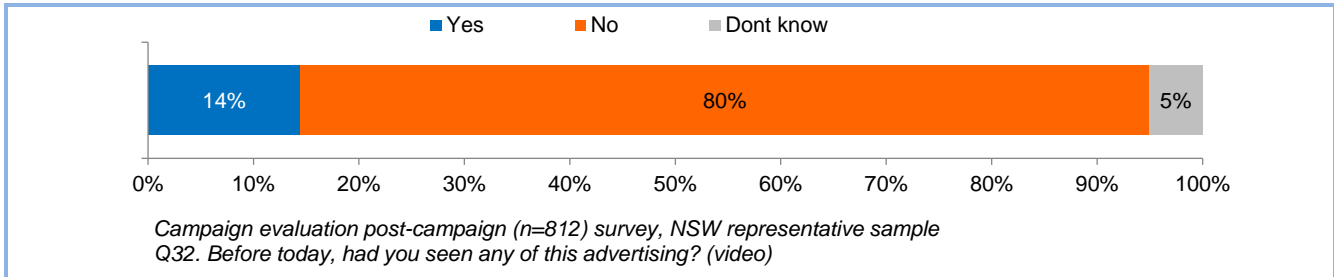
**Figure 83: Campaign evaluation – Sponsor of recalled advertising**



Men were more likely than women to recall advertising from the NSW Electoral Commission (22% compared with 13%), as well as from a trade union (17% compared with 4%) or mining lobby group (6% compared with 1%). In general, older respondents were more likely to recall advertising from a political party, as well as from a trade union or mining lobby group.

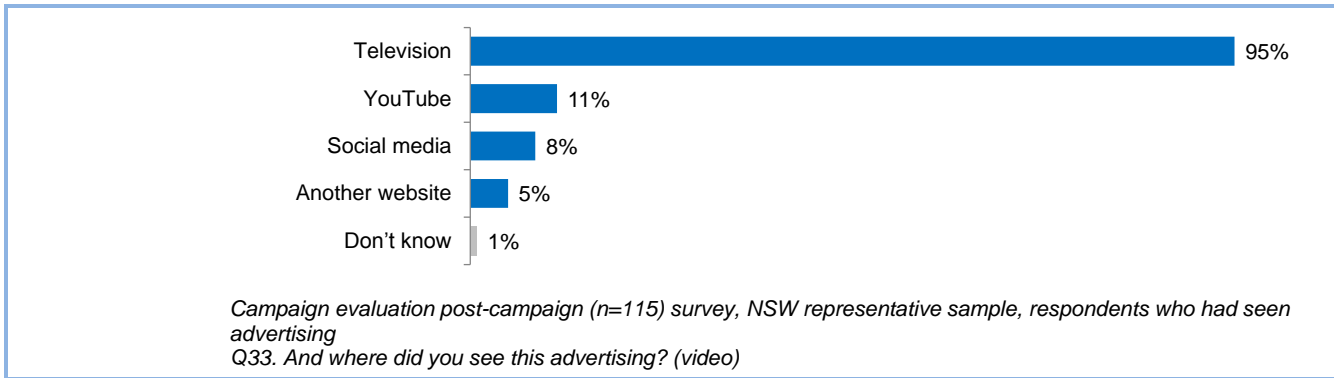
Fourteen percent of respondents said they had seen at least one of the NSW Electoral Commission video advertisements (14%).

**Figure 84: Campaign evaluation – Seen video advertisements**



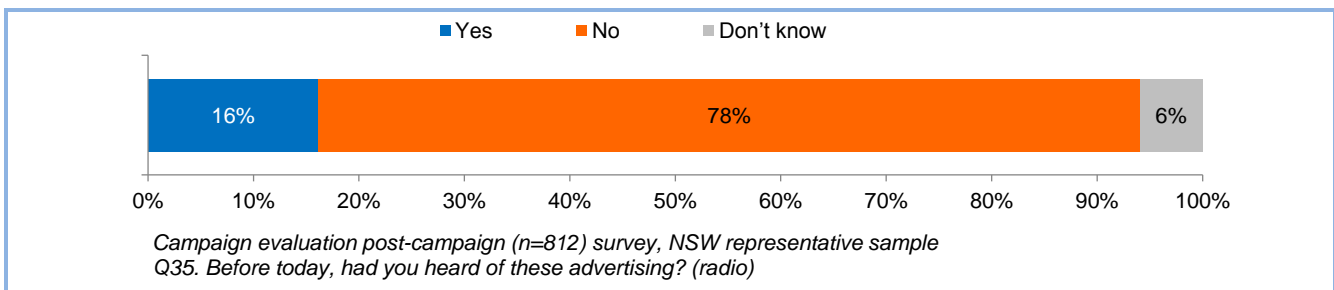
Men were more likely than women to have seen the television advertising (18% compared with 11%). Almost all respondents who had seen these advertisements had seen them on television (95%).

**Figure 85: Campaign evaluation – Location of video advertisements**



Sixteen percent of respondents had heard at least one of the NSW Electoral Commission radio advertisements (16%).

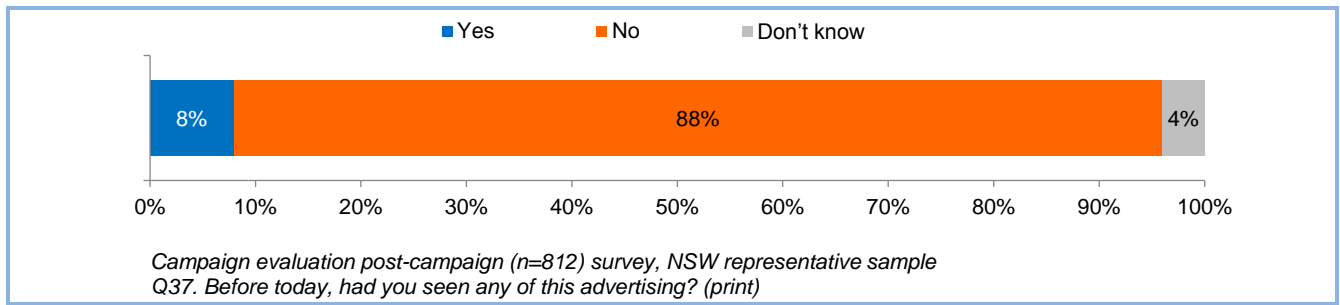
**Figure 86: Campaign evaluation – Heard radio advertising**



Men were more likely than women to have heard the radio advertising (19% compared with 13%).

Eight percent of respondents had seen at least one of the NSW Electoral Commission print advertisements (8%).

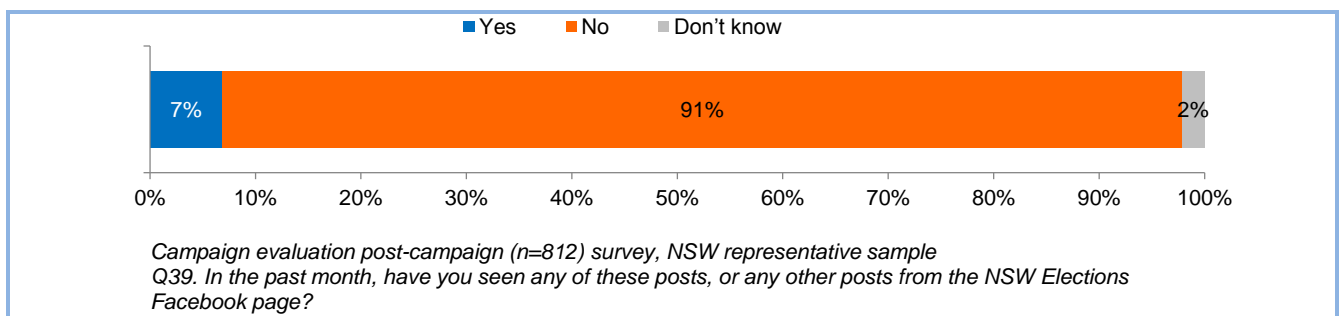
**Figure 87: Campaign evaluation – Seen print advertising**



Men were more likely than women to have seen print advertising (10% compared with 6%).

Seven percent of respondents had seen NSW Electoral Commission advertising or other related posts on Facebook (7%).

**Figure 88: Campaign evaluation – Seen Facebook advertising**

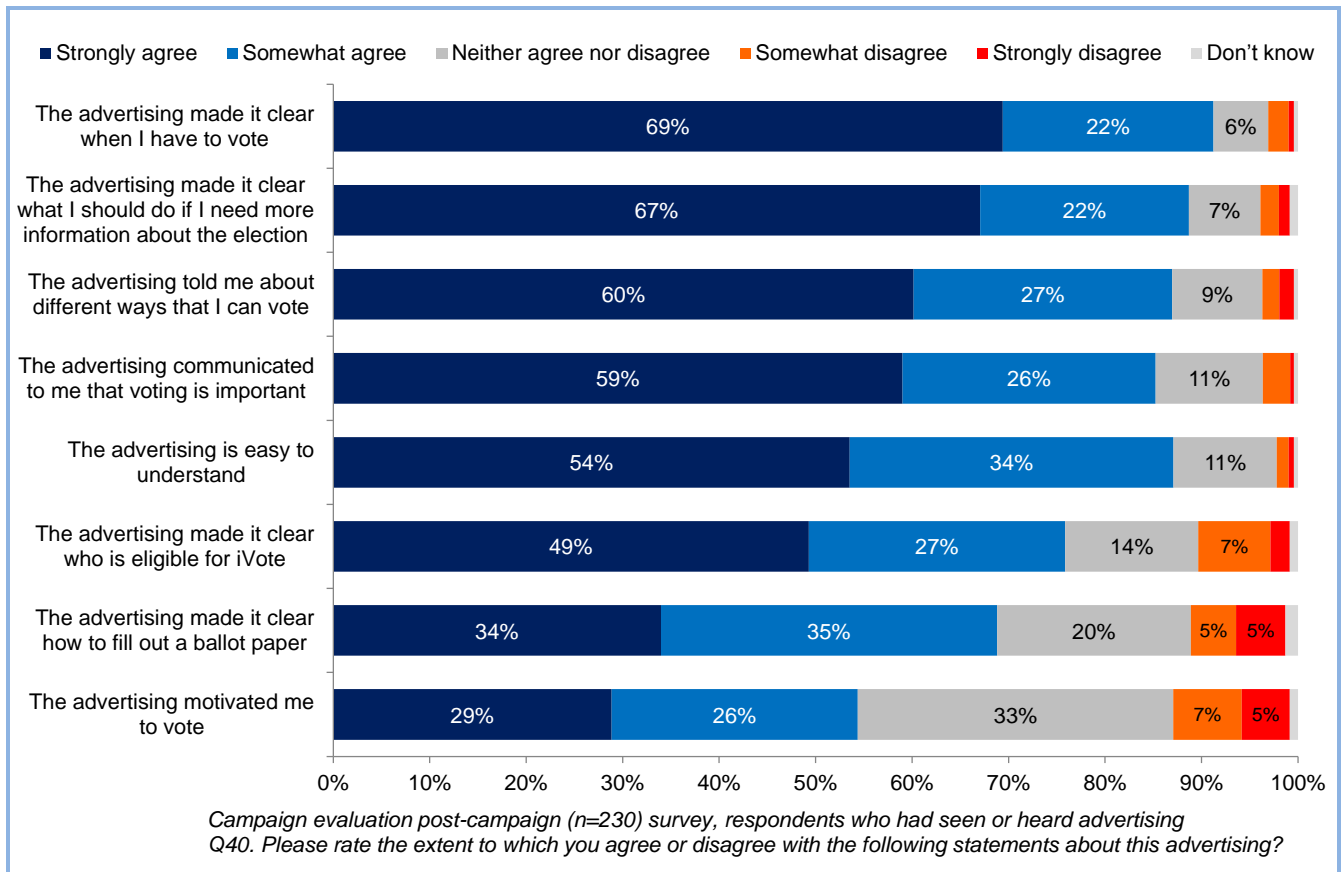


## 9.2.2 Perceptions of campaign advertising

The vast majority of respondents in the campaign evaluation survey agreed the advertising made it clear when they had to vote (69% strongly agreeing). Agreement was similarly strong that it made it clear what to do if they needed more information about the Election (67% strongly agreed); it told them about different ways they could vote (60%); and that it communicated the importance of voting (59%). Similarly, most respondents agreed that the advertising was easy to understand (54% strongly).

The advertising was perceived to be less clear in outlining who was eligible for iVote (half strongly agreed; 49%) and how to fill out a ballot paper (only one-third strongly agreed; 34%). Particularly low was agreement that the advertising motivated them to vote, with only 29% strongly agreeing.

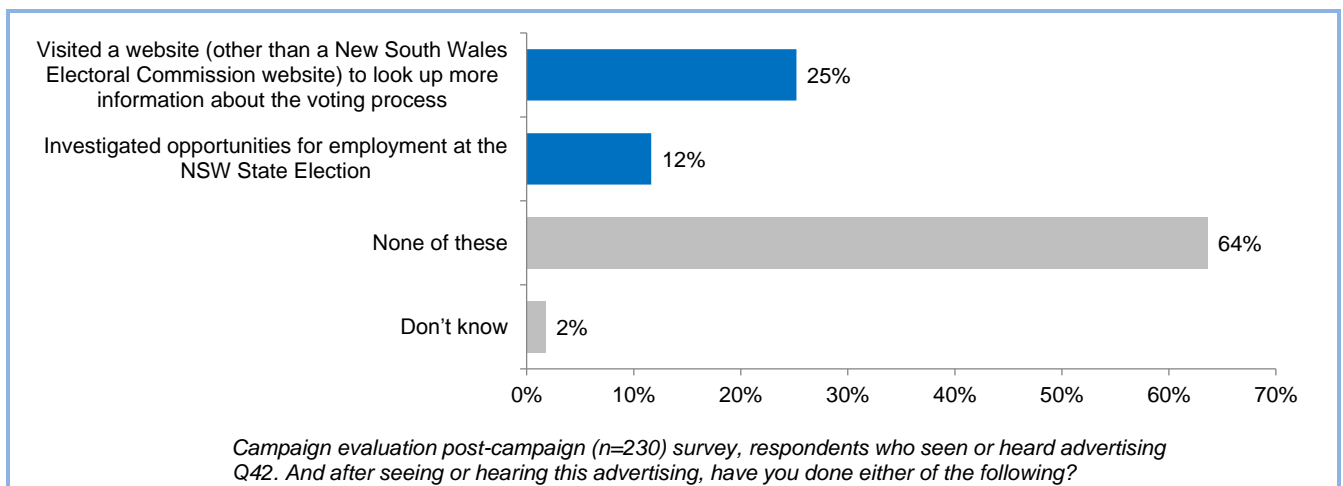
**Figure 89: Campaign evaluation – Perceptions of campaign message**



### 9.2.3 Actions prompted by advertising

A quarter of respondents in the campaign evaluation survey had looked up more information about the voting process as a result of seeing or hearing NSW Electoral Commission advertising (25%). One in eight (12%) had investigated employment opportunities at the NSW State Election.

**Figure 90: Campaign evaluation – Actions taken from advertising**



CALD respondents were more likely than non-CALD respondents to have investigated employment opportunities (28% compared with 8%), while non-CALD respondents were less likely to have taken either of these actions (68% compared with 44%).

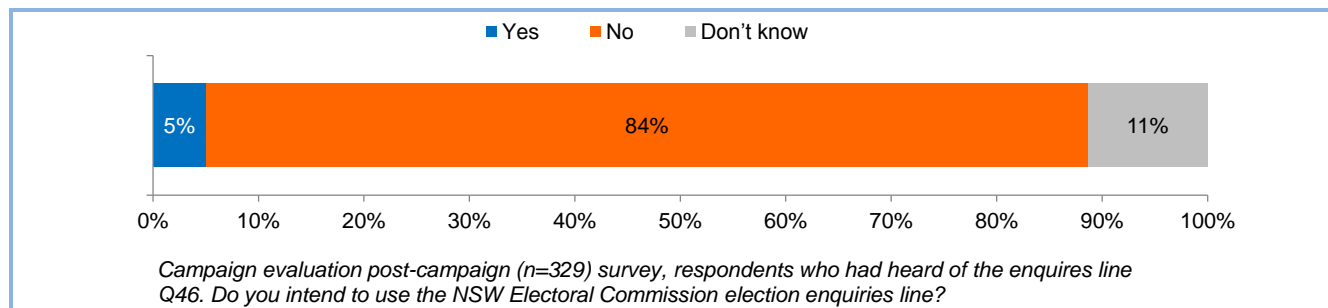


## 9.3 NSW Electoral Commission Election enquiries line

### 9.3.1 Use of enquiries line

When surveyed in the campaign evaluation post-campaign online survey before the Election, only one in twenty respondents had either used, or intended to use, the Election enquiries line (5%).

Figure 91: Campaign evaluation – Use of enquiries line



Three percent of respondents in the core telephone survey interviewed after Election Day had actually called the enquiries line.

Table 69: Core survey – Electoral enquiries line

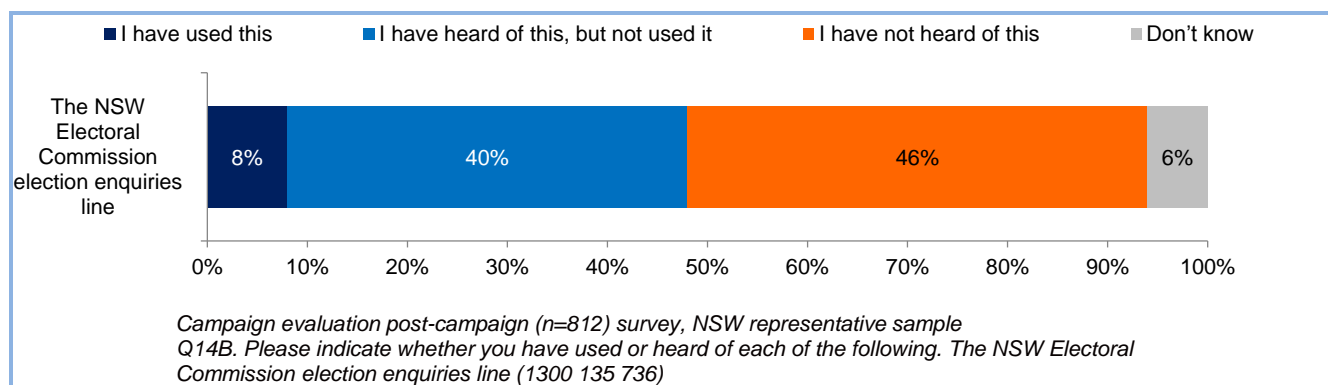
Core telephone survey	
Yes	3%
No	97%
Don't know	0%

Core telephone survey, total sample (n=1,200)  
Q39. Have you called the NSW Electoral Commission Election enquiries line (1300 135 736) since the State Election was announced?

Older voters (aged over 65) made considerably greater use of the Election enquiries line (5%) than those aged 45-54 (1%).

Awareness of the Election enquiries line was higher than that of the votensw.info website, with almost half of respondents having heard of the enquiries line (48%; campaign evaluation survey), while two in five (39%) had heard of the website. Eight percent and 13% stated they had used these, respectively.

Figure 92: Campaign evaluation – Awareness and use of Election enquiries line



Men were more likely than women to have heard of both votensw.info and the enquiries line (42% compared with 34% and 54% compared with 43% respectively).

Seeing or hearing the NSW Electoral Commission advertising campaign appears to have increased both awareness of the enquiries lines (65% of those who had seen or heard compared with 41% of those who had not) and likelihood of calling it (11% compared with 7%).

**Table 70: Campaign evaluation – Campaign impact on use of the enquiries line**

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Heard of enquiries line	47%	49%	47%	41%	41%	65% ↑
Used enquiries line	7%	8%	7%	7%	7%	11% ↑

*Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample Q14B. Please indicate whether you have used or heard of each of the following. The NSW Electoral Commission Election enquiries line (1300 135 736)*

Increased awareness among those who had seen or heard the campaign was observed across both men (70% compared with 46%) and women (60% compared with 36%), in both metropolitan (66% compared with 41%) and regional areas (64% compared with 40%), and for both younger (18-44 year olds: 63% compared with 36%) and older respondents (45+ year olds: 67% compared with 46%).

In terms of usage, however, significant differences were not observed among women, regional respondents or younger respondents, whereas they were for men (14% compared with 6%), metropolitan respondents (14% compared with 8%) and older respondents (9% compared with 4%).

Significant differences were observed irrespective of CALD status. Both CALD (heard of: 73% compared with 30%; used: 25% compared with 6% respectively) and non-CALD respondents (heard of: 63% compared with 42%; used: 22% compared with 7% respectively) were more likely to have heard of the line, and more likely to have used it, if they had seen or heard the campaign.

### 9.3.2 Information needed from enquiries line

Almost nine in ten call centre users in the core telephone survey were satisfied with the service they received. Two-thirds were very satisfied (68%), and a further fifth were fairly satisfied (17%). On the other hand, 12% were dissatisfied, either very or fairly.

**Table 71: Core survey – Satisfaction with enquiries line service**

Core telephone survey	
Very satisfied	68%
Fairly satisfied	17%
Neither satisfied nor dissatisfied	2%
Fairly dissatisfied	6%
Very dissatisfied	6%
Don't know	0%

*Core telephone survey, respondents who had called the enquiries line (n=82)  
Q43. Thinking about the service you received when you called the NSW Electoral Commission Election enquiries line most recently, how satisfied or dissatisfied were you with the service you received?*

Of those who called the enquiries line, 20% rang to ask about iVote and 16% rang to check their enrolment details. Ten percent called to find out about enrolment details, working for the Election or following up on a postal vote.

**Table 72: Core survey – Information from enquiries line**

Core telephone survey	
Information on iVote (internet and phone voting)	20%
Finding out where your nearest polling place was	16%
Following up a postal vote	10%
Information about working for the Electoral Commission	10%
Checking your enrolment details	10%
Options for those who can't get to a polling place on Election Day	9%
Finding out how to apply for a postal vote	7%
Information on Electorate boundaries	5%
What to do if away from home on Election Day (e.g. interstate or overseas)	5%
Finding out how to enrol or update enrolment details	5%
Find out who the candidates in your Electorate were	2%
Finding out how to vote	2%
Finding out when the Election would be held	1%
Wanting to be excused from voting	1%
Information on assistance for people with disabilities and their carers	1%
Don't know	1%
Other	6%

*Core telephone survey, respondents who had called the enquiries line (n=82)*  
 Q40. What type of information were you looking for when you called the NSW Electoral Commission Election enquiries line?

Overall, 93% of respondents who called the enquiries line obtained the information they wanted. Of those who called the enquiries line to get information on iVote, 88% got the information they wanted.

All of the respondents calling to follow up on a postal vote, wanting information on Electoral boundaries, finding out how to enrol or change details or what to do if away from home got the information they wanted.

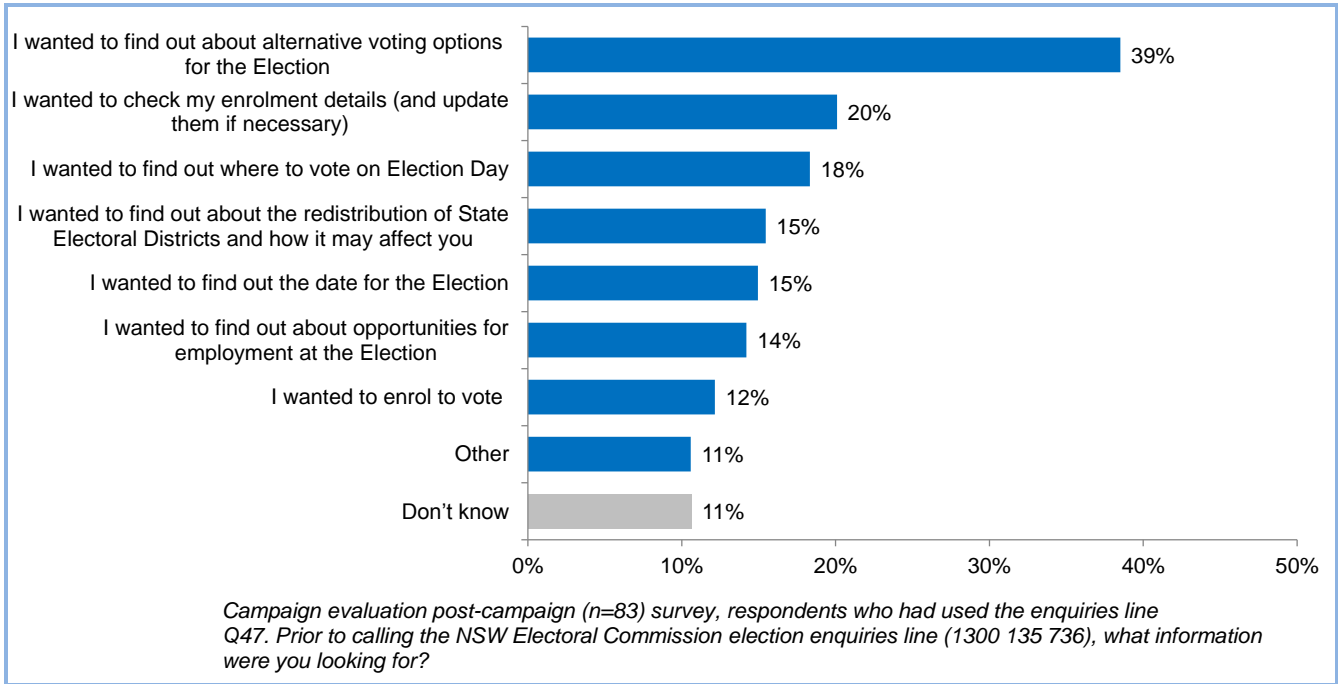
**Table 73: Core survey – Response to enquiries line call**

Core telephone survey		
	Yes (n)	No (n)
Information on iVote (internet and phone voting)	14	2
Finding out where your nearest polling place was	9	4
Following up a postal vote	8	0
Information about working for the Electoral Commission	7	1
Checking your enrolment details	7	1
Options for those who can't get to a polling place on Election Day	6	1
Finding out how to apply for a postal vote	5	1
Information on Electorate boundaries	4	0
What to do if away from home on Election Day (e.g. interstate or overseas)	4	0
Finding out how to enrol or update enrolment details	4	0
Find out who the candidates in your Electorate were	1	1
Finding out how to vote	1	1
Finding out when the Election would be held	1	0
Wanting to be excused from voting	1	0
Information on assistance for people with disabilities and their carers	0	1
Other	4	1

*Core telephone survey, respondents who had called the enquiries line (n=82)*  
 Q41. Did you receive the information or assistance you wanted in relation to...?

In the campaign evaluation survey, the most common reasons for using the enquiries line was to find out about alternative voting options (39%), or to check enrolment details (20%).

**Figure 93: Campaign evaluation – Use of enquiries line**



Around four-fifths of respondents who had used the enquiries line to find out information were able to find what they were looking for. Specifically, 80% of those who wanted to find out about alternative voting options were able to do so, as well as 92% of those who were checking their enrolment details. Three-quarters of respondents who had called to find out the redistribution were able to find out what they wanted (75%).

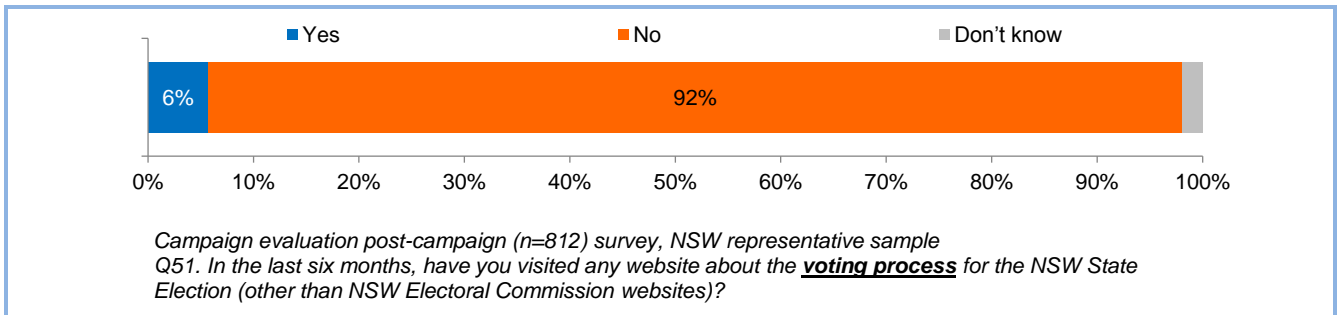
*“I lived in Greystanes once and they suddenly changed me to Smithfield, Fairfield. I was like ‘why?’ I didn’t know who the candidate is, so I just voted for someone I didn’t know. No idea why they changed the rules or why they moved the borders. I’d like to understand that better.”* **Arabic-speaking discussion group participant**

## 9.4 Website

### 9.4.1 Awareness and use of websites

In the six months prior to the Election, around one in twenty respondents in the campaign evaluation survey had visited a website about the voting process (6%).

**Figure 94: Campaign evaluation – Searching for information about the voting process**

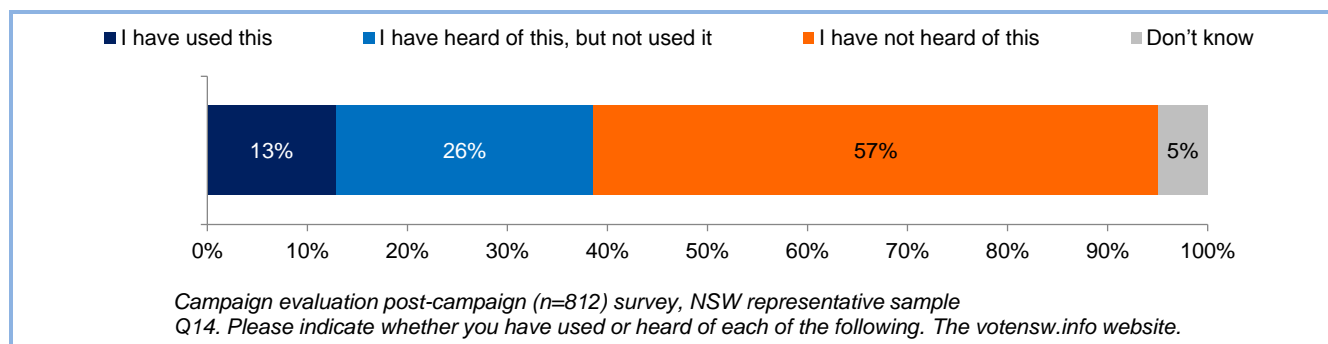


Men were more likely than women to have visited a website (13% compared with 8%), and CALD respondents were more likely than non-CALD respondents to have done so (20% compared with 9%).

Of these forty-seven respondents, fourteen mentioned using an AEC website, two a NSW Government website and another two a political party's website.

Two in five respondents had heard of votensw.info (39%). Thirteen percent stated they had used it.

**Figure 95: Campaign evaluation – Awareness and use of the votensw.info website**



Seeing or hearing the campaign appears to have increased both awareness of votensw.info (58% of those who had seen or heard compared with 29% of those who had not) and likelihood of visiting it (21% compared with 9%).

**Table 74: Campaign evaluation – Campaign impact on use of votensw.info website**

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Heard of votensw.info	26%	38% ↑	26%	29%	29%	58% ↑
Used votensw.info	8%	13% ↑	8%	9%	9%	21% ↑

*Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample  
Q14A. Please indicate whether you have used or heard of each of the following. The votensw.info website*

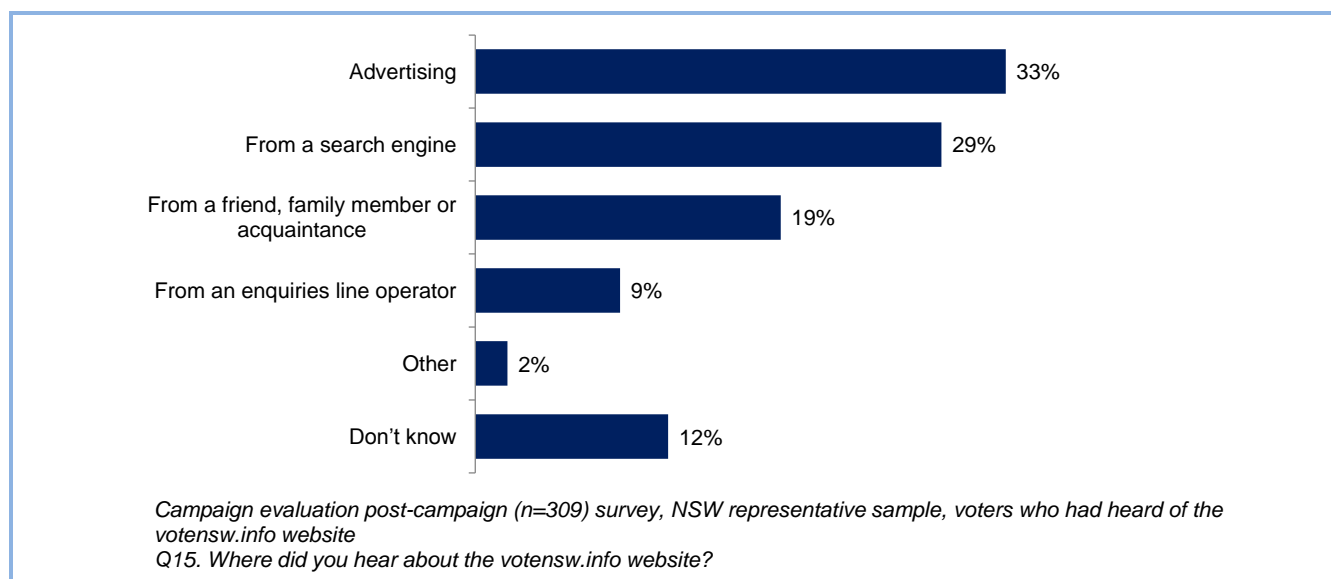
This campaign effect was observed across both men (heard of: 65% compared with 30%; used: 25% compared with 9% respectively) and women (heard of: 49% compared with 28%; used: 16% compared with 8% respectively), in both metropolitan (heard of: 59% compared with 31%; used: 21% compared with 11% respectively) and regional areas (heard of: 55% compared with 24%; used: 20% compared with 4% respectively), and among both younger (awareness among 18-44 year olds: 56% compared with 31%; used: 24% compared with 11%) and older respondents (awareness among 18-44 year olds: 59% compared with 26%; used: 19% compared with 7%).

Among CALD respondents, seeing or hearing the campaign appeared to increase awareness of the website (70% among those who had seen or heard it compared with 36% among those who had not) but not use, while both of these metrics were influenced among non-CALD respondents (heard of: 55% compared with 28%; used: 22% compared with 7% respectively).

A third (33%) of respondents who had heard of the website had done so from advertising, compared with around a quarter (23%) in the pre-wave. Twenty-nine percent had heard of it from a search engine, 19% from a friend, family member or acquaintance, and 9% from an enquiries line operator. One in eight (12%) could not recall how they had come across votensw.info. None of the differences between the benchmark and post-campaign surveys were statistically significant.

Although there were no significant differences between the different mediums (print, TV, radio and Facebook), the proportion of respondents who had heard of the votensw.info website was higher among those who had seen the print or Facebook campaigns (both 31% compared to 26% and 25% of those who had not seen the print or Facebook respectively).

**Figure 96: Campaign evaluation – Source of awareness of the votensw.info website**



One-fifth of respondents in the core survey had visited a NSW Electoral Commission website (20%).

**Table 75: Core survey – Visiting the Electoral Commission website**

Core telephone survey	
Yes	20%
No	80%
Don't know	0%

*Core telephone survey, total sample (n=1,200)  
Q44. Have you visited a NSW Electoral Commission website, (for example www.Elections.nsw.gov.au or www.votensw.info) since the State Election was announced?*

Respondents aged 25-34 were more likely to have visited the website (29%) compared to those aged over 65 (12%).

Those living in major cities were also more likely to have visited the website (22%) in contrast to those living in inner regional areas (15%).

Of those who did not use a NSW Electoral Commission website in the core survey, over half said they didn't do so because they did not require assistance or did not care about it (56%); eleven percent were not aware of these websites; nine percent said they did not feel comfortable using a computer; while six percent did not have internet access.

**Table 76: Core survey – Reason for not using the website**

<b>Core telephone survey</b>	
I did not require/need assistance/I was not interested	56%
I wasn't aware of any websites	11%
I don't feel comfortable using a computer	9%
I didn't have internet access at the time	6%
I couldn't be bothered searching the website/I thought calling would be quicker	4%
I found out information elsewhere	4%
I didn't think my query would be easily answered by a website	2%
I was too busy	2%
I preferred to speak to a person	1%
I looked on the website and couldn't find the information I needed	0%
Other	5%
Don't know	2%
<i>Core telephone survey, respondents who had not used a website (n=958)</i>	
<i>Q45. Why didn't you use these websites?</i>	

Older respondents were more likely to feel uncomfortable using a computer and not have internet access (both 15% compared to 6% and 5% respectively overall), while younger respondents were more likely to not be aware of the website (22% of 18-24 year olds, compared to 11 overall).

Among those respondents who did use a NSW Electoral Commission website, the vast majority did so before Election Day (43% in the week before Election Day and 38% earlier than this). One in six used a NSW Electoral Commission website following the Election (17%).

**Table 77: Core survey – Time using the website**

<b>Core telephone survey</b>	
Earlier than the week before Election Day	38%
In the week before Election Day	43%
On Election Day before 2pm	9%
On Election Day, between 2pm and 6pm	2%
After 6pm on Election Day	17%
Don't know	1%
<i>Core telephone survey, respondents who had used the website (n=237)</i>	
<i>Q46. When did you use this website/these websites?</i>	

Website users typically accessed a NSW Electoral Commission website by computer (73%). Eighteen percent and 17% used a tablet and smartphone, respectively.

**Table 78: Core survey – Method of accessing website**

<b>Core telephone survey</b>	
Computer (laptop/desktop)	73%
Tablet	18%
Smartphone (e.g. Apple iPhone/Android)	17%
Other	0%
Don't know	0%
<i>Core telephone survey, respondents who had used the website (n=237)</i>	
<i>Q47. How did you access this website/these websites?</i>	



## 9.4.2 Type of information searched for

Around a quarter of those in the core telephone survey who had used the website did so to find out where their nearest polling place was (24%). Thirteen percent were checking the Election results; 12% wanted information about iVote; 11% wanted information about the candidates in their Electorate; and 11% wanted to check their enrolment details.

**Table 79: Core survey – Type of information searched for on the website**

<b>Core telephone survey</b>	
Finding out where your nearest polling place was	24%
Checking the Election results	13%
Information on iVote (internet and phone voting)	12%
Finding out who the candidates in your Electorate were	12%
Checking your enrolment details	11%
Information on Electorate boundaries	7%
Options for those who can't get to a polling place on Election Day	6%
Finding out how to enrol or update enrolment details	6%
Finding out how to vote	5%
Finding out when the Election would be held	4%
Finding out how to apply for a postal vote	2%
What to do if away from home on Election Day e.g. interstate or overseas	2%
Don't know	1%
How the NSW voting system works	1%
Other	25%
<i>Core telephone survey, respondents who had used the website (n=237)</i>	
<i>Q48. What type or types of information were you looking for when you visited this website?</i>	

The vast majority of website users were able to find the information they wanted (91%). However, 8% were unable to.

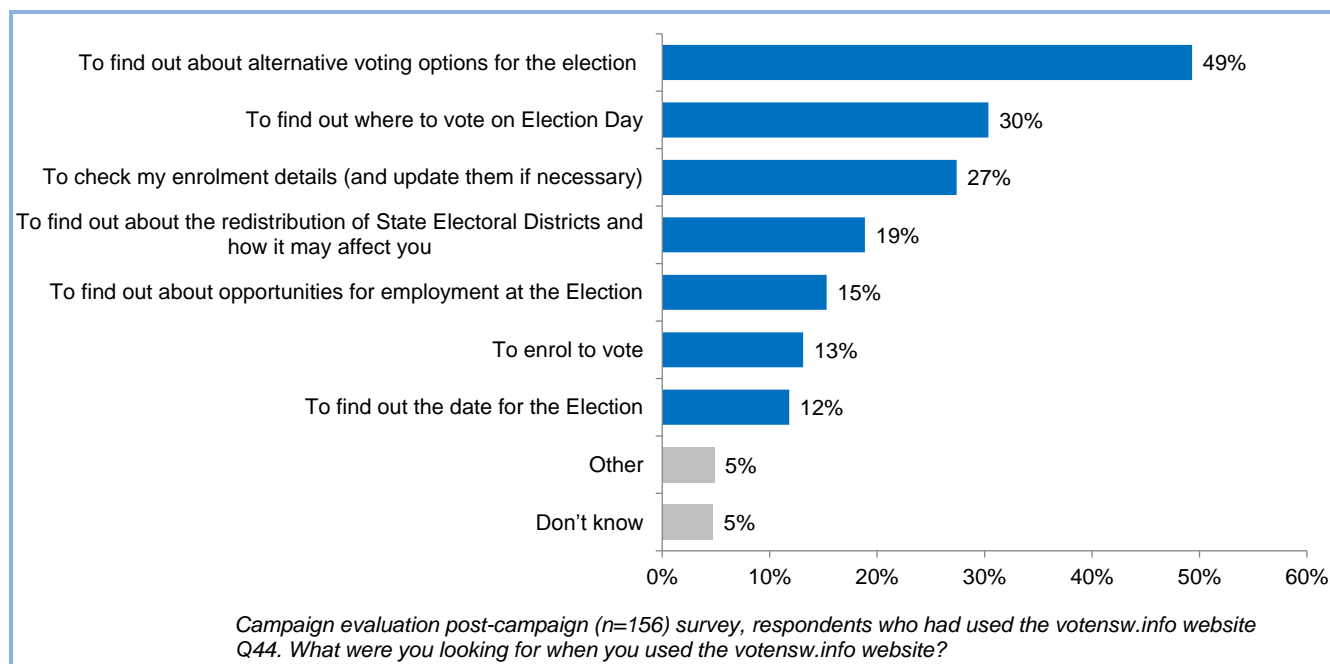
**Table 80: Core survey – Availability of information**

<b>Core telephone survey</b>	
Yes	91%
No	8%
Don't know	1%
<i>Core telephone survey, respondents who had used the website (n=235)</i>	
<i>Q49. Were you able to find the information you wanted?</i>	

Respondents who could not find the information they wanted, indicated that this was because they couldn't find it on the website (n=12; 57%) or had IT issues (n=5; 24%), or had some other issue.

The most common reason for using the votensw.info website in the campaign evaluation survey was to find out about alternative voting options for the Election (49%). Three in ten used the website to find out polling place locations (30%), or to check enrolment details (27%).

Figure 97: Campaign evaluation – Use of votensw.info



Those from culturally and linguistically diverse backgrounds were more likely to have used the votensw.info website to find out the date of the Election or to enrol to vote than non-CALD respondents (32% compared with 6% and 31% compared with 8% respectively).

Wanting to find out about employment opportunities was significantly more common among metropolitan respondents than regional (20% compared with 2%), and among CALD respondents than non-CALD (28% compared with 12%).

The advertising campaign did not appear to significantly impact the types of information respondents were using the website for.

The vast majority of respondents who had used the website to find out information were able to find what they were looking for. Specifically, all of those who wanted to find out the date of the Election (seventeen of seventeen), and more than nine in ten of those who wanted to find out about redistribution (thirteen of fourteen), to check their enrolment details (twenty-five of twenty-seven) or to find out about alternative voting options (91%; fifty-eight of sixty-three). Success was also relatively common among those who wanted to enrol to vote (twelve of fourteen), but less so among those who wanted to find out where to vote (nineteen of twenty-four), but less so among those who wanted to find out about employment opportunities (ten of fifteen).

### 9.4.3 Satisfaction with website

Four in five website users in the core telephone survey were satisfied with NSW Electoral Commission websites. Almost half were very satisfied with the website/s they used, and a further 38% were fairly satisfied. On the other hand, 12% were dissatisfied, either very or fairly (2% and 10% respectively).

**Table 81: Core survey – Satisfaction with the website**

<b>Core telephone survey</b>	
Very satisfied	45%
Fairly satisfied	38%
Neither satisfied nor dissatisfied	4%
Fairly dissatisfied	10%
Very dissatisfied	2%
Don't know	1%
<i>Core telephone survey, respondents who had used the website (n=235)</i>	
<i>Q51. Thinking now about when you visited the website most recently, were you satisfied or dissatisfied with the website?</i>	

Respondents aged 25-34 were the most satisfied with the website (94% compared to 79% of those aged 45-54).

## 9.5 Information on Election Night

Almost three-quarters (72%) of respondents in the core survey felt informed about when the Election results are declared. One in five (20%) felt uninformed.

**Table 82: Core survey – Knowledge of when the Election results are declared**

<b>Core telephone survey</b>	
Very informed	47%
Fairly informed	25%
Neither informed nor uninformed	5%
Fairly uninformed	10%
Very uninformed	10%
Don't know	2%
<i>Core telephone survey, total sample (n=1,200)</i>	
<i>Q36. How informed or uninformed did you feel about... when the results of the Election are declared?</i>	

Reflecting their greater experience of previous Elections and the results process, older respondents aged 55-64 and over 65 were more likely to feel informed about when the Election results are declared (82% and 76% respectively) compared to those aged 18-24 (58%).

Respondents with a disability were more likely to feel uninformed (29%) compared to those without a disability (20%).

On balance, most respondents in the core survey followed the results of the Election on Election night (54%).

**Table 83: Core survey – Following results on Election night**

<b>Following results on Election night</b>	
Yes	54%
No	46%
Don't know	0%
<i>Core telephone survey, total sample (n=1,200)</i>	
<i>Q57. Did you follow the results of the NSW State Election on Election night?</i>	

Older respondents were more likely to have watched the results on Election night (73% aged over 65, compared to 36% of those aged 18-24). Among those who followed the results, the vast majority got their information from television (86%). Six per cent listen to result information on the radio, five per cent followed the results on the NSW Electoral Commission website and 12% viewed another website.

**Table 84: Channel for accessing results**

Television	86%
Another website	12%
Radio	6%
The NSW Electoral Commission website	5%
Social media	4%
From friends / family	2%
Other	1%
Don't know	0%

*Core telephone survey, respondents who followed the results on Election night (n=648)*  
 Q58. Where did you get information about the Election results on Election night?

Older respondents tended to get information about Election results from television (93% of those aged over 55), while younger respondents tended to get information from other websites or social media (34% and 13% respectively of those aged 18-24).

Again, among those who followed the results in the core survey, almost all were satisfied with the speed at which these results were available; seventy-one percent were very satisfied and a quarter were fairly satisfied (25%).

**Table 85: Satisfaction with the speed of results**

<b>Core telephone survey</b>	
Very satisfied	71%
Fairly satisfied	25%
Neither satisfied nor dissatisfied	2%
Fairly dissatisfied	1%
Very dissatisfied	1%
Don't know	0%

*Core telephone survey, respondents who followed the results on Election night (n=648)*  
 Q59. Overall, were you satisfied or dissatisfied with the speed with which Election results were available to you on Election night?

Most respondents in the core survey were very confident that the Election results are accurate (54%). However, more than one-third were only fairly confident (36%) and 6% were not confident, either not at all or not very (2% and 4% respectively).

**Table 86: Confidence in the accuracy of results**

<b>Confidence in the accuracy of results</b>	
Very confident	54%
Fairly confident	36%
Not very confident	4%
Not at all confident	2%
Don't know	3%

*Core telephone survey, total sample (n=1,200)*  
 Q60. Overall, how confident are you that the Election results are accurate?

Older respondents had greater confidence in the electoral process, being more likely to be confident that the Election results are accurate (95% of those aged over 65) compared to those 18-25 (84% confident).

There was also some variation in trust in the process by location, with those respondents living in major cities were more likely to be confident that the results are accurate, compared to those in inner regional areas (93% compared to 86%).

Those respondents from culturally and linguistically diverse backgrounds were more likely to be confident than non-CALD (92% compared to 86%).

Reflecting their more critical perceptions of the voting process, respondents with a disability were less likely to be confident (80%) of the accuracy of the results than those without a disability (92%).

## 9.6 Electorate boundary changes

### 9.6.1 Knowledge of boundary changes

Around two-fifths of respondents in the core survey were aware there had been changes to State Electoral boundaries since the previous NSW State Election (39%). A further third thought there had not been any changes (35%), while around a quarter did not know (26%).

**Table 87: Core survey – Awareness of changes to Electoral boundaries**

Core telephone survey	
Yes, there were changes	39%
No, there were not any changes	35%
Don't know	26%
<i>Core telephone survey, total sample (n=1,200)</i>	
<i>Q73. Do you know whether any State Electoral boundaries have changed since the previous NSW State Election in 2011?</i>	

Older respondents were more likely to be aware if there were changes (with 15% those aged 65+ being unsure, compared to 40% of those aged under 25).

Of those who were aware of changes in the core survey, similar proportions thought their own Electorate had changed since the previous Election (46%) and had not (47%).

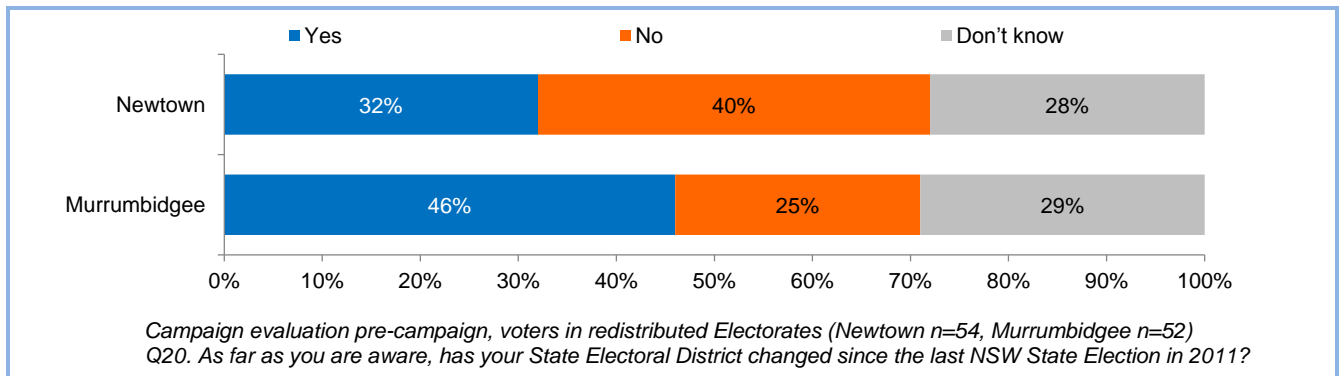
**Table 88: Core survey – Awareness of changes to Electoral boundaries**

Core telephone survey	
Yes	46%
No	47%
Don't know	7%
<i>Core telephone survey, respondents who were aware of changes (n=470)</i>	
<i>Q74. As far as you are aware, did your State Electoral District change since the previous NSW State Election in 2011?</i>	

In the campaign evaluation survey, only a third (32%) of Newtown voters were aware that their State Electoral District (SED) had changed since the 2011 NSW State Election; awareness was much higher in Murrumbidgee with almost half being aware of the boundary changes (46%).

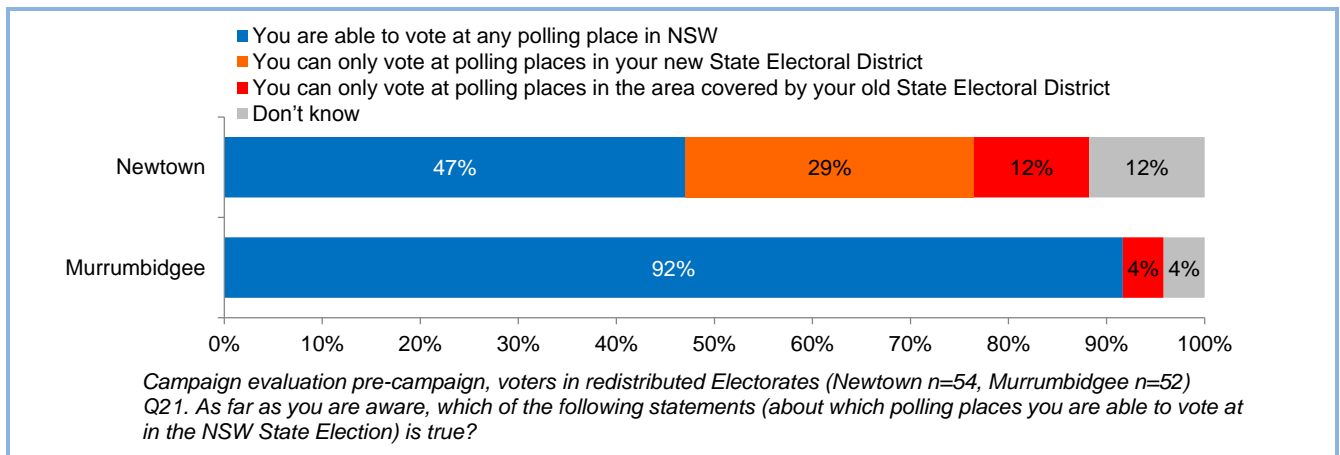
Four in ten of those in Newtown stated their SED had *not* changed (40%), as did a quarter (25%) of those in Murrumbidgee. Around three in ten voters in each location did not know whether or not their SED had changed (28% in Newtown and 29% in Murrumbidgee).

**Figure 98: Campaign evaluation – Awareness of redistribution**



Of those Murrumbidgee respondents who were aware of the redistribution, the vast majority correctly identified that they could vote at any polling place (92%). On the other hand, less than half of the respective Newtown respondents were aware of this, (47%) with around one-third believing they could only vote in their new State Electoral District (29%).

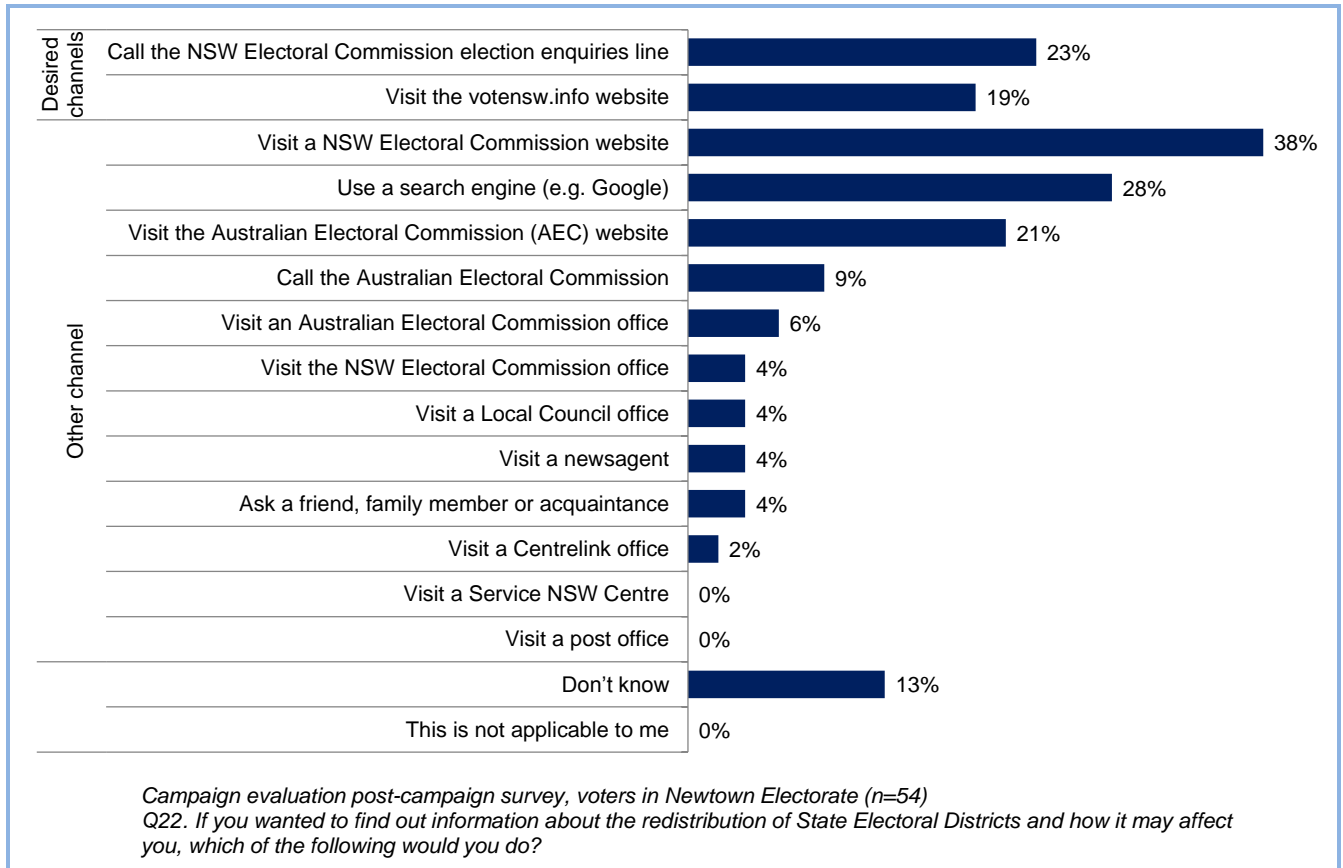
**Figure 99: Campaign evaluation – Awareness of voting in the new district**



### 9.6.2 Information about boundary changes

In the campaign evaluation survey, Newtown voters looking for information about the redistribution of the SEDs were most likely to hunt for information using a NSW Electoral Commission website generally (38%). This was a much higher proportion than in the campaign evaluation benchmark pre-wave survey. They were next most likely to use a search engine (28%), the AEC website (21%), or the NSW Electoral Commission Election enquiries line (23%). Proportions for both the votensw.info website and the enquiries line were higher than in the benchmark.

**Figure 100: Campaign evaluation – Sources intended to use to find out information about redistribution among respondents in the Newtown Electorate**

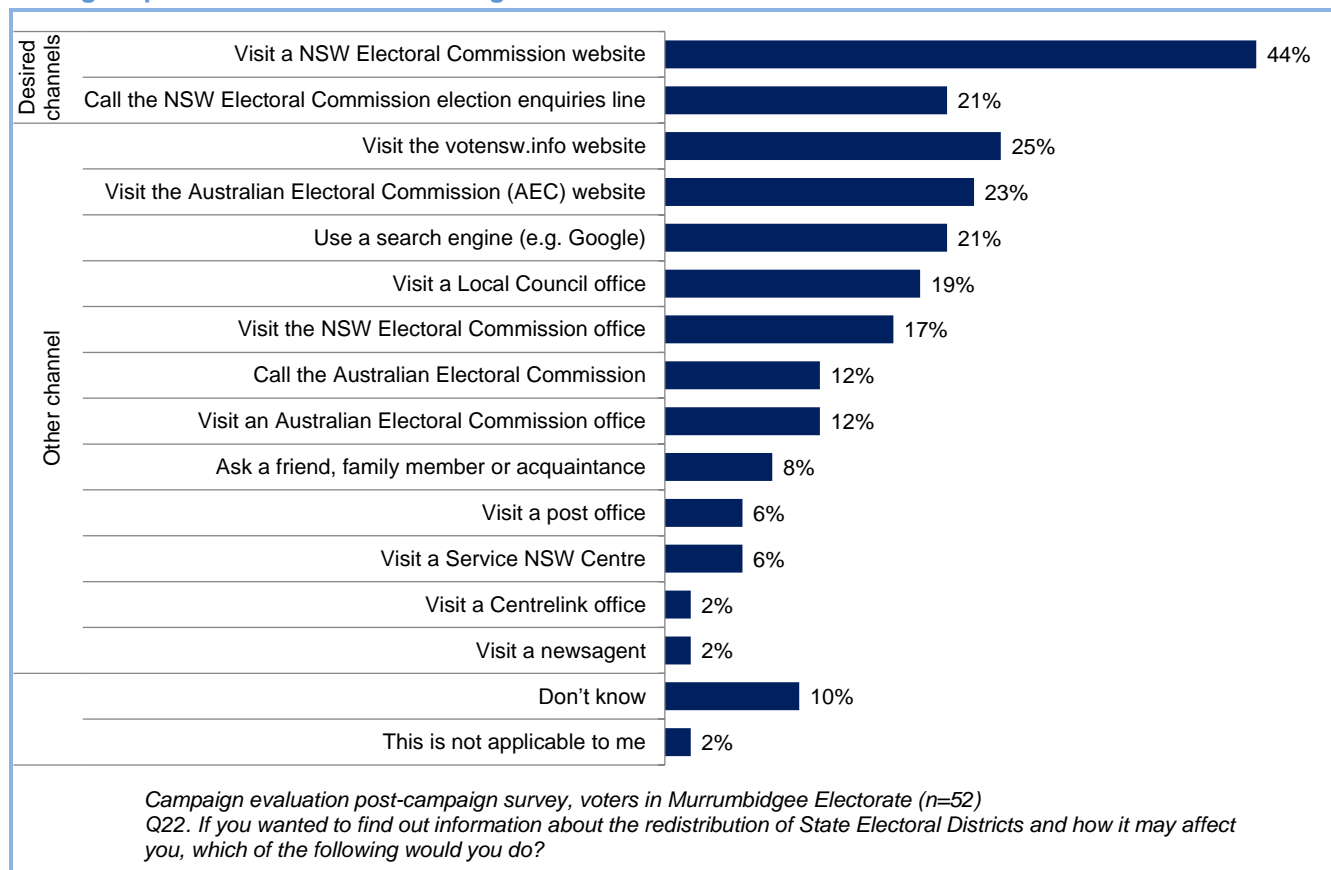


While the picture was similar in Murrumbidgee – with the NSW Electoral Commission website (44%), search engines (21%) and the AEC website (23%) being mentioned by sizeable minorities – there was less interest in the NSW Electoral Commission Election enquiries line (21%) than among Newtown voters.

A quarter (25%) of those in Murrumbidgee said they would look to the votensw.info website to learn about the SED redistribution and its impact on them. Again this, as well as the enquiries line, was higher than in the pre-wave survey.



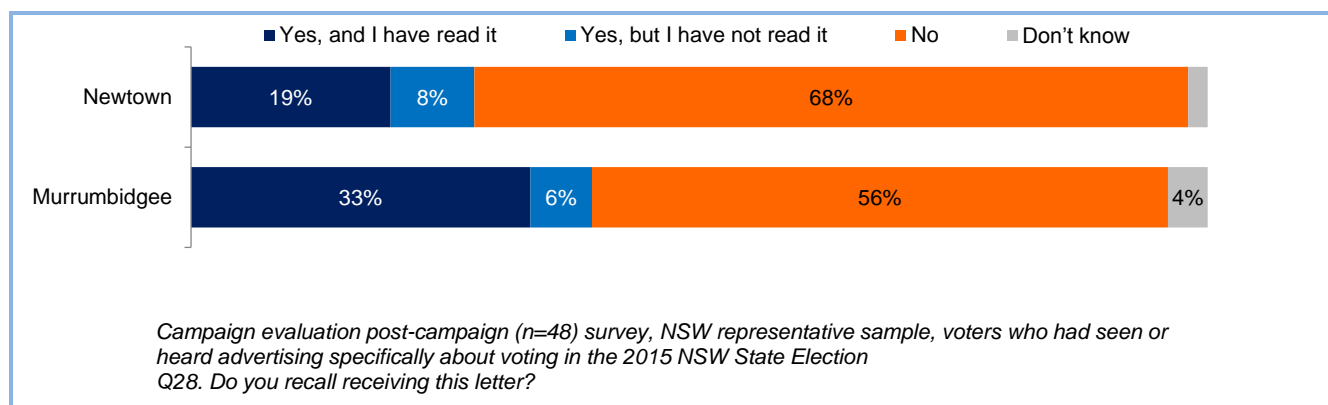
**Figure 101: Campaign evaluation – Sources intended to use to find out information about redistribution among respondents in the Murrumbidgee Electorate**



For Murrumbidgee respondents, the campaign appeared to impact likelihood to select a NSW Electoral Commission website generally. Three-fifths of those who had seen or heard the campaign selected this (61%), compared with one-fifth of those who had not (19%).

Prior to the Election, the majority of respondents in the Newtown and Murrumbidgee Electorates did not recall receiving the letter from the NSW Electoral Commission informing them about their changed State Electoral District (SED) (68% and 56% respectively). Nineteen percent of respondents in Newtown read the letter and an additional eight per cent received it but did not read it. In comparison, one-third of those in Murrumbidgee read it (33%) and an additional six per cent received it but did not read it.

**Figure 102: Campaign evaluation – Recall of letter about changed State Electoral District**



Among respondents in redistributed areas overall, women were more likely than men to recall receiving the letter (40% compared with 21%).

Most respondents in the core telephone survey were satisfied with the communication of these changes, either very or fairly (22% and 35% respectively). A quarter were dissatisfied (10% very and 14% fairly). In addition, three per cent stated they had not received any communications.

**Table 89: Core survey – Satisfaction with the communication of Electoral changes**

Core telephone survey	
Very satisfied	22%
Fairly satisfied	35%
Neither satisfied nor dissatisfied	11%
Fairly dissatisfied	14%
Very dissatisfied	10%
I did not receive any communications	3%
Don't know	6%

*Core telephone survey, respondents who were aware of changes (n=470)  
Q75. Were you satisfied or dissatisfied with the communication of these changes?*

### 9.6.3 Voting difficulties due to boundary changes

Among those who thought their Electorate had changed in the core survey, only 4% reported that they had experienced difficulties as a result.

**Table 90: Core survey – Difficulties voting due to Electoral changes**

Core telephone survey	
Yes	4%
No	95%
Don't know	1%

*Core telephone survey, Respondents who thought their Electorate had changed (n=215)  
Q76. Did you experience any difficulties voting due to this Electorate change?*

Difficulties were due to not knowing where to vote (which polling place, or going to the wrong one, n=4) and not knowing the candidates (n=3).

# 10. Appendices

## Appendix A: Demographic tables

### Core survey demographics

Core telephone survey	
Female	51%
Male	49%
I'd rather not say	0%
<i>Core telephone survey, total sample (n=1,200)</i> S1a. What is your gender?	

Core telephone survey	
18-20	5%
21-24	6%
25-34	15%
35-44	19%
45-54	19%
55-64	16%
65-74	12%
75-84	6%
85-94	2%
95+	0%
I'd rather not say	0%
<i>Core telephone survey, total sample (n=1,200)</i> S1b. And what is your age?	

Core telephone survey		
	%	n
Newtown	58%	33
Murrumbidgee	42%	24
<i>Core telephone survey, respondents in redistributed areas (n=57)</i> S2. What is the postcode where you live?		

Core telephone survey	
Yes	15%
No	85%
<i>Core telephone survey, respondents in redistributed areas (n=57)</i> S4. Is any language other than English spoken in your household?	

<b>Core telephone survey</b>	
Mandarin	12%
Arabic	8%
Cantonese	8%
Spanish	8%
Greek	6%
Italian	6%
Hindi	5%
Vietnamese	4%
Tamil	4%
French	4%
German	3%
Urdu	3%
Nepalese	3%
Turkish	3%
Russian	2%
Croatian	2%
Macedonian	2%
Thai	2%
Assyrian	2%
Bengali	2%
Dutch	2%
Indonesian	1%
Persian	1%
Japanese	1%
Polish	1%
Hungarian	1%
Burmese	1%
Dari	1%
Dinka	1%
Maltese	1%
Farsi	1%
Tagalog	1%
Korean	1%
Serbian	1%
Other	16%
<i>Core telephone survey, CALD respondents n = 185</i>	
<i>S5. What other languages are spoken in your household?</i>	

<b>Core telephone survey</b>			
	Yes	No	Don't know
I have a disability	10%	90%	0%
I am blind or have low vision	4%	96%	0%
I have a reading difficulty	3%	97%	0%

I live more than 20km from my nearest polling place	5%	94%	1%
<i>Core telephone survey, total sample (n=1,200)</i>			
<i>S6. Which of the following, if any, describe you?</i>			

### Face-to-face pre-poll survey

Pre-poll survey		
	%	n
Sydney Town Hall	31%	147
Newcastle	22%	101
Fairfield	20%	93
Tamworth	27%	127
<i>Pre-poll survey, total sample (n=468)</i>		
<i>H1. Location</i>		

Pre-poll survey					
	Total	Sydney Town Hall	Newcastle	Fairfield	Tamworth
Male	46%	50%	41%	45%	44%
Female	54%	50%	59%	55%	56%
<i>Pre-poll survey, total sample (n=468)</i>					
<i>Gender by Location</i>					

Pre-poll survey					
	Total	Sydney Town Hall	Newcastle	Fairfield	Tamworth
18-20	6%	6%	6%	12%	2%
21-24	11%	10%	15%	18%	3%
25-34	19%	27%	19%	14%	14%
35-44	13%	15%	16%	13%	9%
45-54	18%	22%	8%	14%	22%
55-64	18%	10%	29%	11%	23%
65-74	11%	6%	5%	14%	20%
75-84	4%	3%	2%	3%	6%
85-94	1%	0%	1%	1%	1%
95+	0%	0%	0%	0%	0%
I'd prefer not to say	0%	1%	0%	0%	0%
<i>Pre-poll survey, total sample; (n=468)</i>					
<i>Q12. What is your age group? by H2. Location</i>					

Pre-poll survey					
	Total	Sydney Town Hall	Newcastle	Fairfield	Tamworth

Yes	22%	24%	9%	65%	0%
No	78%	76%	91%	35%	100%
<i>Pre-poll survey, total sample; (n=468)</i>					
<i>Q14. Do you speak any language other than English in your home? by H2. Location</i>					

<b>Pre-poll survey</b>				
	Total	Sydney Town Hall	Newcastle	Fairfield
Vietnamese	15%	11%	11%	18%
Arabic	13%	0%	0%	23%
Assyrian	11%	0%	0%	20%
Cantonese	11%	31%	0%	2%
Spanish	7%	8%	0%	7%
Italian	6%	3%	44%	2%
Tagalog	5%	3%	0%	7%
Hindi	5%	3%	0%	7%
French	4%	8%	11%	0%
Teochew	3%	3%	0%	5%
Greek	3%	0%	11%	3%
Polish	2%	3%	11%	0%
Hungarian	2%	3%	0%	2%
German	2%	6%	0%	0%
Serbian	2%	0%	0%	3%
Korean	2%	6%	0%	0%
Khmer	2%	0%	0%	3%
Mandarin	1%	0%	0%	2%
Maltese	1%	0%	0%	2%
Persian	1%	0%	0%	2%
Indonesian	1%	3%	0%	0%
Portuguese	1%	3%	0%	0%
Croatian	1%	0%	0%	2%
Bosnian	1%	0%	0%	2%
Turkish	1%	0%	0%	2%
Armenian	1%	3%	0%	0%
Other	12%	22%	22%	40%
<i>Pre-poll, respondents who speak a language other than English (n=105)</i>				
<i>Q15. What other languages are spoken? by H2. Location</i>				

## Online campaign evaluation surveys

### Benchmark survey

Category	Characteristic	NSW representative sample	Newtown	Murrumbidgee
Gender	Male	n=192 (48%)	n=30 (56%)	n=18 (35%)
	Female	n=208 (52%)	n=24 (44%)	n=34 (65%)
Age	18-24	n=40 (10%)	n=1 (2%)	n=1 (2%)
	25-34	n=69 (17%)	n=8 (15%)	n=4 (8%)
	35-44	n=72 (18%)	n=16 (30%)	n=7 (13%)
	45-54	n=73 (18%)	n=15 (28%)	n=11 (21%)
	55-64	n=64 (16%)	n=9 (17%)	n=15 (29%)
	65+	n=82 (21%)	n=5 (9%)	n=14 (27%)
Location	Metropolitan	n=261 (65%)	n=54 (100%)	n=0 (0%)
	Regional	n=139 (35%)	n=0 (0%)	n=52 (100%)
<b>TOTAL</b>		<b>n=400 (100%)</b>	<b>n=54 (100%)</b>	<b>n=52 (100%)</b>

Campaign evaluation, pre-campaign survey, total sample (n=506)  
S1A. What is your gender?

### Post-campaign survey

Category	Characteristic	NSW representative sample	Newtown	Murrumbidgee
Gender	Male	n=396 (49%)	n=24 (45%)	n=18 (35%)
	Female	n=416 (51%)	n=29 (55%)	n=34 (65%)
Age	18-24	n=95 (12%)	n=1 (2%)	n=2 (4%)
	25-34	n=144 (18%)	n=14 (26%)	n=9 (17%)
	35-44	n=148 (18%)	n=16 (30%)	n=5 (10%)
	45-54	n=144 (18%)	n=10 (19%)	n=14 (27%)
	55-64	n=124 (15%)	n=7 (13%)	n=11 (21%)
	65+	n=124 (19%)	n=5 (9%)	n=11 (21%)
Location	Metropolitan	n=522 (64%)	n=54 (100%)	n=0 (0%)
	Regional	n=290 (36%)	n=0 (0%)	n=52 (100%)
<b>TOTAL</b>		<b>n=400 (100%)</b>	<b>n=53 (100%)</b>	<b>n=52 (100%)</b>

Campaign evaluation, post-campaign survey, total sample (n=505)  
S1A. What is your gender?

### iVote surveys

	Demographic	iVote representative telephone survey	iVote consultative online survey
Gender	Male	48%	51%
	Female	52%	49%
Age	18-24	11%	4%
	25-34	24%	16%
	35-44	16%	17%
	45-54	16%	20%
	55-64	16%	25%
	65+	18%	19%

iVote telephone survey, total sample (n=1,000)  
iVote online consultative survey, total sample (n=30,970)



## Appendix B: Core Telephone Survey Questionnaire

### Evaluation of Electoral Services CATI

#### Topline Results

Ipsos Social Research Institute: 14-036279-01-04

#### Technical details:

- For the main sample, a total of n=1,200 eligible voters were surveyed by CATI.
- Surveying took place between the Sunday following the Election (29<sup>th</sup> March) and the following Thursday (2<sup>nd</sup> April).
- Data is weighted according to age, gender and location to match the NSW population using Australian Bureau of Statistics data.
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of 'don't know' categories.

#### Key:

[SR] = Single response question

[MR] = Multiple response allowed

[DNRO] = Interviewers did not read out code frame

[READ OUT] = Interviewers read out code frame

#### Screenener Questions

S6 Which of the following, if any, describe you?

Note: a 'polling place' is a physical location where people vote in a NSW State Election. [SR PER ROW] [READ OUT]

		Yes	No	Don't know
A	I have a disability	10%	90%	0%
B	I am blind or have low vision	4%	96%	0%
C	I have a reading difficulty	3%	97%	0%
D	I live more than 20km from my nearest polling place	5%	95%	1%

#### Voting experience

Q1. Thinking now about the New South Wales State Election that was held on Saturday 28

March...did you vote in this election, either by voting on Election Day or earlier? [SR] [READ OUT]

Yes, on election day	75%
Yes, before election day	23%
No	2%

Q2.[IF VOTED] Were you satisfied or dissatisfied with your overall voting experience? [SR] [DNRO]

Very satisfied	53%
Fairly satisfied	35%
Neither satisfied nor dissatisfied	3%
Fairly dissatisfied	5%
Very dissatisfied	4%
Don't know	0%

Q3. **[IF KNOWS HOW SATISFIED OVERALL (Error! Reference source not found.=1-5)]** And why were you **[INSERT ANSWER FROM Error! Reference source not found.]?** **[RECORD VERBATIM]**

<b>Reasons for satisfaction:</b>	
Convenience and ease of voting	35%
Lack of crowds and queues	33%
Professionalism of staff (helpful/polite/friendly)	11%
Amount of signage	6%
Closeness to home	4%
<b>Reasons for dissatisfaction:</b>	
Crowded polling places/long queues/lengthy waiting time	7%
Confused by the ballot paper instructions/long list of candidates	6%
General dislike of politics and a disdain/detachment from the political process	4%

Q4. Overall, are you satisfied or dissatisfied that the NSW Electoral Commission conducted the State Election fairly and impartially? **[SR] [DNRO]**

Very satisfied	53%
Fairly satisfied	36%
Neither satisfied nor dissatisfied	3%
Fairly dissatisfied	2%
Very dissatisfied	1%
Don't know	5%

Q5. **[IF DID NOT VOTE]** What was the main reason you didn't vote in this election? **[SR] [DNRO]**

I was not in NSW on Election Day	
I was more than 8km from a polling place on Election Day (but in NSW)	
I have religious beliefs which prevented me from voting	n=1
I was caring for a person	
I was helping a relative/friend who could not vote	
I was working	
I have a disability	
I believe that attending a polling place would have placed my personal safety, or that of my family members, at risk	
I was ill, infirm or pregnant	n=2
I was hospitalised	
I am blind or have low vision	
I have a reading difficulty	
It was easier and more convenient not to vote	
I had other commitments	n=2
I wanted to avoid the queues/crowds/canvassers	
I don't really care about the Election	
I don't believe in the voting/political system	n=3
I forgot	n=5
I am not enrolled/moved from Electoral Area/District	n=4
I arrived at the polling place too late/ the polling place had closed	
I did not know how to vote	

Other <b>[SPECIFY]</b>	n=8
Don't know	
I'd rather not say	

Q6. **[IF VOTED ON ELECTION DAY]** Which of the following best describes how you voted? Did you vote...? **[SR] [READ OUT]**

In person at a polling place in your own electorate	91%
In person at a polling place in another electorate	7%
On the internet (iVote)	2%
By telephone (iVote)	0%
Other <b>[RECORD VERBATIM]</b>	1%
Don't know <b>[DNRO]</b>	0%

Q7. **[IF VOTED BEFORE ELECTION DAY ]** Which of the following best describes how you voted? Did you vote...? **[SR] [READ OUT]**

On the internet (iVote)	22%
By telephone (iVote)	0%
By postal voting	20%
By pre-polling (voting in person before election day) in your own electorate	49%
By pre-polling (voting in person before election day) in another electorate	8%
Other <b>[RECORD VERBATIM]</b>	1%
Don't know <b>[DNRO]</b>	0%

Q8. **[IF IVOTED BY TELEPHONE]** How did you vote...? **[SR] [READ OUT]**

Using automated voice recognition	n=6
By talking to an operator	n=1
Other <b>[RECORD VERBATIM]</b>	
Don't know <b>[DNRO]</b>	

Q9. **[IF VOTED ONLINE]** After casting your vote online, did you call the NSW Electoral Commission telephone Verification Service to verify your vote? **[SR] [DNRO]**

Yes	5%
No	93%
Don't know	1%

Q10. **[IF VOTED IN PERSON]** How did you find out where you could vote? **[MR] [DNRO]**

Called the NSW Electoral Commission election enquiries line (1300 135 736)	1%
Asked a friend, family member, or neighbour	12%
Visited a NSW Electoral Commission website (for example www.elections.nsw.gov.au or www.votensw.info)	5%
Went to the same place you voted last time	54%
Went out looking for a polling place until you found one	6%
Information provided by a candidate or political party member	2%
Saw the crowds/signs	10%
Used a search engine (e.g. Google)	6%
Other <b>[RECORD VERBATIM]</b>	1%
Don't know	0%

Q11. **[IF VOTED BY IVOTE, POSTAL VOTED OR PRE-POLLED]** What is the main reason you voted by **[INSERT ANSWER FROM Q6/Q7 (DEPENDING ON WHICH WAS COMPLETED)]** rather than in person on election day? **[SR] [DNRO]**

I was not in NSW on Election Day	25%
I was more than 8km from a polling place on Election Day (but in NSW)	11%
I have religious beliefs which prevented me from voting at a polling place on Election Day	0%
I was caring for a person and could not get to a polling place on Election Day	4%
I was helping a relative/friend who could not vote on Election Day	2%
I was working on Election Day and could not get to a polling place	16%
I have a disability	7%
I believe that attending a polling place on Election Day would have placed my personal safety, or that of my family members, at risk	0%
I was ill, infirm or pregnant	3%
I was hospitalised	1%
I am blind or have low vision	0%
It was easier and more convenient	13%
I had other commitments on Election Day	2%
I wanted to avoid the Election Day queues/crowds/canvassers	2%
I had made up my mind and was ready to vote	0%
Other <b>[SPECIFY]</b>	2%
Don't know	1%
I'd rather not say	4%

### Satisfaction with Election Day services and experience

Q12. **[IF VOTED IN PERSON]** To the best of your knowledge, how long did you have to queue before you voted? **[RECORD ANSWER IN MINUTES]**

I didn't have to wait	40%
Less than 5 minutes	26%
5-9 minutes	17%
10-14 minutes	8%
15-20 minutes	6%

Over 20 minutes	3%
Don't know	0%

Q13. **[IF VOTED IN PERSON]** Were you satisfied or dissatisfied with the amount of time it took to cast a vote at your polling place? **[SR] [DNRO]**

Very satisfied	72%
Fairly satisfied	20%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	4%
Very dissatisfied	2%
Don't know	0%

Q14. **[IF VOTED IN PERSON]** If you asked for assistance from electoral staff in understanding how to vote properly, were you satisfied or dissatisfied with this assistance? **[SR] [DNRO]**

Very satisfied	31%
Fairly satisfied	7%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	1%
Very dissatisfied	1%
I did not receive assistance	60%
Don't know	0%

Q15. **[IF VOTED IN PERSON AND CALD]** Which of the following assistance, if any, did you receive from polling place staff? **[MR] [READ OUT]**

Verbal assistance in a language other than English	2%
A guide on how to vote in a language other than English	2%
None of these	96%

Q16. **[IF RECEIVED CALD ASSISTANCE]** Were you satisfied or dissatisfied with this/these? **[SR] [DNRO]**

Very satisfied	66%
Fairly satisfied	34%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	0%
Very dissatisfied	0%
Don't know	0%

Q17. **[IF VOTED IN PERSON]** Were you satisfied or dissatisfied with your privacy when you were filling out your ballot paper? **[SR] [DNRO]**

Very satisfied	70%
Fairly satisfied	25%
Neither satisfied nor dissatisfied	2%
Fairly dissatisfied	2%
Very dissatisfied	1%
Don't know	0%

Q18. **[IF VOTED IN PERSON]** Did you use a pen or pencil to complete your ballot paper? **[SR] [DNRO]**

I used a pen	63%
I used a pencil	23%
Neither of these	0%
Don't know	14%

Q19. **[IF KNOWS USED PEN]** Did using a pen to complete your ballot paper, rather than a pencil, make you more or less confident about the security of your vote? **[SR] [DNRO]**

A lot more confident	40%
A little more confident	16%
No difference	40%
A little less confident	1%
A lot less confident	0%
Don't know <b>[DNRO]</b>	3%

Q20. **[IF VOTED IN PERSON]** Overall, were you satisfied or dissatisfied with the facilities of the polling place where you voted? **[SR] [DNRO]**

Very satisfied	72%
Fairly satisfied	24%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	2%
Very dissatisfied	1%
Don't know	0%

### iVote

Q21. **[DID NOT USE IVOTE]** iVote is an initiative designed to allow those with vision impairment, or other disabilities, reading difficulties, those living in remote NSW, or those who are interstate or overseas to cast their vote anonymously via the internet or over the telephone.

Before today, had you heard of iVote? **[SR] [DNRO]**

Yes	38%
No	61%
Don't know	0%

Q22. **[IF DID NOT USE IVOTE BUT HAS HEARD OF]** Did you register to use iVote for the NSW State Election on March 28? **[SR] [READ OUT]**

Yes, I registered online	3%
Yes, I registered by phone	1%
No	97%
Don't know <b>[DNRO]</b>	0%

Q23. **[IF DID NOT REGISTER TO USE IVOTE BUT HAS HEARD OF AND IS ELIGIBLE/WAS OUTSIDE NSW ON ELECTION DAY]** Why not? **[MR] [DNRO]**

Didn't know I was eligible	19%
Didn't know how	3%
Didn't understand the registration process	1%
Registration process was too complicated/long/inconvenient	2%
Don't have access to a computer	3%
Don't trust the internet	3%
Don't trust technology assisted voting	3%
Couldn't be bothered	5%
Prefer to vote in a way I'm familiar with	23%
I was only made aware of iVote on the day of the election	3%
Other <b>[RECORD VERBATIM]</b>	45%
Don't know	1%

Q24. **[IF USED IVOTE OR REGISTERED TO USE IVOTE ]** What could the NSW Electoral Commission do to improve the iVote registration process? **[RECORD VERBATIM]**

Nothing to improve	52%
Fix IT issues/improve IT	23%
Allow everyone to use iVote	17%
Improve security	7%



Q25. **[IF DID NOT USE IVOTE OR REGISTER TO USE IVOTE OR HEARD OF IVOTE]** In the future, if the iVote service were available to you, so that you could vote via the internet or telephone, how likely or unlikely would you be to use it? **[SR] [DNRO]**

Very likely	53%
Fairly likely	17%
Neither likely nor unlikely	3%
Fairly unlikely	10%
Very unlikely	14%
Don't know	2%

Q26. **[IF DID NOT USE IVOTE OR REGISTER TO USE IVOTE OR HEARD OF IVOTE]** To what extent do you trust or distrust the iVote voting process? Would you say that you... **[SR] [READ OUT]**

Trust it a great deal	30%
Trust it a little	19%
Neither trust nor distrust it	27%
Distrust it a little	8%
Distrust it a great deal	8%
Don't know	9%

Q27. **[IF IVOTED]** Were you satisfied or dissatisfied with the security of the iVote voting process? **[SR] [DNRO]**

Very satisfied	60%
Fairly satisfied	30%
Neither satisfied nor dissatisfied	4%
Fairly dissatisfied	1%
Very dissatisfied	1%
Don't know	3%

Q28. **[IF CALLED VERIFICATION SERVICE]** You mentioned that, after casting your vote online, you called the NSW Electoral Commission telephone Verification Service to verify your vote. Were you satisfied or dissatisfied with this process? **[SR] [DNRO]**

Very satisfied	51%
Fairly satisfied	26%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	0%
Very dissatisfied	23%
Don't know	0%

Q29. **[IF CALLED VERIFICATION SERVICE AND KNOWS HOW SATISFIED]** Why were you **[INSERT RESPONSE FROM Q28]? [RECORD VERBATIM]**

<b>Reasons for satisfaction</b>	
Easy to use	n=1
<b>Reasons for dissatisfaction</b>	
Unable to cancel vote/concerned about hacking	n=1

Q30. **[IF IVOTED (Q6=3-4 OR Q7=1-2)]** Taking everything into account, were you satisfied or dissatisfied with the iVote service? **[SR] [DNRO]**

Very satisfied	73%
Fairly satisfied	23%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	0%
Very dissatisfied	2%
Don't know	0%

Q31. **[IF IVOTED AND KNOWS HOW SATISFIED]** Why were you **[INSERT RESPONSE FROM Q30]? [RECORD VERBATIM]**

<b>Reasons for satisfaction</b>	
It was easy to use	54%
Convenient	24%
It was quick	17%
It was secure	8%
<b>Reasons for dissatisfaction</b>	
IT issues	13%

## Postal voting

Q32. **[IF POSTAL VOTED ]** You mentioned you cast a postal vote. Where did you get your postal vote application form? **[SR] [DNRO]**

Called the NSW Electoral Commission	5%
Completed online application process	7%
Downloaded application form on NSW Electoral Commission website	6%
Political party letter/flyer/representative etc	9%
Friend/Family member/Neighbour	4%
Forms sent automatically	45%
Other <b>[RECORD VERBATIM]</b>	20%

Don't know	4%
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Q33. **[IF COMPLETED ONLINE POSTAL VOTE APPLICATION PROCESS]** Were you satisfied or dissatisfied with this online application process? **[SR] [DNRO]**

Very satisfied	100%
Fairly satisfied	0%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	0%
Very dissatisfied	0%
Don't know	0%

Q34. **[IF POSTAL VOTED (Q7=3)]** Taking everything into account, were you satisfied or dissatisfied with the postal voting service? **[SR] [DNRO]**

Very satisfied	73%
Fairly satisfied	22%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	2%
Very dissatisfied	4%
Don't know	0%

### Willingness to recommend methods

Q35. For each of the following methods of voting, imagine that a friend or family member was considering using that method to vote in a NSW State Election.

How likely would you be to recommend each of the following methods? **[SR] [READ OUT]**

	Very likely	Fairly likely	Neither likely nor unlikely	Fairly unlikely	Very unlikely	Don't know
In person on election day	53%	27%	6%	6%	7%	2%
By pre-polling in person	44%	27%	6%	11%	8%	4%
<b>[IF AWARE OF IVOTE OR IF VOTED WITH IVOTE]</b> By iVote	46%	24%	7%	7%	11%	5%
By postal voting	29%	26%	8%	18%	16%	4%

## Information

Q36. **[IF VOTED]** How informed or uninformed did you feel about each of the following before going to vote in the New South Wales State Election? **[SR] [READ OUT]**

		Very informed	Fairly informed	Neither informed nor uninformed	Fairly uninformed	Very uninformed	Don't know
A	How to fill in a ballot paper	59%	29%	2%	5%	3%	1%
B	How to check and update your enrolment details	32%	27%	6%	16%	13%	6%
C	Early and alternative voting options (that is, other than voting in person at a polling place on Election Day)	32%	33%	4%	17%	13%	1%
D	<b>[IF VOTED IN PERSON]</b> Finding out where to vote on Election Day	55%	23%	4%	9%	8%	2%
E	When the results of the Election are declared	47%	25%	5%	10%	10%	2%

Q37. **[IF WANTED ADDITIONAL INFORMATION]** What additional information, if any, would you have liked to receive? **[MR] [DNRO]**

Information about where to vote on election day	6%
Information about how to enrol to vote or update enrolment details	2%
Information about postal voting	1%
Information about voting early	3%
Information about polling place opening hours/closing times	1%
Information about filling out ballot papers correctly	4%
Information about candidates or parties	9%
Information on iVote (Technology assisted voting)	9%
Information on automatic enrolment / SmartRoll	0%
Information on assistance for people with disabilities and their carers	0%
Information in languages other than English	0%
None	63%
Other <b>[RECORD VERBATIM]</b>	1%
Don't know	3%

Q38. **[IF WANTED ADDITIONAL INFORMATION ]** How would you have liked to receive this information? **[MR] [DNRO]**

Mass media – TV advertising	24%
Mass media - Newspapers	15%
Mass media – Radio	9%
Mass media – online	17%
Brochure/direct mail/letter/leaflet sent to my home address by the NSW Electoral Commission	59%
NSW Electoral Commission website	7%
Emailed to me	29%
Social media	3%
Other <b>[RECORD VERBATIM]</b>	0%
Don't know	2%

### **Election enquiries line**

Q39. Have you called the NSW Electoral Commission election enquiries line (1300 135 736) since the State Election was announced? **[SR] [DNRO]**

Yes	3%
No	97%
Don't know	0%

Q40. **[IF CALLED ENQUIRIES LINE]** What type of information were you looking for when you called the NSW Electoral Commission election enquiries line? **[MR] [DNRO]**

Checking your enrolment details	10%
Finding out where your nearest polling place was	16%
Information on electorate boundaries	5%
Options for those who can't get to a polling place on election day	9%
How the NSW voting system works	0%
Finding out when the election would be held	1%
Finding out how to vote	2%
Finding out how to enrol or update enrolment details	5%
Getting an enrolment form	0%
Finding out who the candidates in your electorate were	2%
Finding out how to apply for a postal vote	7%
What to do if away from home on election day e.g. interstate or overseas	5%
Enquiring about accessibility rating of a polling place (for those with mobility restrictions)	0%
Checking the election results	0%
Information on iVote (internet and phone voting)	20%
Information on SmartRoll automatic enrolment	0%
Wanting to be excused from voting	1%
Information on assistance for people with disabilities and their carers	1%
Information in languages other than English	0%
Following up a postal vote	10%
Information about working for the Electoral Commission	10%
Other <b>[RECORD VERBATIM]</b>	6%
Don't know	1%

Q41. **[FOR EACH RESPONSE MARKED AT Q40]** Did you receive the information or assistance you wanted in relation to **[INSERT ANSWER FROM QUESTION Q40]**? **[SR] [DNRO]**

Yes	79%
No	21%
Don't know	0%

Q42. **[IF DID NOT RECEIVE INFORMATION/ASSISTANCE WANTED ASK FOR EACH RELEVANT RESPONSE MARKED AT Q40]** Why didn't you receive the information or assistance you wanted in relation to **[INSERT ANSWER FROM QUESTION Q40]**? **[OPEN ENDED]**

<b>[RECORD VERBATIM]</b>	
Don't know	



Q43. **[IF CALLED ENQUIRIES LINE]** Thinking about the service you received when you called the NSW Electoral Commission election enquiries line most recently, how satisfied or dissatisfied were you with the service you received? **[SR] [READ OUT]**

Very satisfied	60%
Fairly satisfied	19%
Neither satisfied nor dissatisfied	6%
Fairly dissatisfied	7%
Very dissatisfied	9%
Don't know	0%

## Website

Q44. Have you visited a NSW Electoral Commission website, (for example www.elections.nsw.gov.au or www.votensw.info) since the State election was announced? **[SR] [DNRO]**

Yes	20%
No	80%
Don't know	0%

Q45. **[IF DID NOT USE WEBSITE]** Why didn't you use these websites? **[MR] [DNRO]**

I wasn't aware of any websites	11%
I didn't think my query would be (easily) answered by a website	2%
I preferred to speak to a person	1%
I looked on the website and couldn't find the information I needed	0%
I couldn't be bothered searching the website/I thought calling would be quicker	4%
I didn't have internet access at the time	6%
I don't feel comfortable using a computer	9%
I did not require/need assistance/I was not interested	56%
I found out information elsewhere	4%
I was too busy	2%
Other <b>[RECORD VERBATIM]</b>	5%
Don't know	2%

Q46. **[IF VISITED WEBSITES]** When did you use this website/these websites? Please select any that apply.

**[MR] [READ OUT]**

Earlier than the week before Election Day	38%
In the week before Election Day	43%
On Election Day before 2pm	9%
On Election Day, between 2pm and 6pm	2%
After 6pm on Election Day	17%
Don't know <b>[DNRO]</b>	1%

Q47. **[IF VISITED WEBSITES]** How did you access this website/these websites?

Please select any that apply.

Using a...**[MR] [READ OUT]**

Computer (laptop/desktop)	73%
Smartphone (e.g. Apple iPhone/Android)	17%
Tablet	18%
Other <b>[SPECIFY]</b>	0%
Don't know <b>[DNRO]</b>	0%

Q48. **[IF VISITED WEBSITES]** What type or types of information were you looking for when you visited this website? **[MR] [DNRO]**

Checking your enrolment details	11%
Finding out where your nearest polling place was	24%
Information on electorate boundaries	7%
Options for those who can't get to a polling place on election day	6%
How the NSW voting system works	1%
Finding out when the election would be held	4%
Finding out how to vote	5%
Finding out how to enrol or update enrolment details	6%
Getting an enrolment form	0%
Finding out who the candidates in your electorate were	12%
Finding out how to apply for a postal vote	2%
What to do if away from home on election day e.g. interstate or overseas	2%
Enquiring about accessibility rating of a polling place (for those with mobility restrictions)	0%
Checking the election results	13%
Information on iVote (internet and phone voting)	12%
Information on SmartRoll automatic enrolment	0%
Wanting to be excused from voting	0%
Information on assistance for people with disabilities and their carers	0%
Information in languages other than English	0%
Other <b>[RECORD VERBATIM]</b>	25%
Don't know	1%

Q48B. **[SHOW ONLY RESPONSES SELECTED AT Q48]** And what was the main type of information were you looking for when you visited this website **most recently?** **[SR] [DNRO]**

Checking your enrolment details	11%
Finding out where your nearest polling place was	24%
Information on electorate boundaries	7%
Options for those who can't get to a polling place on election day	6%
How the NSW voting system works	1%
Finding out when the election would be held	4%
Finding out how to vote	5%
Finding out how to enrol or update enrolment details	6%
Getting an enrolment form	0%
Finding out who the candidates in your electorate were	12%
Finding out how to apply for a postal vote	2%
What to do if away from home on election day e.g. interstate or overseas	2%

Enquiring about accessibility rating of a polling place (for those with mobility restrictions)	0%
Checking the election results	13%
Information on iVote (internet and phone voting)	12%
Information on SmartRoll automatic enrolment	0%
Wanting to be excused from voting	0%
Information on assistance for people with disabilities and their carers	0%
Information in languages other than English	0%
Other	25%

Q49. **[IF PROVIDED ANSWER TO Q48B OR PROVIDED ANSWER TO Q48 IF Q48B NOT ASKED)** Were you able to find the information you wanted in relation to **[INSERT ANSWER FROM Q48B OR Q48]**? **[SR] [DNRO]**

Yes	91%
No	8%
Don't know	1%

Q50. **[IF DID NOT RECEIVE INFORMATION/ASSISTANCE WANTED]** Why weren't you able to find the information or assistance you wanted in relation to **[INSERT ANSWER FROM Q48B OR Q48]**? **[OPEN ENDED]**

Problems with navigating/finding things on the website	71%
IT issues	19%
Other	20%

Q51. **[IF VISITED WEBSITE]** Thinking now about when you visited this website most recently, were you satisfied or dissatisfied with the website? **[SR] [DNRO]**

Very satisfied	45%
Fairly satisfied	38%
Neither satisfied nor dissatisfied	4%
Fairly dissatisfied	10%
Very dissatisfied	2%
Don't know	1%

Q52. **[IF VOTED]** To the best of your knowledge, when you voted, were your details on the electoral roll correct? **[SR] [DNRO]**

Yes	95%
No	4%
Don't know	1%

Q53. **[IF VOTED OUTSIDE ELECTORATE]** Did you experience any difficulties due to voting outside of your electorate? **[SR] [DNRO]**

Yes	10%
No	90%
Don't know	0%

Q54. **[IF EXPERIENCED DIFFICULTIES]** What were these difficulties? **[OPEN ENDED] [RECORD VERBATIM]**

Waiting times and delays	n=5
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Q55. **[IF DETAILS WERE NOT CORRECT]** Did you enrol and vote on Election Day? **[SR] [DNRO]**

Yes	29%
No	70%
Don't know	2%

Q56. **[IF ENROLED ON ELECTION DAY]** Overall, were you satisfied or dissatisfied with this service that allowed you to enrol and vote on the day? **[SR] [DNRO]**

Very satisfied	73%
Fairly satisfied	20%
Neither satisfied nor dissatisfied	7%
Fairly dissatisfied	0%
Very dissatisfied	0%
Don't know	0%

### Information on election night

Q57. Did you follow the results of the NSW State Election on election night? **[SR] [DNRO]**

Yes	54%
No	46%
Don't know	0%

Q58. **[IF FOLLOWED RESULTS]** Where did you get information about the election results on election night? **[MR] [DNRO]**

Television	86%
Radio	6%
The NSW Electoral Commission website	5%
Another website (SPECIFY)	12%
From friends / family	2%
Social media	4%
Other <b>[SPECIFY]</b>	1%
Don't know	0%

Q59. **[IF FOLLOWED RESULTS]** Overall, were you satisfied or dissatisfied with the speed with which election results were available to you on election night? **[SR] [DNRO]**

Very satisfied	71%
Fairly satisfied	25%
Neither satisfied nor dissatisfied	2%
Fairly dissatisfied	1%
Very dissatisfied	1%
Don't know	0%

Q60. Overall, how confident are you that the election results are accurate? **[SR] [READ OUT]**

Very confident	54%
Fairly confident	37%
Not very confident	4%
Not at all confident	2%
Don't know <b>[DNRO]</b>	3%

## Additional needs

Q61. **[IF VOTED IN PERSON]** Do you experience/have any of the following? Please select any that apply. **[MR] [READ OUT]**

Blindness or low vision	4%
Reading difficulties	4%
Hearing impairment, including deafness	4%
Mobility restrictions	4%
The use of a wheelchair	0%
None of these	89%
Don't know <b>[DNRO]</b>	0%

Q62. **[IF VOTED IN PERSON AND NO ADDITIONAL NEEDS]** Do you care for anyone who voted in the NSW State Election and experiences any of the following? **[MR] [READ OUT]**

Blindness or low vision	3%
Reading difficulties	2%
Hearing impairment, including deafness	2%
Mobility restrictions	4%
The use of a wheelchair	2%
None of these	93%
Don't know <b>[DNRO]</b>	0%

Q63. **[IF HAS ADDITIONAL NEEDS POTENTIALLY REQUIRING SPECIALISED INFORMATION OR CARES FOR SOMEONE WHO DOES]** Were you aware that information was available from the NSW Electoral Commission in any of the following formats: **[MR] [READ OUT]**

Audio files	14%
Large print	20%
Auslan	13%
None of these	78%

Q64. **[IF Q63=1-3 AND HAS ADDITIONAL NEEDS POTENTIALLY REQUIRING SPECIALISED INFORMATION OR CARES FOR SOMEONE WHO DOES]** Did you **[IF Q62=1-3 'or the person you care for']** use any of this information in **[INSERT FORMATS AWARE OF FROM Q63]** format? **[SR] [DNRO]**

Yes	14%
No	79%
Don't know	7%

Q65. **[IF HAS ADDITIONAL NEEDS OR CARES FOR SOMEONE WHO DOES]** Which of the following, if any, did you use to help you cast your vote? **[MR] [READ OUT]**

A maxi/jumbo pen <b>[IF QUERIED: A large pen]</b>	1%
A magnifying sheet	2%
None of these	98%

Q66. **[IF CARES FOR SOMEONE WHO HAS ADDITIONAL NEEDS]** Which of the following, if any, did the person you care for use to cast their vote? **[MR] [READ OUT]**

A maxi/jumbo pen <b>[IF QUERIED: A large pen]</b>	2%
A magnifying sheet	7%
None of these	92%

Q67. **[IF USED SPECIAL INFORMATION ASK FOR EACH RESPONSE MARKED AT Q63]** Were you satisfied or dissatisfied with the information available in **[insert format from Q63]** format? **[SR] [DNRO]**

Very satisfied	100%
Fairly satisfied	0%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	0%
Very dissatisfied	0%
Don't know	0%

Q68. **[IF VOTED IN PERSON AND WITH A DISABILITY]** Overall, were you satisfied or dissatisfied with the accessibility of your polling place and your ability to move around inside the polling place? **[SR] [DNRO]**

Very satisfied	76%
Fairly satisfied	20%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	1%
Very dissatisfied	3%
Don't know	0%

### Overall

Q69. **[IF NOT 'VERY SATISFIED' WITH VOTING EXPERIENCE]** What could the NSW Electoral Commission have done to improve your voting experience? **[OPEN ENDED] [RECORD VERBATIM]**

Nothing	34%
Allowing online voting	14%
Help on how to vote	6%
Reducing the queues	5%
More identity checks	4%
More polling booths/more room and privacy	4%
More staff members	3%

### Redistribution

Q73. Do you know whether any State Electoral District boundaries have changed since the previous NSW State Election in 2011? **[SR] [DNRO]**

Yes, there were changes	39%
No, there were not any changes	35%
Don't know	26%

Q74. **[IF AWARE OF REDISTRIBUTED]** As far as you are aware, did your State Electoral District change since the previous NSW State Election in 2011? **[SR] [DNRO]**

Yes	46%
No	47%
Don't know	7%

Q75. **[IF AWARE OF REDISTRIBUTED]** Were you satisfied or dissatisfied with the communication of these changes? **[SR] [DNRO]**

Very satisfied	22%
Fairly satisfied	35%
Neither satisfied nor dissatisfied	11%
Fairly dissatisfied	14%
Very dissatisfied	10%
I did not receive any communications	3%
Don't know	6%

Q76. **[IF Q74=1]** Did you experience any difficulties voting due to this electorate change? **[SR]**  
**[DNRO]**

Yes	4%
No	95%
Don't know	1%

Q77. What were these difficulties? **[OPEN ENDED]** **[RECORD VERBATIM]**

Not knowing where to vote which polling place, or going to the wrong one	n=4
Not knowing the candidates	n=3



## Appendix C: Face-to-face Pre-Poll Questionnaire

NSWEC Pre-poll questionnaire

Topline results

Ipsos Social Research Institute: 14-036279-01

### Technical details:

- A total of n=468 pre-poll voters were surveyed took place using a computer-assistance personal interview approach at four locations.
- Surveying took place over two dates: Friday 20<sup>th</sup> and Friday 27<sup>th</sup> March 2015
- Data is unweighted.
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of 'don't know' categories.

To be administered face-to-face.

### Key:

[SR] = Single response

[MR] = Multiple response allowed

### Decision to vote by pre-poll

Q1. First of all, why did you decide to vote today rather than waiting until Election Day? Please select any that apply. [MR] [DNRO]

I will not be in NSW on Election Day	18%
I will be more than 8km from a polling place on Election Day (but in NSW)	27%
I have religious beliefs which prevent me from voting at a polling place on Election Day	2%
I am caring for a person and cannot get to a polling place on Election Day	2%
I am helping a relative/friend who cannot vote on Election Day	0%
I will be working on Election Day and cannot get to a polling place	32%
I am a silent elector	0%
I have a disability	4%
I believe that attending a polling place on Election Day will place my personal safety, or that of my family members, at risk	0%
It is easier and more convenient	13%
I have other commitments on Election Day	13%
I want to avoid the Election Day queues/crowds/canvassers	10%
I don't care about the Election and just want to get it over and done with	1%
I have made up my mind and I'm ready to vote now	3%
Other [SPECIFY]	1%
Don't know	0%
I'd rather not say	0%

## Views of NSWEC

Q2. Overall, how satisfied are you that the NSW Electoral Commission is conducting the State Election fairly and impartially? [\[SR\]](#)

Very satisfied	53%
Fairly satisfied	34%
Neither satisfied nor dissatisfied	8%
Fairly dissatisfied	3%
Very dissatisfied	1%
Don't know/can't comment/not applicable	2%

Q3. Taking everything into account, how satisfied or dissatisfied were you with your pre-polling experience today? [\[SR\]](#)

Very satisfied	70%
Fairly satisfied	23%
Neither satisfied nor dissatisfied	2%
Fairly dissatisfied	4%
Very dissatisfied	1%
Don't know/can't comment/not applicable	0%

## Experience of pre-polling

Q4. Is this the first election in which you have voted early? [\[SR\]](#) [\[DNRO\]](#)

Yes, this is the first election in which I have voted early	40%
No, I have voted early in previous election/s	59%
Don't know	0%

Q5. In this Election, when did you decide to vote early rather than voting on Election Day? Was it... [\[SR\]](#) [\[READ OUT\]](#)

Today	25%
This week	42%
Last week	21%
Earlier <a href="#">[SPECIFY]</a>	12%
Don't know	0%

## Voting experience

Q6.

A. Overall, how easy or difficult did you find voting at this polling place today? [\[SR\]](#)

Very easy	75%
Fairly easy	20%
Neither easy nor difficult	2%
Fairly difficult	2%
Very difficult	1%
Don't know	0%

B. If you asked for assistance from electoral staff in understanding how to vote properly, how satisfied or dissatisfied were you with this assistance? [\[SR\]](#)

Very satisfied	28%
Fairly satisfied	8%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	0%
Very dissatisfied	0%
I did not receive assistance	63%
Don't know	0%

C. If you received information from the NSW Electoral Commission today to help you to vote, how satisfied or dissatisfied were you with this information? [\[SR\]](#)

Very satisfied	28%
Fairly satisfied	15%
Neither satisfied nor dissatisfied	6%
Fairly dissatisfied	2%
Very dissatisfied	2%
I did not receive information	48%
Don't know	0%

D. How satisfied or dissatisfied were you with the amount of time it took to cast a vote today? [\[SR\]](#)

Very satisfied	71%
Fairly satisfied	21%
Neither satisfied nor dissatisfied	3%
Fairly dissatisfied	3%
Very dissatisfied	2%
Don't know	0%

Q7. **[IF NOT VERY SATISFIED WITH TIME IT TOOK TO VOTE]** Which of the following, if any, did you think took too long? Just read out the letters that apply. **[READ OUT]**

A	Your name being marked off the electoral roll	22%
B	Receiving your ballot papers after your name was marked off the electoral roll	4%
C	A booth becoming available to cast your vote	5%
D	Being able to place your ballot papers in the boxes as you left	17%
E	Getting assistance to help you to vote	4%
	Other <b>[SPECIFY]</b>	5%
	None of these	52%
	Don't know	1%

Q8. To the best of your knowledge, how long did you have to queue before you voted? **[SR]**  
**[DNRO]**

I didn't have to wait	46%
Less than 5 minutes	29%
Between 5-9 minutes	7%
Between 10-14 minutes	8%
Between 15-20 minutes	3%
Over 20 minutes	6%
Don't know	0%

#### Attitudes towards the Election and voting behaviours

Q9. I am going to read you a series of statements, and ask you to what extent you agree or disagree with each. **[SR PER ROW]**

		Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
A	I don't care who wins the Election	4%	6%	5%	17%	66%	0%
B	I paid close attention to the Election campaign	35%	28%	11%	15%	11%	1%
C	I always vote for the same party or candidate	27%	17%	10%	18%	28%	1%
D	I find election campaigns boring	22%	24%	15%	18%	21%	1%

Q10. When did you decide which candidate or party you would vote for today? Was it... [SR]  
[READ OUT]

A	Today	17%
B	This week	12%
C	Last week	14%
D	Earlier [SPECIFY]	14%
E	I have always known who I would vote for	42%
F	I did not cast a valid vote	0%
G	I'd rather not say	0%
H	Don't know	0%

### Overall opportunities for improvement

Q11. How, if at all, do you think pre-polling could be improved in the future?

Online electronic voting	9%
Bigger / larger room venue space, larger setup / too cramped squashed small	7%
More staff more assistance / so it's quicker	5%
Better / more parking	5%
Advertise better awareness of pre polling addresses locations venue / I went to previous incorrect location	4%
More locations	4%
Better safer location / too close to main road / busy street / easier to find / closer to transport shops	3%
Door person to guide people / confusing complicated, more organised / better signage instructions	3%
Crowded cramped congested queues	3%
Other mentions	3%
More advertising / inform awareness of pre polling	3%
Don't know	34%
Nothing	22%

## Appendix D: Online Campaign Evaluation – Pre-wave (Benchmark) Questionnaire

### NSWEC Campaign Evaluation – Benchmark questionnaire

Topline results

Ipsos Social Research Institute: 14-036279-01

#### Technical details:

- For the main sample, a total of n=400 eligible voters were surveyed online.
- Surveying took place between 21 January and 4 February 2015, prior to the commencement of NSW Electoral Commission campaigning ahead of the Election.
- Data is weighted according to age, gender and location to match the NSW population using Australian Bureau of Statistics data.
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of 'don't know' categories.

To be administered online.

#### Key:

[SR] = Single response

[MR] = Multiple response allowed

#### Screener Questions

S1A What is your gender? [SR]

Male	47%
Female	53%
I'd rather not say	0%

S1B What is your age? [SR]

Under 18	8%
18-24	16%
25-34	19%
35-44	20%
45-54	20%
55-64	17%
65+	20%
I'd rather not say	0%

S2 What is the postcode where you live?

Metropolitan	62%
Regional	38%

H1

Murrumbidgee	10%
Newtown	11%
Non-redistributed	79%

S4 Which of the following, if any, describe you? Please select any that apply.

Note: a 'polling place' is a physical location where people vote in a NSW State Election. **[SR PER ROW]**

		Yes	No	Don't know
A	I am able to vote at a polling place without assistance	97%	3%	0%
B	I would have difficulty voting at a polling place because of a disability	3%	96%	1%
C	I live within 20km of the nearest polling place	94%	5%	1%

## Attitudes

Q1. How **important** do you think voting in a NSW State Election is? **[SR]**

Very important	66%
Somewhat important	23%
Not very important	6%
Not at all important	3%
Don't know	2 %

Q2.

A. To what extent do you agree with the following statement? **[SR]**

'The NSW State Election is my chance to vote for what matters to me in NSW'

Strongly agree	49%
Somewhat agree	33%
Neither agree nor disagree	10%
Somewhat disagree	4%
Strongly disagree	3%
Don't know	1%

B. How **important** do you think the decisions made by your state government are to you on a personal level? **[SR]**

Very important	46%
Somewhat important	40%
Not very important	10%
Not at all important	2%
Don't know	2%

C. How **impactful** do you think the decisions made by your state government are on your day-to-day life? **[SR]**

Very impactful	43%
Somewhat impactful	40%
Not very impactful	12%
Not at all impactful	3%
Don't know	2%

### Outcomes (awareness, enrolment status and intentions)

Q3. To the best of your knowledge, when will the next NSW State Election be held?

Please include the year, month and day, if you are aware of any of them.

28 March (correct)	9%
March (generally)/other date in March	28%
April	1%
Other	14%
Don't know	48%

Q4. Are you currently enrolled to vote in NSW State Elections, or do you intend to enrol?

**[SR]**

Yes	95%
No, but I intend to enrol before the next NSW State Election	3%
No, and I do not intend to enrol before the next NSW State Election	1%
Don't know	2%

**[IF Q4=1-2]**

Q5. How likely do you think it is that you will vote at the next NSW State Election? **[SR]**

No chance, almost no chance (1 in 100)	1%
Very slight possibility (1 chance in 10)	1%
Slight possibility (2 chances in 10)	0%
Some possibility (3 chances in 10)	0%
Fair possibility (4 chances in 10)	1%
Fairly good possibility (5 chances in 10)	0%
Good possibility (6 chances in 10)	1%
Probable (7 chances in 10)	3%
Very probably (8 chances in 10)	3%
Almost sure (9 chances in 10)	6%
Certain, practically certain (99 chances in 100)	85%
Don't know	1%



**[IF Q4=1-2 AND Q5>0]**

Q6. Assuming you vote at the next NSW State Election, do you intend to cast a valid vote, deliberately fill in your ballot paper incorrectly, or not fill in your ballot paper at all? **[SR]**

I will cast a valid vote	93%
I will deliberately fill in the ballot paper incorrectly	2%
I will not fill in the ballot paper at all	2%
Don't know	4%

Q7. Which of the following ways of voting in a NSW State Election are you aware of? Please select all that you are aware of. **[MR EXCEPT 99]**

Voting in person at a polling place	91%
Voting on the internet or by telephone (the iVote® system)	7%
Postal voting	74%
Pre-poll (voting in person before election day)	65%
Voting in person at an airport	9%
Voting in person at an overseas location	32%
Voting in person at an interstate Electoral Office	43%
None of these	2%

**[IF Q7=1-7]**

Q8. And as far as you are aware, which of these will be in operation at the next NSW State Election? **[MR EXCEPT 99]**

Voting in person at a polling place	92%
Voting on the internet or by telephone (the iVote® system)	6%
Postal voting	68%
Pre-poll (voting in person before election day)	59%
Voting in person at an airport	7%
Voting in person at an overseas location	22%
Voting in person at an interstate Electoral Office	32%
None of these	1%

**[IF Q4=1-2 AND Q7=2 AND Q8=2]**

Q9. **[IF S4A=2 OR S4B=1 OR S4C=2]** As far as you are aware, will you be eligible to use the iVote system® (voting on the internet or by telephone) in the next NSW State Election?

**[IF S4A=1 OR 99 AND S4B=2 OR 99 AND S4C=1 OR 99]** As far as you are aware, will you be eligible to use the iVote system® (voting on the internet or by telephone) in the next NSW State Election if you know you will be outside NSW on election day?

**[SR]**

Yes	35%
No	15%
Don't know	50%

**[IF Q9=1 OR 99, Q5>0, Q7=2 AND Q8=2]**

Q10. **[IF S4A=2 OR S4B=1 OR S4C=2]** Do you intend to register for the iVote system® for the next NSW State Election?

**[IF S4A=1 OR 99 AND S4B=2 OR 99 AND S4C=1 OR 99]** Do you intend to register for the iVote system® for the next NSW State Election if you know you will be outside NSW on election day?

**[SR]**

Yes	42%
No	33%
Don't know	25%

**[IF Q4=1-2 AND Q7=2 AND Q8=2]**

Q11. **[IF Q9=2 OR 99]** If you were eligible to do so, do you think you would vote using the iVote system® in the next NSW State Election?

**[IF Q9=1]** Do you think you will vote using the iVote system® in the next NSW State Election? **[SR]**

Yes, by voting on the internet	58%
Yes, by voting by telephone	3%
No	28%
Don't know	11%

**[IF Q7=4 AND Q8=4]**

Q12. As far as you are aware, for how long prior to election day for the next NSW State Election will you be able to pre-poll? **[SR]**

Less than 2 weeks	12%
2 weeks (correct)	21%
More than 2 weeks	9%
Other	3%
Don't know	55%

**[IF Q4=1]**

Q13.

A. As far as you are aware, are you currently enrolled to vote at the correct address?

**[SR]**

Yes	97%
No	1%
Don't know	2%

**[IF Q13A=2 OR 99]**

B. **[IF Q13A=2]** Do you intend to update your details before the next NSW State Election?

**[IF Q13A=99]** Do you intend to check your details before the next NSW State Election and update them if necessary?

Yes	52%
No	14%
Don't know	34%

### Information sources

Q14. Please indicate whether you have used or heard of each of the following. **[SR PER ROW] [RANDOMISE ROWS]**

		I have used this	I have heard of this, but not used it	I have not heard of this	Don't know
A	The votensw.info website	8%	18%	69%	5%
B	The NSW Electoral Commission election enquiries line (1300 135 736)	6%	39%	50%	5%

**[IF Q14A=1-2]**

Q15. Where did you hear about the votensw.info website? Please select any that apply.

**[MR]**

Advertising	22%
From a NSW Electoral Commission election enquiries line (1300 135 736) operator	10%
From a search engine (e.g. Google)	35%
From a friend, family member or acquaintance	18%
Other <b>[SPECIFY]</b>	7%
Don't know	19%

**[IF Q4=1]**

Q16. If you needed to **check your enrolment details, such as your address (and update them if necessary)**, which of the following would you do? Please select any that apply. **[MR EXCEPT 98-99]**

Visit the votensw.info website	13%
Call the NSW Electoral Commission election enquiries line (1300 135 736)	27%
Visit a NSW Electoral Commission website (e.g. elections.nsw.gov.au)	31%
Visit the Australian Electoral Commission (AEC) website	28%
Call the Australian Electoral Commission	21%
Visit the NSW Electoral Commission office	14%
Visit an Australian Electoral Commission office	16%
Visit a Local Council office	5%
Visit a Service NSW Centre	4%
Visit a Centrelink office	2%
Visit a post office	11%
Visit a newsagent	1%
Use a search engine (e.g. Google)	16%
Ask a friend, family member or acquaintance	5%
Don't know	10%
This is not applicable to me	4%

Q17. If you **did not know the date for the next NSW State Election and wanted to find out**, which of the following would you do? Please select any that apply. **[MR EXCEPT 98-99]**

Visit the votensw.info website	15%
Call the NSW Electoral Commission election enquiries line (1300 135 736)	19%
Visit a NSW Electoral Commission website (e.g. elections.nsw.gov.au)	29%
Visit the Australian Electoral Commission (AEC) website	19%
Call the Australian Electoral Commission	11%
Visit the NSW Electoral Commission office	10%
Visit an Australian Electoral Commission office	7%
Visit a Local Council office	5%
Visit a Service NSW Centre	3%
Visit a Centrelink office	1%
Visit a post office	5%
Visit a newsagent	2%
Use a search engine (e.g. Google)	39%
Ask a friend, family member or acquaintance	19%
Don't know	10%
This is not applicable to me	3%

**[IF Q5>0]**

Q18. If you wanted to find out about **alternative voting options** for the next NSW State Election (other than voting in person at a polling place on election day), which of the following would you do? Please select any that apply. **[MR]**

Visit the votensw.info website	16%
Call the NSW Electoral Commission election enquiries line (1300 135 736)	24%
Visit a NSW Electoral Commission website (e.g. elections.nsw.gov.au)	33%
Visit the Australian Electoral Commission (AEC) website	22%
Call the Australian Electoral Commission	12%
Visit the NSW Electoral Commission office	13%
Visit an Australian Electoral Commission office	11%
Visit a Local Council office	5%
Visit a Service NSW Centre	3%
Visit a Centrelink office	1%
Visit a post office	7%
Visit a newsagent	1%
Use a search engine (e.g. Google)	26%
Ask a friend, family member or acquaintance	12%
Visit the ivote.nsw.gov.au website	14%
Don't know	10%
This is not applicable to me	4%

**[IF Q5>0]**

Q19. If you wanted to find out **where to vote on election day** for the next NSW State Election, or to find polling place opening times, which of the following would you do? Please select any that apply. **[MR]**

Visit the votensw.info website	19%
Call the NSW Electoral Commission election enquiries line (1300 135 736)	21%
Visit a NSW Electoral Commission website (e.g. elections.nsw.gov.au)	33%
Visit the Australian Electoral Commission (AEC) website	21%
Call the Australian Electoral Commission	10%
Visit the NSW Electoral Commission office	12%
Visit an Australian Electoral Commission office	8%
Visit a Local Council office	8%
Visit a Service NSW Centre	3%
Visit a Centrelink office	2%
Visit a post office	6%
Visit a newsagent	3%
Use a search engine (e.g. Google)	27%
Ask a friend, family member or acquaintance	17%
Don't know	6%
This is not applicable to me	6%

## Redistributed districts questions

### [IF H1='MURRUMBIDGEE' OR 'NEWTOWN']

Q20. As far as you are aware, has your State Electoral District changed since the last NSW State Election in 2011? [SR]

Yes	26%
No	43%
Don't know	30%

### [IF H1='MURRUMBIDGEE' OR 'NEWTOWN' AND Q20=1]

Q21. As far as you are aware, which of the following statements (about which polling places you are able to vote at in the next NSW State Election) is true? [SR]

You can only vote at polling places in your new State Electoral District	14%
You can only vote at polling places in the area covered by your old State Electoral District	0%
You are able to vote at any polling place in NSW	86%
Don't know	0%

### [IF H1='MURRUMBIDGEE' OR 'NEWTOWN']

Q22. If you wanted to find out **information about the redistribution of State Electoral Districts and how it may affect you**, which of the following would you do? [MR]

Visit the votensw.info website	13%
Call the NSW Electoral Commission election enquiries line (1300 135 736)	16%
Visit a NSW Electoral Commission website (e.g. elections.nsw.gov.au)	30%
Visit the Australian Electoral Commission (AEC) website	31%
Call the Australian Electoral Commission	14%
Visit the NSW Electoral Commission office	14%
Visit an Australian Electoral Commission office	8%
Visit a Local Council office	8%
Visit a Service NSW Centre	4%
Visit a Centrelink office	2%
Visit a post office	7%
Visit a newsagent	3%
Use a search engine (e.g. Google)	36%
Ask a friend, family member or acquaintance	4%
Don't know	12%
This is not applicable to me	8%

**[IF H1='MURRUMBIDGEE' OR 'NEWTOWN' AND Q20=1]**

Q23. Knowing that your State Electoral District has changed since the last NSW State Election in 2011, have you checked your enrolment details and updated them if necessary, or do you intend to? **[SR]**

Yes	25%
No, but I intend to so before the next NSW State Election	18%
No, and I do not intend to do so before the next NSW State Election	57%
Don't know	0%

**Advertising**

Q24. Have you recently seen or heard any advertising that was specifically about voting in the next NSW State Election?

Please think about any and all types of advertising including television, newspapers, magazines, billboards, transit posters, movie theatres, internet and radio. **[SR]**

Yes	12%
No	83%
Don't know	5%

**[IF Q24=1]**

Q25. Where did you see or hear this advertising? Please select any that apply. **[MR]**

Television	41%
Magazine	5%
Newspaper	20%
Radio	20%
Outdoor billboards or posters	14%
Social media (e.g. Facebook, Twitter, YouTube, etc.)	8%
Internet advertising (website, blog/message board, banner ad)	7%
Direct mail (e.g. a letter, leaflet or brochure)	27%
Other <b>[SPECIFY]</b>	0%
Don't know	3%

**[IF Q24=1]**

Q26. What can you remember about this advertising? What did it say? What did it show?  
Please be as specific as possible.

It was about the candidates/pre selection of candidates	13%
Labor candidate/vote for Labor	13%
Liberal/Coalition/vote for Liberal/Coalition	11%
Advertising source mentioned	9%
Date of the election/details of the upcoming election	8%
Make sure you have enrolled to vote	6%
Vote/reminder to vote	6%
The work they are doing/what they plan to fix	4%
Information on how to vote	4%
Information on how to postal vote	4%
New electoral area/change of electoral boundaries	2%
Other	4%
Don't know	40%

**[IF Q24=1]**

Q27. And from which organisation/s was this advertising? Please select any that apply.

**[MR]**

New South Wales Electoral Commission (NSWEC)	14%
Australian Electoral Commission (AEC)	13%
A political party	45%
A trade union	8%
A business group	2%
A mining lobby group	2%
A Government Department	13%
Other <b>[SPECIFY]</b>	5%
Don't know	14%
Newspaper	3%

**[IF H1='MURRUMBIDGEE' OR 'NEWTOWN']**

Q28.

Do you recall receiving this letter? **[SR]**

Yes, and I have read it	14%
Yes, but I have not read it	4%
No	79%
Don't know	3%

**Demographics**

Q29. Is any language other than English spoken in your household? **[SR]**

Yes	12%
No	88%

Q30. What other languages are spoken in your household? Please select any that apply.

**[MR]**

Aboriginal	0%
Arabic	5%



Assyrian	0%
Bosnian	0%
Burmese	0%
Cantonese	8%
Creole	0%
Croatian	2%
Dari	0%
Farsi	0%
Dinka	0%
Dutch	0%
German	5%
Greek	3%
Hindi	12%
Hungarian	3%
Indonesian	5%
Italian	7%
Japanese	2%
Korean	3%
Khmer	0%
Lao	0%
Macedonian	0%
Mandarin	14%
Maltese	0%
Persian	0%
Polish	2%
Portuguese	3%
Russian	2%
Serbian	2%
Spanish	3%
Sudanese	0%
Tagalog	0%
Tamil	0%
Thai	2%
Torres Strait Islander	0%
Turkish	0%
Vietnamese	0%
Other <b>[SPECIFY]</b>	15%
None	7%

## Appendix E: Online Campaign Evaluation – Post-wave Questionnaire

### NSWEC Campaign Evaluation – Post-wave questionnaire

Topline results

Ipsos Social Research Institute: 14-036279-01

#### Technical details:

- For the main sample, a total of n=812 eligible voters were surveyed online.
- Surveying took place between 16<sup>th</sup> and 27<sup>th</sup> March 2015, in the two weeks leading up to the 2015 NSW State Election.
- Data is weighted according to age, gender and location to match the NSW population using Australian Bureau of Statistics data.
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of 'don't know' categories.

To be administered online.

#### Key:

[SR] = Single response

[MR] = Multiple response allowed

#### Screeener Questions

S1A What is your gender? [SR]

Male	46%
Female	54%
I'd rather not say	0%

S1B What is your age? [SR]

Under 18	0%
18-24	8%
25-34	19%
35-44	19%
45-54	19%
55-64	16%
65+	19%
I'd rather not say	0%

S2 What is the postcode where you live?

Metropolitan	65%
Regional	35%

H1

Murrumbidgee	6%
Newtown	6%
Non-redistributed	89%

S3 Are you an Australian citizen? [\[SR\]](#)

Yes	100%
No	0%
Don't know	0%

S4 Which of the following, if any, describe you? Please select any that apply.

Note: a 'polling place' is a physical location where people vote in a NSW State Election. [\[SR PER ROW\]](#)

		Yes	No	Don't know
A	I am able to vote at a polling place without assistance	93%	6%	1%
B	I would have difficulty voting at a polling place because of a disability	7%	92%	1%
C	I live within 20km of the nearest polling place	91%	8%	1%

## Attitudes

Q1. How **important** do you think voting in a NSW State Election is? [\[SR\]](#)

Very important	66%
Somewhat important	24%
Not very important	5%
Not at all important	4%
Don't know	1%

Q2.

D. To what extent do you agree with the following statement? [\[SR\]](#)

'The NSW State Election is my chance to vote for what matters to me in NSW'

Strongly agree	49%
Somewhat agree	31%
Neither agree nor disagree	11%
Somewhat disagree	3%
Strongly disagree	4%
Don't know	1%

E. How **important** do you think the decisions made by your state government are to you on a personal level? [\[SR\]](#)

Very important	50%
Somewhat important	37%
Not very important	8%
Not at all important	3%
Don't know	2%

F. How **impactful** do you think the decisions made by your state government are on your day-to-day life? **[SR]**

Very impactful	46%
Somewhat impactful	41%
Not very impactful	8%
Not at all impactful	3%
Don't know	2%

### Outcomes (awareness, enrolment status and intentions)

Q3. To the best of your knowledge, when will the NSW State Election be held?

Please include the year, month and day, if you are aware of any of them.

28 March (correct)	72%
March (generally)/other date in March	9%
April	2%
Other	4%
Don't know	13%

Q4. Are you currently enrolled to vote in NSW State Elections, or do you intend to enrol?

**[SR]**

Yes	96%
No, but I intend to enrol before the NSW State Election	2%
No, and I do not intend to enrol before the NSW State Election	1%
Don't know	1%

**[IF Q4=1-2]**

Q5. How likely do you think it is that you will vote at the NSW State Election? **[SR]**

No chance, almost no chance (1 in 100)	1%
Very slight possibility (1 chance in 10)	1%
Slight possibility (2 chances in 10)	1%
Some possibility (3 chances in 10)	0%
Fair possibility (4 chances in 10)	0%
Fairly good possibility (5 chances in 10)	1%
Good possibility (6 chances in 10)	1%
Probable (7 chances in 10)	1%
Very probably (8 chances in 10)	3%
Almost sure (9 chances in 10)	4%
Certain, practically certain (99 chances in 100)	87%
Don't know	1%

**[IF Q4=1-2 AND Q5>0]**

Q6. Assuming you vote at the NSW State Election, do you intend to cast a valid vote, deliberately fill in your ballot paper incorrectly, or not fill in your ballot paper at all? **[SR]**

I will cast a valid vote	93%
I will deliberately fill in the ballot paper incorrectly	3%
I will not fill in the ballot paper at all	1%
Don't know	3%

Q7. Which of the following ways of voting in a NSW State Election are you aware of? Please select all that you are aware of. **[MR EXCEPT 99]**

Voting in person at a polling place	88%
Voting on the internet or by telephone (the iVote® system)	27%
Postal voting	72%
Pre-poll (voting in person before election day)	64%
Voting in person at an airport	11%
Voting in person at an overseas location	29%
Voting in person at an interstate Electoral Office	7%
None of these	99%

**[IF Q7=1-7]**

Q8. And as far as you are aware, which of these will be in operation at the NSW State Election? **[MR EXCEPT 99] [ONLY DISPLAY ROWS SELECTED IN Q7]**

Voting in person at a polling place	88%
Voting on the internet or by telephone (the iVote® system)	25%
Postal voting	65%
Pre-poll (voting in person before election day)	59%
Voting in person at an airport	7%
Voting in person at an overseas location	16%
Voting in person at an interstate Electoral Office	25%
None of these	1%

**[IF Q4=1-2 AND Q7=2 AND Q8=2]**

Q9. **[IF S4A=2 OR S4B=1 OR S4C=2]** As far as you are aware, will you be eligible to use the iVote system® (voting on the internet or by telephone) in the NSW State Election?

**[IF S4A=1 OR 99 AND S4B=2 OR 99 AND S4C=1 OR 99]** As far as you are aware, will you be eligible to use the iVote system® (voting on the internet or by telephone) in the NSW State Election if you know you will be outside NSW on election day?

**[SR]**

Yes	50%
No	24%
Don't know	26%

**[IF Q9=1 OR 99, Q5>0, Q7=2 AND Q8=2]**

Q10a. Have you registered for the iVote system® (voting on the internet or by telephone) for the NSW State Election **[IF S4A=1 AND S4B=2 AND S4C=1** ‘ if you know you will be outside NSW on Election Day’]? **[SR]**

Yes	20%
No, but I intend to register for it before the NSW State Election	22%
No, and I do not intend to register for it before the NSW State Election	54%
Don't know	4%

**Q10b. [IF Q10a=1]** Have you voted in this NSW State Election using the iVote system® yet? **[SR]**

Yes	69%
No, but I intend to do so	16%
No, and I do not intend to do so	14%
Don't know	0%

**[IF Q4=1-2 AND Q7=2 AND Q8=2]**

Q11. **[IF Q9=2 OR 99]** If you were eligible to do so, do you think you would vote using the iVote system® in the NSW State Election?

**[IF Q9=1]** Do you think you will vote using the iVote system® in the NSW State Election?

**[SR]**

Yes, by voting on the internet	58%
Yes, by voting by telephone	0%
No	36%
Don't know	6%

**[IF Q7=4 AND Q8=4]**

Q12. As far as you are aware, for how long prior to election day for the NSW State Election will you be able to pre-poll? **[SR]**

Less than 2 weeks	16%
2 weeks (correct)	29%
More than 2 weeks	5%
Other	3%
Don't know	47%

**[IF Q4=1]**

Q13.

C. As far as you are aware, are you currently enrolled to vote at the correct address? **[SR]**

Yes	97%
No	1%
Don't know	2%

**[IF Q13A=2 OR 99]**

B. **[IF Q13A=2]** Do you intend to update your details before the NSW State Election?

**[IF Q13A=99]** Do you intend to check your details before the NSW State Election and update them if necessary?

Yes	45%
No	36%
Don't know	20%

### Information sources

Q14. Please indicate whether you have used or heard of each of the following. **[SR PER ROW]**

		I have used this	I have heard of this, but not used it	I have not heard of this	Don't know
A	The votensw.info website	13%	27%	55%	5%
B	The NSW Electoral Commission election enquiries line (1300 135 736)	8%	41%	45%	6%

**[IF Q14A=1-2]**

Q15. Where did you hear about the votensw.info website? Please select any that apply. **[MR EXCEPT 99]**

Advertising	34%
From a NSW Electoral Commission election enquiries line (1300 135 736) operator	9%
From a search engine (e.g. Google)	28%
From a friend, family member or acquaintance	20%
Other <b>[SPECIFY]</b>	2%
Don't know	13%
Mail / letter / brochure / pamphlet	2%
TV	2%
Radio	1%
Social media	1%

**[IF Q4=1]**

Q16. If you needed to **check your enrolment details, such as your address (and update them if necessary)**, which of the following would you do? Please select any that apply. **[MR EXCEPT 98-99]**

Visit the votensw.info website	18%
Call the NSW Electoral Commission election enquiries line (1300 135 736)	26%
Visit a NSW Electoral Commission website (e.g. elections.nsw.gov.au)	34%
Visit the Australian Electoral Commission (AEC) website	32%
Call the Australian Electoral Commission	23%
Visit the NSW Electoral Commission office	17%
Visit an Australian Electoral Commission office	5%
Visit a Local Council office	6%
Visit a Service NSW Centre	4%
Visit a Centrelink office	2%
Visit a post office	11%
Visit a newsagent	1%
Use a search engine (e.g. Google)	18%
Ask a friend, family member or acquaintance	4%
Don't know	10%
This is not applicable to me	5%

Q17. If you **did not know the date for the NSW State Election and wanted to find out**, which of the following would you do? Please select any that apply. **[MR EXCEPT 98-99]**

Visit the votensw.info website	17%
Call the NSW Electoral Commission election enquiries line (1300 135 736)	22%
Visit a NSW Electoral Commission website (e.g. elections.nsw.gov.au)	27%
Visit the Australian Electoral Commission (AEC) website	19%
Call the Australian Electoral Commission	12%
Visit the NSW Electoral Commission office	13%
Visit an Australian Electoral Commission office	9%
Visit a Local Council office	8%
Visit a Service NSW Centre	5%
Visit a Centrelink office	2%
Visit a post office	7%
Visit a newsagent	3%
Use a search engine (e.g. Google)	43%
Ask a friend, family member or acquaintance	26%
Don't know	5%
This is not applicable to me	6%



**[IF Q5>0]**

Q18. If you wanted to find out about **alternative voting options** for the NSW State Election (other than voting in person at a polling place on election day), which of the following would you do? Please select any that apply. **[MR EXCEPT 98-99]**

Visit the votensw.info website	21%
Call the NSW Electoral Commission election enquiries line (1300 135 736)	27%
Visit a NSW Electoral Commission website (e.g. elections.nsw.gov.au)	33%
Visit the Australian Electoral Commission (AEC) website	23%
Call the Australian Electoral Commission	14%
Visit the NSW Electoral Commission office	12%
Visit an Australian Electoral Commission office	9%
Visit a Local Council office	6%
Visit a Service NSW Centre	5%
Visit a Centrelink office	2%
Visit a post office	7%
Visit a newsagent	2%
Use a search engine (e.g. Google)	30%
Ask a friend, family member or acquaintance	14%
Visit the ivote.nsw.gov.au website	18%
Don't know	7%
This is not applicable to me	4%

**[IF Q5>0]**

Q19. If you wanted to find out **where to vote on election day** for the NSW State Election, or to find polling place opening times, which of the following would you do? Please select any that apply. **[MR EXCEPT 98-99]**

Visit the votensw.info website	23%
Call the NSW Electoral Commission election enquiries line (1300 135 736)	22%
Visit a NSW Electoral Commission website (e.g. elections.nsw.gov.au)	33%
Visit the Australian Electoral Commission (AEC) website	22%
Call the Australian Electoral Commission	11%
Visit the NSW Electoral Commission office	11%
Visit an Australian Electoral Commission office	9%
Visit a Local Council office	10%
Visit a Service NSW Centre	5%
Visit a Centrelink office	2%
Visit a post office	5%
Visit a newsagent	3%
Use a search engine (e.g. Google)	34%
Ask a friend, family member or acquaintance	21%
Don't know	5%
This is not applicable to me	5%

## Redistributed districts questions

### [IF H1='MURRUMBIDGEE' OR 'NEWTOWN']

Q20. As far as you are aware, has your State Electoral District changed since the last NSW State Election in 2011? **[SR]**

Yes	39%
No	32%
Don't know	29%

### [IF H1='MURRUMBIDGEE' OR 'NEWTOWN' AND Q20=1]

Q21. As far as you are aware, which of the following statements (about which polling places you are able to vote at in the NSW State Election) is true? **[SR]**

You can only vote at polling places in your new State Electoral District	12%
You can only vote at polling places in the area covered by your old State Electoral District	7%
You are able to vote at any polling place in NSW	73%
Don't know	7%

### [IF H1='MURRUMBIDGEE' OR 'NEWTOWN']

Q22. If you wanted to find out **information about the redistribution of State Electoral Districts and how it may affect you**, which of the following would you do? **[MR EXCEPT 98-99]**

Visit the votensw.info website	24%
Call the NSW Electoral Commission election enquiries line (1300 135 736)	20%
Visit a NSW Electoral Commission website (e.g. elections.nsw.gov.au)	41%
Visit the Australian Electoral Commission (AEC) website	22%
Call the Australian Electoral Commission	10%
Visit the NSW Electoral Commission office	10%
Visit an Australian Electoral Commission office	9%
Visit a Local Council office	11%
Visit a Service NSW Centre	3%
Visit a Centrelink office	1%
Visit a post office	3%
Visit a newsagent	3%
Use a search engine (e.g. Google)	25%
Ask a friend, family member or acquaintance	6%
Don't know	11%
This is not applicable to me	1%

### [IF H1='MURRUMBIDGEE' OR 'NEWTOWN' AND Q21=1]

Q23. Knowing that your State Electoral District has changed since the last NSW State Election in 2011, have you checked your enrolment details and updated them if necessary, or do you intend to? **[SR]**

Yes	46%
No, but I intend to so before the NSW State Election	7%
No, and I do not intend to do so before the NSW State Election	44%
Don't know	2%

## Advertising

Q24. Have you recently seen or heard any advertising that was specifically about voting in the NSW State Election? **[SR]**

Please think about any and all types of advertising including television, newspapers, magazines, billboards, transit posters, movie theatres, internet and radio.

Yes	57%
No	37%
Don't know	6%

**[IF Q24=1]**

Q25. Where did you see or hear this advertising? Please select any that apply. **[MR EXCEPT 99]**

Television	76%
Magazine	2%
Newspaper	27%
Radio	28%
Outdoor billboards or posters	25%
Social media (e.g. Facebook, Twitter, YouTube, etc.)	9%
Internet advertising (website, blog/message board, banner ad)	8%
Direct mail (e.g. a letter, leaflet or brochure)	41%
Other <b>[SPECIFY]</b>	0%
Don't know	1%
Phone e.g. Call, message, app etc.	1%

**[IF Q24=1]**

Q26. What can you remember about this advertising? What did it say? What did it show?  
Please be as specific as possible.

Labor candidate/Luke Foley/vote for Labor	6%
Vote/reminder to vote	4%
How to vote	3%
It was about the candidates/pre selection of candidates	10%
Date of the election/details of the upcoming election	10%
New electoral area/change of electoral boundaries	1%
Make sure you have enrolled to vote	3%
Liberal/Coalition/Mike Baird/Premier of NSW vote for Liberal/Coalition	9%
The work they are doing/what they plan to fix	3%
Advertising source mentioned e.g. TV, radio, newspaper, billboard, email, social media etc.	7%
How to postal vote	2%
Information on how to vote	4%
Selling of power assets/electricity/poles/wires/powerlines etc.	12%
Shooters & Fishers Party/vote for them	1%
Greens candidate/vote for the Greens	2%
Politicians/politicians campaigning/politicians advertising etc.	6%
Parties/policies of each party/discussion of policies/making promises/what they will do if elected	15%
iVote website/You can vote on the internet if you are away/unable to attend polling station	3%
Who to vote for/why you should vote for them	5%
Unions / advertising /misleading/telling lies	1%
Better roads/transport etc.	1%
Pre polling/pre polling has started/information about pre polling	2%
Negative comments e.g. Luke Foley/Labor/On P plates Premier/Mike Baird/Liberal (Coalition)	8%
Each party saying how bad the other is	6%
Coal seam gas/fracking opposition	1%
Hospitals / funding / privatisation issues	1%
Schools/education/funding issues	1%
None	1%
Other	2%
Don't know	25%

[IF Q24=1]

Q27. And from which organisation/s was this advertising? Please select any that apply. [MR EXCEPT 99]

New South Wales Electoral Commission (NSWEC)	19%
Australian Electoral Commission (AEC)	6%
A political party	66%
A trade union	10%
A business group	3%
A mining lobby group	3%
A Government Department	8%
Other [SPECIFY]	1%
Don't know	13%
Newspaper	0%
People lobbying (no further information)	1%

Q31. Now we would like to show you some advertisements.

KEY:

A	NSW State Election Brand REVISED WIP Mix 021214
B	Grade_PrePoll_v32
C	Grade_Remember_v32

**[RANDOMISE A-C, ONLY SHOW SUBSEQUENT AD ONCE PARTICIPANTS CLICK 'NEXT']**

**[INSERT 'NSW State Election Brand REVISED WIP Mix 021214' screenshots in order from 1-7 in small size on the same page]**

The script for this ad is as follows.

“We all know voting is important.

The decisions made by your State Government are vital to you on a personal level.

They impact your day-to-day life and affect what happens close to home.

That’s why you need to be ready to vote for what matters to you on Saturday the 28<sup>th</sup> of March.

To check your enrolment details and find out what you need to know about the New South Wales State Election, visit [votensw.info](http://votensw.info) or call 1300 135 736.”

**[INSERT 'Grade\_PrePoll\_v32' screenshots in order from 1-6 in small size on the same page]**

The script for this ad is as follows.

“The State Election is on Saturday the 28<sup>th</sup> of March.

It’s your chance to vote for what matters to you in New South Wales.

Voting is compulsory. If you can’t get to a polling place or you’re out of the state on Election Day, you can still vote.

For early voting locations or to apply for an internet or postal vote, visit [votensw.info](http://votensw.info) or call 1300 135 736.”

[INSERT 'Grade\_Remember\_v32' screenshots in order from 1-7 in small size on the same page]

The script for this ad is as follows.

“The State Election is on this Saturday.

It’s your chance to vote for what matters to you in New South Wales.

Remember, voting is compulsory.

Polling places are open from 8am to 6pm.

For the location of your nearest polling place and for all the information you need to know, visit [votensw.info](http://votensw.info) or call 1300 135 736.”

Q32. Before today, had you seen any of this advertising? [SR]

Yes	15%
No	80%
Don't know	5%

Q33. [IF Q32=1] And where did you see this advertising? Please select any that apply. [MR EXCEPT 99]

Television	95%
YouTube	10%
Social media	8%
Another website	5%
Other [SPECIFY]	0%
Don't know	1%

Q34.

We are now going to play you four 30 second radio ads. They will only be played once each. Please make sure that your speakers are turned up so that you can hear the sound.

Please click on the radio icon to play the radio ads.

KEY:

A	NSW Electoral Commission Radio Enrolment Mix 210115
B	NSW Electoral Commission Radio Pre-Poll Mix 210115
C	<b>[IF H1='MURRUMBIDGEE' OR 'NEWTOWN']</b> NSW Electoral Commission Radio Re-Distribution Mix 210115
D	NSW Electoral Commission Radio Remember to Vote Mix 210115

**[RANDOMISE A-D, ONLY SHOW SUBSEQUENT AD ONCE PARTICIPANTS CLICK 'NEXT']**

A. **[INSERT PLAY BUTTON FOR 'NSW Electoral Commission Radio Enrolment Mix 210115']**

**[IF Q34A-I=2]** Below is the script of the radio ad that was just played.

[1st Man's voice] The State Election is on Saturday the 28th March.  
[1st Woman's voice] It's your chance to vote for what matters to you in New South Wales.  
[2nd Man's voice] But you need to be correctly enrolled.  
[2nd Woman's voice] So if you've changed address...  
[1st Man's voice] ...become an Australian citizen...  
[1st Woman's voice] ...or turned 18...  
[2nd Woman's voice] ...you'll need to update your address.  
[1st Man's voice] ...or enrol for the first time.  
[1st Woman's voice] To check and update your details...  
[2nd Man's voice] ...visit votensw.info...  
[1st Man's voice] ...or call 1300 135 736.  
[1st Woman's voice] It's your state...  
[1st Man's voice] ...your life...  
[2nd Woman's voice] ...your vote.

B. **[INSERT PLAY BUTTON FOR 'NSW Electoral Commission Radio Pre-Poll Mix 210115']**



**[IF Q34B-I=2]** Below is the script of the radio ad that was just played.

[1st Woman's voice] The State Election is on Saturday the 28th March.  
[1st Man's voice] It's your chance to vote for what's important to you...  
[2nd Woman's voice] ...in New South Wales.  
[1st Woman's voice] Voting is compulsory.  
[2nd Man's voice] So if you can't get to a polling place...  
[1st Man's voice] ...or you'll be out of the state on Election Day...  
[2nd Woman's voice] ...you can still vote.  
[2nd Man's voice] For early voting locations...  
[1st Woman's voice] ...or to apply for an internet or postal vote...  
[2nd Woman's voice] ...visit [votensw.info](http://votensw.info)  
[1st Man's voice] ...or call 1300 135 736.  
[2nd Man's voice] It's your state...  
[2nd Woman's voice] ...your life...  
[1st Woman's voice] ...your vote.

**C. [IF H1='MURRUMBIDGEE' OR 'NEWTOWN'] [INSERT PLAY BUTTON FOR 'NSW Electoral Commission Radio Re-Distribution Mix 210115']**

**[IF Q34C-I=2]** Below is the script of the radio ad that was just played.

[1st Woman's voice] The New South Wales State Election is on Saturday the 28th March.  
[1st Man's voice] Electoral boundaries have changed.  
[2nd Woman's voice] So you may now be enrolled in a new Electoral District...  
[2nd Man's voice] ...or its name may be different.  
[2nd Woman's voice] But don't worry. On Election Day...  
[1st Man's voice] ...just vote at your usual polling place.  
[2nd Man's voice] We'll have extra staff on hand to help with any confusion.  
[1st Woman's voice] To check your enrolment details...  
[2nd Woman's voice] ...visit [votensw.info](http://votensw.info)...  
[1st Man's voice] ...or call 1300 135 736  
[2nd Man's voice] It's your state...  
[1st Man's voice] ...your life...  
[2nd Woman's voice] ...your vote.

**D. [INSERT PLAY BUTTON FOR 'NSW Electoral Commission Radio Remember to Vote Mix 210115']**

**[IF Q34D-I=2]** Below is the script of the radio ad that was just played.

[1st Woman's voice] The State Election is this Saturday.  
[1st Man's voice] It's your chance to vote...  
[2nd Woman's voice] ...for what matters to you in New South Wales.  
[2nd Man's voice] Remember voting is compulsory.  
[1st Woman's voice] Polling places will be open from 8am 'til 6pm.  
[1st Man's voice] For the location of your nearest polling place...  
[1st Woman's voice] ...and all you need to know about the Election...  
[2nd Man's voice] ...visit [votensw.info](http://votensw.info)...  
[1st Man's voice] ...or call 1300 135 736  
[2nd Woman's voice] It's your state...

[1st Woman's voice] ...your life...

[2nd Man's voice] ...your vote.

Q35. Before today, had you heard any of this advertising? **[SR]**

Yes	18%
No	77%
Don't know	6%

Q36. We are now going to show you six print ads.

KEY:

A	NSWEC0003_Early_Voting_280x186
B	NSWEC0003_How_to_vote_190x260
C	NSWEC0003_iVote_Reg_140x146
D	NSWEC0003_Overseas_Interstate_280x186
E	<b>[IF H1='MURRUMBIDGEE' OR 'NEWTOWN']</b> NSWEC0003_Redist_186x260
F	NSWEC0003_Remember_to_Vote_280x186

**[RANDOMISE ALL EXECUTIONS. SHOW ALL WITHOUT 'FILE INFORMATION' PANEL WITH A NEXT BUTTON TO NAVIGATE BETWEEN EACH ONE]**

Q37. Before today, had you seen any of this advertising? **[SR]**

Yes	8%
No	87%
Don't know	4%

Q38. Below are examples of posts from the NSW Elections Facebook page.

KEY:

A	Facebook post 1
B	Facebook post 2
C	Facebook post 3
D	Facebook post 4
E	Facebook post 5
F	Facebook post 6
G	Facebook post 7

**[RANDOMISE ALL EXECUTIONS]**

Q39. In the past month, have you seen any of these posts, or any other posts from the NSW Elections Facebook page? **[SR]**

Yes	7%
No	91%
Don't know	2%

Q40. **[IF Q32, Q35, Q37 OR Q39=1]** Please rate the extent to which you agree or disagree with the following statements about this advertising. **[SR PER ROW]**

		Strongly agree	Some what agree	Neither agree nor disagree	Some what disagree	Strongly disagree	Don't know
A	The advertising is easy to understand	56%	32%	10%	1%	0%	0%
B	The advertising made it clear when I have to vote	71%	21%	5%	2%	0%	1%
C	The advertising communicated to me that voting is important	60%	26%	10%	2%	1%	1%
D	The advertising motivated me to vote	27%	25%	35%	7%	5%	1%
E	The advertising told me about different ways that I can vote	61%	27%	8%	2%	1%	1%
F	The advertising made it clear what I should do if I need more information about the election	67%	23%	6%	2%	1%	1%
G	The advertising made it clear how to fill out a ballot paper	34%	35%	20%	5%	5%	1%
H	The advertising made it clear who is eligible for iVote	50%	27%	12%	6%	2%	2%

Q41. **[IF Q32, Q35, Q37 OR Q39=1]** Before today, have you talked about the **voting process** in the NSW State Election with friends, family or co-workers? For example the date of the Election, checking or updating enrolment details, the different methods of voting and where to go to vote on Election Day.

Please select any that apply.

**[MR EXCEPT 3-98]**

Yes, in person	56%
Yes, on social media	9%
No	38%
Don't know	0%

Q42. **[IF Q32, Q35, Q37 OR Q39=1]** And after seeing or hearing this advertising, have you done either of the following? **[MR EXCEPT 97-98]**

Visited a website (other than a New South Wales Electoral Commission website) to look up more information about the <b>voting process</b> for the NSW State Election	25%
Investigated opportunities for employment at the NSW State Election	11%
None of these	66%
Don't know	2%

Q28.

The NSW Electoral Commission recently sent letters to voters in areas where the boundaries of the State Electoral Districts have changed since the last NSW State Election.

The letters began with: 'Following a redistribution of electoral boundaries, your State Electoral District has changed for the 28 March 2015 NSW State Election.'

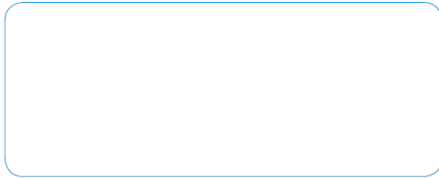
The letter then informed voters of:

- the name of the District in which they are now enrolled;
- why the electoral boundaries were redrawn; and
- that they can vote at any Polling Place in NSW.

The letter was enclosed in the envelope shown below.

**[INSERT 'Final Envelope proof - Murrumbidgee & Newtown.png' (SHOWN BELOW)]**

## Important changes affecting where you vote in the March 2015 NSW State Election



**YOUR STATE.  
YOUR LIFE.  
YOUR VOTE.**

FA\_FXDMS\_CS\_ECNSW\_DLXWFerv.indd 1

5/12/2014 3:28:42 PM

Pamphlets were also sent. These are shown below.

[INSERT 'FXDMS\_CS\_ECNSW\_MNSWEC6017 I.png',  
'FXDMS\_CS\_ECNSW\_MNSWEC6027 I.png' AND 'FXDMS\_CS\_ECNSW\_MNSWEC6027 I-  
2.png' (SHOWN BELOW)]

### The new State Electoral Districts near you

See the new Electoral Districts and read more about redistribution at  
[mydistrict.redistribution.nsw.gov.au](http://mydistrict.redistribution.nsw.gov.au)



— State District boundaries  
for March 2015 State election

**NSW State Election**  
Saturday, 28 March 2015

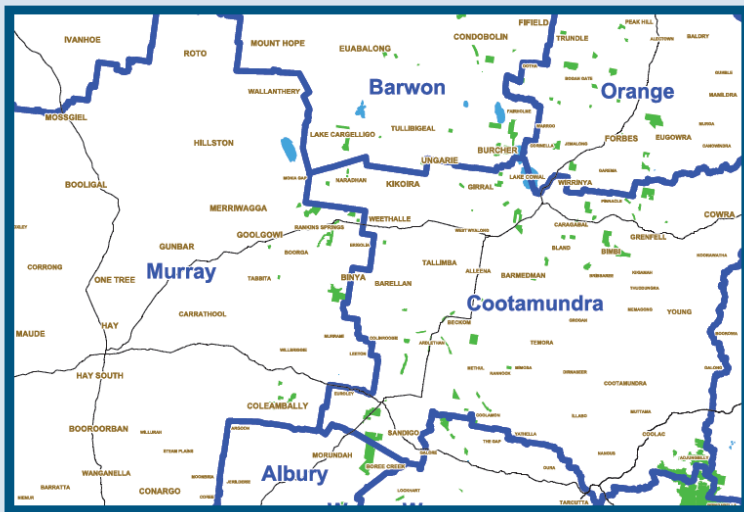
**Changes to your  
Electoral District**

**YOUR STATE.  
YOUR LIFE.  
YOUR VOTE.**

MNSWEC0017 I

## The new State Electoral Districts near you

See the new Electoral Districts and read more about redistribution at [mydistrict.redistribution.nsw.gov.au](http://mydistrict.redistribution.nsw.gov.au)



State District boundaries for March 2015 State election



**NSW State Election**  
Saturday, 28 March 2015

**Changes to your Electoral District**

**YOUR STATE.  
YOUR LIFE.  
YOUR VOTE.**

MNSWEC0027 I

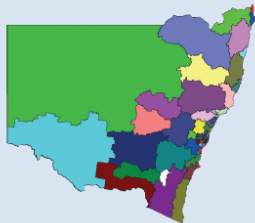
## State Electoral Districts Redistribution - Voting at the March 2015 NSW State General Election

At the next NSW State Election on 28 March 2015, you might be voting in a different Electoral District to the last election.

This is because of a redistribution that equalised the number of voters in each District.

To find out which Electoral District you are enrolled in now, visit [mydistrict.redistribution.nsw.gov.au](http://mydistrict.redistribution.nsw.gov.au) and enter the code 'NWTN'.

### Electoral Districts and their Redistribution



NSW is divided into 93 areas called Electoral Districts. At a State election, voters in each district elect one person to represent them in the Legislative Assembly (Lower House) of NSW Parliament.

Each of these elected representatives has one vote in the Parliament so it is important that each of them represents approximately the same number of voters.

A redistribution of electoral districts occurs before every second State Election, in order to recreate districts with equal voter numbers.

The latest redistribution took place in 2013, with the changes taking effect at the March 2015 State Election.

### Which Electoral District am I enrolled in now?

The District of **Newtown** has been newly created to help spread growing elector numbers in metropolitan Sydney. The district comprises addresses from Petersham east to Surry Hills, with most voters transferring from Marrickville District, as well as some from the districts of Sydney and Heffron.



To find out which district you are enrolled in, scan the QR code, or visit [mydistrict.redistribution.nsw.gov.au](http://mydistrict.redistribution.nsw.gov.au) and enter the code 'NWTN'.

### Does this affect the Legislative Council (Upper House)?

The redistribution has no impact on the Legislative Council (Upper House).

### Have Federal and Local Government electorates also changed?

No – Federal and Local electorates are reviewed at different times, and under separate processes.

### Moved address since the last election?

Update your enrolment details online at [votensw.info/enrolment](http://votensw.info/enrolment)  
You can also call us on 1300 135 736 and press 1 to speak to a team member.

### Where can I go to vote?

A list of polling places will be available online soon at [votensw.info](http://votensw.info), where you can also sign up for our Election Reminder Service.

### It's Your Vote!

The list of candidates for your Electoral District will be finalised on Thursday, 12 March 2015. Use your vote to elect the candidate that best represents you.

Election Day is your chance to have your say about issues that affect you – like health, education, transport, and more.

Your State, Your Life, Your Vote!

### Early voting options

If you are unable to make it to a polling place on Election Day, you may be eligible for early voting. Visit [votensw.info](http://votensw.info) to read about voting early in person, casting a postal vote, or registering to vote by telephone or on the internet (iVote system).



Join the conversation  
[facebook.com/NSWElections](https://www.facebook.com/NSWElections)  
[@NSWElections](https://twitter.com/NSWElections)

Do you recall receiving either this letter or this pamphlet? [SR]

Yes, and I have read them

26%

Yes, but I have not read them	7%
No	62%
Don't know	6%

### Website and enquiries line usage and intentions

Q43. **[IF Q14A=2]** Do you intend to use the votensw.info website?

Yes	25%
No	56%
Don't know	19%

Q44. **[IF Q14A=1 OR (Error! Reference source not found.A=2 AND Error! Reference source not found.=1)] [IF Error! Reference source not found.A=1** 'What were you looking for when you used the votensw.info website?']**[IF Error! Reference source not found.A=2** 'Which of the following do you intend to use the votensw.info website for?'] Please select any that apply.  
**[MR EXCEPT 97-99]**

To check my enrolment details (and update them if necessary)	27%
To find out the date for the Election	12%
To find out about voting options for the election such as pre-poll, postal voting and voting on the internet or by telephone (the iVote® system) (other than voting in person at a polling place on Election Day)	50%
To find out where to vote on Election Day	29%
To find out about the redistribution of State Electoral Districts and how it may affect you	19%
To enrol to vote	12%
To find out about opportunities for employment at the Election	14%
Other <b>[SPECIFY]</b>	4%
Don't know	6%

Q45. **[IF Q144A=1 AND Error! Reference source not found.4=1-97] [ASK FOR EACH RESPONSE GIVEN AT Error! Reference source not found.4]** Were you able **[INSERT RESPONSE GIVEN AT Error! Reference source not found.4 (lower case 't')]** using the website? **[SR]**

Yes	93%
No	7%
Don't know	0%



Q46. [IF Error! Reference source not found.4B=2] Do you intend to use the NSW Electoral Commission election enquiries line (1300 135 736)? [SR]

Yes	4%
No	85%
Don't know	11%

Q47. [IF Error! Reference source not found.4B=1 OR Error! Reference source not found.4B=2 AND Error! Reference source not found.6=1] [IF Error! Reference source not found.4B=1 'Prior to calling the NSW Electoral Commission election enquiries line (1300 135 736), what information were you looking for?'] [IF Error! Reference source not found.4B=2 'Which of the following do you intend to use the NSW Electoral Commission election enquiries line (1300 135 736) for?'] Please select any that apply. [MR EXCEPT 97-99]

I wanted to check my enrolment details (and update them if necessary)	23%
I wanted to find out the date for the Election	15%
I wanted to find out about alternative voting options for the Election (other than voting in person at a polling place on Election Day)	37%
I wanted to find out where to vote on Election Day	19%
I wanted to find out about the redistribution of State Electoral Districts and how it may affect you	15%
I wanted to enrol to vote	12%
I wanted to find out about opportunities for employment at the Election	14%
Other [SPECIFY]	10%
Don't know	12%

Q48. [IF Error! Reference source not found.4B=1 AND Error! Reference source not found.=1-97] [ASK FOR EACH RESPONSE GIVEN AT Error! Reference source not found.] Were you able [INSERT RESPONSE GIVEN AT Error! Reference source not found.7 WITHOUT 'I WANTED'] using the enquiries line? [SR]

Yes	94%
No	6%
Don't know	0%

### Other touch points

Q49. Have you seen or heard any reference to the **voting process** for the NSW State Election recently, in the daily news, on any news-program, on talk shows, in magazine or newspaper articles, or on the Internet? For example the date of the Election, checking or updating enrolment details, the different methods of voting and where to vote on Election Day. [SR]

Yes	28%
No	66%
Don't know	6%



Q50. Have you discussed the **voting process** for the NSW State Election with friends, family members, or work colleagues in the past month? Please select any that apply. **[MR]**

Yes, in person	31%
Yes, on social media	1%
No	68%
Don't know	1%

Q51. In the last six months, have you visited any website about the **voting process** for the NSW State Election (other than NSW Electoral Commission websites)? **[SR]**

Yes	10%
No	88%
Don't know	2%

Q52. **[IF Error! Reference source not found.1=1]** As far as you can recall, which website/s did you visit? **[SR]**

AEC website	n=14
NSW Government website	n=2
Political party's website	n=2

## Demographics

Q29. Is any language other than English spoken in your household? **[SR]**

Yes	14%
No	86%

Q30. **[IF Error! Reference source not found.=1]** What other languages are spoken in your household? Please select any that apply. **[MR]**

An Aboriginal dialect	2%
Arabic	7%
Assyrian	1%
Bosnian	2%
Burmese	0%
Cantonese	13%
Creole	1%
Croatian	1%
Dari	1%
Farsi	0%
Dinka	0%
Dutch	0%
German	0%
Greek	6%
Hindi	9%
Hungarian	2%
Indonesian	2%
Italian	5%
Japanese	1%
Korean	2%
Khmer	0%
Lao	0%
Macedonian	2%
Mandarin	10%
Maltese	2%
Persian	0%
Polish	1%
Portuguese	1%
Russian	4%
Serbian	2%
Spanish	2%
Sudanese	0%
Tagalog	5%
Tamil	2%
Thai	2%
A Torres Strait Islander dialect	0%
Turkish	0%
Vietnamese	7%
Other <b>[SPECIFY]</b>	20%

## Appendix F: iVote CATI questionnaire

Evaluation of Electoral Services iVote Questionnaire  
Topline results  
Ipsos Social Research Institute: 14-036279-01-04

To be administered by CATI.

### Technical details:

- A total of n=1,000 iVote users were surveyed by CATI, with n=200 sampled from those who stated they had blindness or low vision when registering for iVote, and n=800 sampled from the rest of the iVote user population. Sampling was carried out so as to be as representative as possible according to a range of factors.
- Surveying took place between 23 and 30 April 2015
- Data is weighted so as to be representative of the iVote user population overall (those who gave permission to be recontacted for research), with those with blindness or low vision weighted down so as to be accurately represented.
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of 'don't know' categories.

### Key:

[SR] = Single response

[MR] = Multiple response allowed

[DNRO] = Do not read out code frame

[READ OUT] = Read out code frame

### Voting behavior and experience

Q1. Did you vote using the iVote® system in the 2015 NSW State Election? [SR] [DNRO]  
And did you vote online or by phone?

Yes, I voted online	94%
Yes, I voted by phone	3%
No	3%
Don't know	0%

Q4. Overall, are you satisfied or dissatisfied that the NSW Electoral Commission conducted the State Election fairly and impartially? [SR] [READ OUT]

Very satisfied	63%
Fairly satisfied	31%
Neither satisfied nor dissatisfied	3%
Fairly dissatisfied	1%
Very dissatisfied	1%
Don't know [DNRO]	2%

Q2. [IF IVOTED] When did you vote? Was it... [SR] [READ OUT]

On Election Day	15%
During the week before Election Day	72%
The weekend before the Election	4%
Two weeks before the Election	8%
Other [RECORD VERBATIM]	1%

Don't know [DNRO]	1%
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Q3. [IF IVOTED BY INTERNET] Which of the following devices did you use to access iVote? [READ OUT]

Computer	61%
Smartphone	24%
Tablet	17%
Other [RECORD VERBATIM]	1%
Don't know/can't remember [DNRO]	0%

Q8. [IF IVOTED BY TELEPHONE] How did you vote? Was it... [SR] [READ OUT]

Using automated recognition	50%
By talking to an operator	34%
Other [RECORD VERBATIM] [DNRO]	8%
Don't know/can't remember [DNRO]	4%

### iVote behaviour

Q11. [IF IVOTED] What is the main reason you voted using the iVote® system rather than in-person on Election Day? [SR] [DNRO]

I was not in NSW on Election Day	59%
I was more than 20km from a polling place on Election Day (but in NSW)	13%
I have religious beliefs which prevented me from voting at a polling place on Election Day	0%
I was caring for a person and could not get to a polling place on Election Day	1%
I was helping a relative/friend who could not vote on Election Day	1%
I was working on Election Day and could not get to a polling place	3%
I have a disability	3%
I believe that attending a polling place on Election Day would have placed my personal safety, or that of my family members, at risk	0%
I was ill, infirm or pregnant	5%
I was hospitalised	1%
I am blind or have low vision	2%
I have a reading difficulty	
It was easier and more convenient	7%
I had other commitments on Election Day	2%
I wanted to avoid the Election Day queues/crowds/canvassers	1%
I don't really care about the Election and just wanted to get it over and done with	0%
I wanted to avoid Election Day queues/crowds/canvassers	1%
I was away/travelling	1%
Other [SPECIFY]	1%
Don't know	0%
I'd rather not say	0%

Q5. **[IF IVOTED]** If you had not voted using the iVote® system, which of the following do you think you would have been most likely to do? **[SR] [READ OUT]**

Voted in-person at a polling place on Election Day	32%
Voted in-person before Election Day	24%
Voted by postal vote	33%
Not voted	10%
Don't know <b>[DNRO]</b>	1%
I'd rather not say <b>[DNRO]</b>	0%

Q6. **[IF DID NOT IVOTE]** Why didn't you use the iVote® system in the recent State election? **[SR] [DNRO]**

I found using iVote too difficult	3%
iVote took too long to cast my vote	6%
I tried to vote by iVote but couldn't due to a problem using or accessing iVote	29%
I didn't feel comfortable using iVote to vote	0%
I did not trust the iVote voting process	0%
I was not satisfied with the security of the iVote voting process	0%
I forgot about iVote	6%
I never intended to use iVote to vote	3%
I was not eligible for iVote	0%
When I registered for iVote thought I would be outside of NSW on Election Day	26%
When I registered for iVote thought I would be more than 20km from my nearest polling place on Election Day	7%
Other <b>[SPECIFY]</b>	18%
Don't know	3%
I'd rather not say	0%

#### Prior use of iVote

Q7. Have you voted using the iVote® system in NSW State Elections or by-elections prior to 2015? **[SR] [DNRO]**

Yes	3%
No	97%
Don't know	0%

## iVote verification

Q9. **[IF IVOTED ]** How confident are you that your vote was recorded accurately in the final vote count? **[SR] [DNRO]**

Very confident	61%
Fairly confident	33%
Not very confident	2%
Not at all confident	0%
Don't know	4%

Q10. **[IF IVOTED]** Did you call the NSW Electoral Commission telephone Verification Service on 1300 138 739 to verify your vote? **[SR] [DNRO]**

Yes	7%
No	91%
Don't know	2%

Q12. **[IF DID NOT VERIFY]** Were you aware that you could verify your vote by calling this Service? **[SR] [DNRO]**

Yes	35%
No	62%
Don't know	3%

Q13. **[IF VERIFIED OR AWARE OF VERIFICATION SERVICE]** Did you find out about this service before or after you voted? **[SR] [DNRO]**

Before I voted	49%
After I voted	33%
While voting	14%
Don't know	4%

Q14. **[IF VERIFIED]** What is the main reason you called this Service? **[SR] [DNRO]**

I wanted to be confident that my vote was successful	86%
I don't trust the online voting system	0%
I heard that the iVote system was vulnerable to hacking	0%
I don't trust the NSW Electoral Commission	0%
I don't trust the NSW Government	0%
Other <b>[RECORD VERBATIM]</b>	11%
Don't know	3%

Q15. **[IF DID NOT VERIFY BUT AWARE OF VERIFICATION SERVICE]** What is the main reason you did not call this Service? **[SR] [DNRO]**

I trusted my vote was cast successfully so had no need to verify	67%
It was too expensive to call	0%
It was too inconvenient to call	5%
It took too long to call	1%
I chose not to verify because I could not do this on the internet	1%
I had no interest in verifying my vote	1%
I could not be bothered	9%
I do not trust the iVote system and verifying my vote would have made no difference to me	0%

I wanted to verify my vote but was unable to do this	1%
Other <a href="#">[RECORD VERBATIM]</a>	10%
Don't know	4%

Q16. [\[IF CALLED VERIFICATION SERVICE\]](#) Were you satisfied or dissatisfied with this Service?  
[\[SR\]](#) [\[READ OUT\]](#)

Very satisfied	72%
Fairly satisfied	23%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	3%
Very dissatisfied	1%
Don't know <a href="#">[DNRO]</a>	0%

### Intention to use iVote in the future

Q25. In the future, if the iVote service were available to you, would you be likely or unlikely to use it?  
[\[SR\]](#) [\[DNRO\]](#)

Very likely	84%
Fairly likely	10%
Neither likely nor unlikely	2%
Fairly unlikely	2%
Very unlikely	2%
Don't know	0%

### Individual satisfaction measures

Q26. To what extent do you trust or distrust the iVote voting process? Would you say that you...  
[\[SR\]](#) [\[READ OUT\]](#)

Trust it a great deal	76%
Trust it a little	14%
Neither trust nor distrust it	8%
Distrust it a little	1%
Distrust it a great deal	0%
Don't know <a href="#">[DNRO]</a>	1%

Q27. Were you satisfied or dissatisfied with the security of the iVote process? [\[SR\]](#) [\[READ OUT\]](#)

Very satisfied	68%
Fairly satisfied	26%
Neither satisfied nor dissatisfied	4%
Fairly dissatisfied	1%
Very dissatisfied	0%
Don't know <a href="#">[DNRO]</a>	2%

Q30. Taking everything into account, were you satisfied or dissatisfied with the iVote service? [\[SR\]](#)  
[\[READ OUT\]](#)

Very satisfied	80%
Fairly satisfied	17%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	1%

Very dissatisfied	0%
Don't know [DNRO]	1%

Q31. [IF PROVIDED RESPONSE TO Q30] Why were you [INSERT ANSWER FROM Q30]? [MR] [DNRO]

It was easy/convenient/quick	83%
It was more convenient than other methods	14%
It meant I didn't have to go anywhere	10%
It meant I was able to vote/avoid a fine	3%
It's a better option for those voting outside of NSW	7%
I was able to vote on a phone/tablet	2%
It seemed secure	9%
I received good support from support staff	1%
I preferred to vote online	3%
My details were incorrect when registering/voting	0%
I did not receive my iVote number/I had trouble receiving it	0%
The process was difficult	1%
I did not trust the iVote system	0%
I had security concerns	0%
I was unable to verify my iVote number	0%
The system went down/I got an error	1%
It took too long/slow	1%
Other [SPECIFY]	2%
Don't know	0%

Q32. [IF IVOTED] Overall, did you find it easy or difficult to vote using iVote? [SR] [DNRO]

Very easy	72%
Fairly easy	23%
Neither easy nor difficult	3%
Fairly difficult	2%
Very difficult	0%
Don't know	0%

Q33. Were you satisfied or dissatisfied with the amount of time it took to register to use iVote? [SR] [READ OUT]

Very satisfied	66%
Fairly satisfied	27%
Neither satisfied nor dissatisfied	2%
Fairly dissatisfied	4%
Very dissatisfied	1%
Don't know [DNRO]	1%

Q34. Approximately how long did it take for you to register to use iVote from start to finish?

0-2 minutes	10%
3-5 minutes	41%
6-10 minutes	24%
11-15 minutes	8%
16-30 minutes	7%



More than 30 minutes	3%
Don't know	7%

Q35. Were you satisfied or dissatisfied with the amount of time it took for you to **receive your iVote number**? **[SR] [READ OUT]**

Very satisfied	74%
Fairly satisfied	17%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	3%
Very dissatisfied	2%
I don't remember receiving an iVote number	0%
Don't know <b>[DNRO]</b>	2%

Q36. Approximately how long did it take for you to **receive your iVote number**? **[DNRO]**

0-2 minutes	38%
3-5 minutes	19%
6-10 minutes	5%
11-15 minutes	2%
16-30 minutes	4%
31 minutes – 3 hours	6%
3 hours – 3 days	6%
More than 3 days	3%
Don't know	15%
I don't remember receiving an iVote number	2%

Q37. **[IF IVOTED]** Were you satisfied or dissatisfied with the amount of time it took to **cast a vote** using iVote? **[SR] [READ OUT]**

Very satisfied	79%
Fairly satisfied	17%
Neither satisfied nor dissatisfied	2%
Fairly dissatisfied	1%
Very dissatisfied	0%
Don't know <b>[DNRO]</b>	0%

Q38. **[IF IVOTED]** Approximately how long did it take for you to **cast a vote** using iVote from start to finish?

0-2 minutes	22%
3-5 minutes	41%
6-10 minutes	20%
11-15 minutes	6%
16-30 minutes	5%
More than 30 minutes	1%
Don't know	4%

### Difficulties and assistance using iVote

Q39. Did you seek assistance at any stage when you were using iVote? **[SR] [DNRO]**

Yes	10%
No	90%
Don't know	0%

Q40. **[IF SOUGHT ASSISTANCE]** What did you seek assistance with? **[MR] [DNRO]**

Registering to use iVote	52%
Receiving your iVote number <b>[IF NECESSARY: This is the 8 digit number you would have received by email, mail, phone or sms]</b>	30%
Casting your vote	31%
Verifying your vote	7%
The iVote website	25%
Wanted to check security	1%
Wanted to check that ballot paper had all options	6%
Other <b>[SPECIFY]</b>	9%
Don't know	2%

Q41. **[IF SOUGHT ASSISTANCE]** How did you seek assistance? **[MR] [DNRO]**

Visited the FAQs page on the website	7%
Called the call centre	31%
Contacted NSW Electoral Commission through a survey on the website	2%
Contacted NSW Electoral Commission by email	2%
Contacted NSW Electoral Commission by social media	0%
Contacted NSW Electoral Commission by text message	0%
Spoke to a friend, family member, colleague, neighbour or acquaintance	55%
Other <b>[SPECIFY]</b>	4%
I did not seek assistance	0%
Don't know	0%

Q42. **[IF SOUGHT ASSISTANCE]** Did you receive the assistance you were seeking? **[SR] [DNRO]**

Yes	93%
No	7%
Don't know	0%

Q43. **[IF RECEIVED ASSISTANCE]** Were you satisfied or dissatisfied with the assistance you received? **[SR] [READ OUT]**

Very satisfied	84%
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Fairly satisfied	14%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	0%
Very dissatisfied	1%
I did not receive assistance	0%
Don't know [DNRO]	0%

Q44. [IF USED ASSISTANCE AND KNOWS HOW SATISFIED] Why were you [INSERT RESPONSE FROM Q43] with this assistance?

I got the help I needed	46%
It was easy and convenient	31%
It was clear and understandable	6%
It was not helpful	7%
Other	11%
Don't know	0%

### Advocacy

Q45. Imagine that a friend or family member was considering using iVote in a NSW State Election. Would you be likely or unlikely to recommend it? [SR] [DNRO]

Very likely	1
Fairly likely	2
Neither likely nor unlikely	3
Fairly unlikely	4
Very unlikely	5
Don't know	99

### Information

Q46. How did you hear about iVote? [MR] [DNRO]

Used a search engine (e.g. Google)	14%
Advertising	12%
Called the NSW Electoral Commission election enquiries line (1300 135 736)	2%
Visited a NSW Electoral Commission website (for example www.elections.nsw.gov.au or www.votensw.info)	11%
From a friend, family member, colleague, neighbour or acquaintance	50%
From a staff member at a polling place	0%
From a candidate or political party member	1%
From a trade union, business group or lobby group	0%
From a Local Council office, Service NSW Centre, Centrelink office, post office or newsagent	0%
From the Department of Foreign Affairs and Trade (DFAT) Smartraveller website	0%
From an interstate Electoral Commission office	1%
From an overseas Embassy or High Commission	0%
From the media	7%
From social media	1%
Flyer/brochure/leaflet/information in the mail	2%
A letter from the NSW Electoral Commission	1%

Other <b>[SPECIFY]</b>	1%
Don't know	4%

Q47. **[IF SAW/HEARD AVERTISING ABOUT IVOTE]** Where did you see or hear advertising about voting using iVote? **[MR] [DNRO]**

Television	31%
Magazine	1%
Newspaper	14%
Radio	31%
Outdoor billboards or posters	1%
Social media	7%
Internet advertising	7%
Mobile advertising	0%
Direct mail	19%
At an airport	0%
At a seaport	0%
Other <b>[SPECIFY]</b>	2%
Don't know	2%

Q48. **[IF PROVIDED ANSWER TO Q46]** What other information sources, if any, did you use to help you vote using iVote? **[MR] [DNRO]**

Used a search engine (e.g. Google)	9%
Advertising	2%
Called the NSW Electoral Commission election enquiries line (1300 135 736)	1%
Visited a NSW Electoral Commission website (for example www.elections.nsw.gov.au or www.votensw.info)	10%
From a friend, family member, colleague, neighbour or acquaintance	2%
From a staff member at a polling place	0%
From a candidate or political party member	1%
From a trade union, business group or lobby group	0%
From a Local Council office, Service NSW Centre, Centrelink office, post office or newsagent	0%
From the Department of Foreign Affairs and Trade (DFAT) Smartraveller website	0%
From an interstate Electoral Commission office	0%
From an overseas Embassy or High Commission	0%
From the media	2%
Other <b>[SPECIFY]</b>	0%
None of these	74%
Don't know	1%

Q49. How confident did you feel about using iVote before registering? **[SR] [READ OUT]**

Very confident	47%
Fairly confident	41%
Not very confident	9%
Not at all confident	1%
Don't know <b>[DNRO]</b>	3%

## Media exposure

Q50. Have you seen or heard any news about iVote recently? [\[SR\]](#) [\[DNRO\]](#)

Yes	8%
No	91%
Don't know	0%

Q51. [\[IF SEEN OR HEARD NEWS\]](#) Was this news positive about iVote, negative about iVote or neutral? Please answer for all news you recall hearing or seeing. [\[SR\]](#) [\[DNRO\]](#)

Very positive	20%
Fairly positive	8%
Neutral	19%
Fairly negative	39%
Very negative	13%
Don't know	0%

Q52. [\[IF SEEN OR HEARD NEWS\]](#) Have you seen or heard any news about **potential security issues** with iVote recently? [\[SR\]](#) [\[DNRO\]](#)

Yes	30%
No	69%
Don't know	1%

Q53. [\[IF IVOTED\]](#) How confident are you that your iVote ballot papers included all of the candidates you were able to vote for? [\[SR\]](#) [\[READ OUT\]](#)

Very confident	67%
Fairly confident	27%
Not very confident	2%
Not at all confident	1%
Don't know	3%

Q54. Have you seen or heard any news about parties being left off the iVote upper house ballot paper **[IF NECESSARY: From 8am on Monday 16<sup>th</sup> March until 11am on Tuesday 17<sup>th</sup> March. These parties were the Animal Justice Party and the Outdoor Recreation Party]**? **[SR] [DNRO]**

Yes	12%
No	87%
Don't know	1%

Q55. **[IF IVOTED]** What, if anything, do you think the New South Wales Electoral Commission could have done to improve the way the iVote ballot paper was displayed when voting?

Clearer/simpler/easier	8%
Improve scrolling	8%
Ability to see all candidates/parties and have information about them	7%
Replicate the paper ballot/vote	1%
Ability to see it all on one screen	3%
Optimise for mobile devices	3%
Too slow	1%
Improve display	2%
Improve sizing	4%
Issues with making a selection	2%
Positive comment (it's good/clear/no improvements)	29%
None/nothing	17%
Other	6%
Don't know	25%

## Appendix G: iVote online questionnaire

### Evaluation of Electoral Services iVote Questionnaire

#### Topline results

Ipsos Social Research Institute: 14-036279-01-04

#### Technical details:

- A total of n=30,762 iVote users were surveyed online. Apart from those contacted for the CATI version of this study, all iVote users who gave permission to be recontacted for research were given the opportunity to take part (bar those without a valid email address).
- Surveying took place between 29 April and 25 May 2015.
- Data is unweighted.
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of 'don't know' categories.

To be administered ONLINE.

#### Key:

[SR] = Single response

[MR] = Multiple response allowed

#### Voting behavior and experience

Q1. Did you vote by iVote in the 2015 NSW State Election? [SR]

Yes, I voted online	95%
Yes, I voted by phone	2%
No	2%
Don't know	0%

Q4. How satisfied or dissatisfied are you that the NSW Electoral Commission conducted the State Election fairly and impartially? [SR]

Very satisfied	74%
Fairly satisfied	15%
Neither satisfied nor dissatisfied	6%
Fairly dissatisfied	1%
Very dissatisfied	2%
Don't know	2%

Q2. [IF IVOTED] When did you vote? [SR]

On Election Day (Saturday 28 <sup>th</sup> March)	9%
During the week before Election Day (Monday 23 <sup>rd</sup> -Friday 27 <sup>th</sup> March)	59%
The weekend before the Election (Saturday 21 <sup>st</sup> -Sunday 22 <sup>nd</sup> March)	5%
Two weeks before the Election (Monday 16 <sup>th</sup> -Friday 20 <sup>th</sup> March)	20%
Other (please specify)	1%
Don't know/can't remember	7%

Q3. [IF IVOTED BY INTERNET ] Which of the following devices did you use to access iVote? Please select any that apply. [MR]

Computer	69%
Smartphone	16%
Tablet	16%

Other (please specify)	1%
Don't know/can't remember	1%

Q8. **[IF IVOTED BY TELEPHONE]** How did you vote? **[SR]**

Using automated recognition	61%
By talking to an operator	12%
Other (please specify)	17%
Don't know/can't remember	9%

### iVote behaviour

Q11. **[IF IVOTED]** What is the main reason you voted by iVote rather than in-person on Election Day? **[SR]**

I was not in NSW on Election Day	60%
I was more than 20km from a polling place on Election Day (but in NSW)	9%
I was caring for a person and could not get to a polling place on Election Day	1%
I was helping a relative/friend who could not vote on Election Day	0%
I was working on Election Day and could not get to a polling place	4%
I have a disability	5%
I was ill, infirm or pregnant	1%
I was hospitalised	0%
I am blind or have low vision	0%
I have a reading difficulty	0%
It was easier and more convenient	10%
I wanted to avoid the Election Day queues/crowds/canvassers	5%
Other (please specify)	4%
Don't know	0%
I'd rather not say	1%

Q5. **[IF IVOTED]** If you had not voted by iVote, which of the following do you think you would have been most likely to do? **[SR]**

Voted in-person at a polling place on Election Day	23%
Voted in-person before Election Day	22%
Voted by postal vote	36%
Not voted	10%
Don't know	8%
I'd rather not say	1%



**Q6. [IF DID NOT IVOTE]** What is the main reason you didn't use iVote in the recent State Election?  
[SR]

I didn't feel comfortable using iVote	1%
I found using iVote too difficult	5%
iVote took too long to cast my vote	2%
I tried to vote by iVote but couldn't due to a problem using or accessing iVote	50%
I did not trust the iVote voting process	0%
I was not satisfied with the security of the iVote voting process	1%
I forgot about iVote	1%
I never intended to use iVote to vote	1%
I was not eligible for iVote	1%
When I registered for iVote thought I would be outside of NSW on Election Day	9%
When I registered for iVote thought I would be more than 20km from my nearest polling place on Election Day	5%
Other (please specify)	23%
Don't know	1%
I'd rather not say	0%

#### Prior use of iVote

Q7. Have you used iVote to vote in NSW State Elections or by-elections prior to 2015? [SR]

Yes	6%
No	93%
Don't know	1%

#### iVote verification

Q9. [IF IVOTED] How confident are you that your vote was recorded accurately in the final vote count? [SR]

Very confident	59%
Fairly confident	33%
Not very confident	2%
Not at all confident	1%
Don't know	6%

Q10. [IF IVOTED] Did you call the NSW Electoral Commission telephone Verification Service on 1300 138 739 to verify your vote? [SR]

Yes	6%
No	92%
Don't know	2%

Q12. **[IF DID NOT VERIFY]** Were you aware that you could verify your vote by calling this Service?  
**[SR]**

Yes	34%
No	61%
Don't know	4%

Q13. **[IF VERIFIED OR AWARE OF VERIFICATION SERVICE]** Did you find out about this service before or after you voted? **[SR]**

Before I voted	77%
After I voted	19%
Don't know	5%

Q14. **[IF VERIFIED]** What is the main reason you called this Service? **[SR]**

I wanted to be confident that my vote was successful	80%
I don't trust the online voting system	1%
I heard that the iVote system was vulnerable to hacking	4%
I don't trust the NSW Electoral Commission	1%
I don't trust the NSW Government	1%
Other (please specify)	8%
Don't know	6%

Q15. **[IF DID NOT VERIFY BUT AWARE OF VERIFICATION SERVICE]** What is the main reason you did not call this Service? **[SR]**

I trusted my vote was cast successfully so had no need to verify	67%
It was too expensive to call	2%
It was too inconvenient to call	4%
It took too long to call	1%
I chose not to verify because I could not do this on the internet	6%
I had no interest in verifying my vote	6%
I could not be bothered	4%
I do not trust the iVote system and verifying my vote would have made no difference to me	0%
I wanted to verify my vote but was unable to do this	2%
Other (please specify)	7%
Don't know	1%

Q16. **[IF CALLED VERIFICATION SERVICE]** How satisfied or dissatisfied were you with this Service? **[SR]**

Very satisfied	70%
Fairly satisfied	21%
Neither satisfied nor dissatisfied	4%
Fairly dissatisfied	2%
Very dissatisfied	1%
Don't know	2%

### Intention to use iVote in the future

Q25. In the future, if the iVote service were available to you, how likely or unlikely would you to be to use it? **[SR]**

Very likely	88%
Fairly likely	8%
Neither likely nor unlikely	2%
Fairly unlikely	1%
Very unlikely	1%
Don't know	1%

### Individual satisfaction measures

Q26. To what extent do you trust or distrust the iVote voting process? I... **[SR]**

Trust it a great deal	74%
Trust it a little	12%
Neither trust nor distrust it	11%
Distrust it a little	1%
Distrust it a great deal	1%
Don't know	2%

Q27. How satisfied or dissatisfied were you with the security of the iVote voting process? **[SR]**

Very satisfied	66%
Fairly satisfied	23%
Neither satisfied nor dissatisfied	7%
Fairly dissatisfied	1%
Very dissatisfied	0%
Don't know	3%

Q30. Taking everything into account, how satisfied or dissatisfied were you with the iVote service? **[SR]**

Very satisfied	76%
Fairly satisfied	18%
Neither satisfied nor dissatisfied	3%
Fairly dissatisfied	1%
Very dissatisfied	1%
Don't know	1%

Q31. Why were you **[INSERT ANSWER FROM Q30]**? Please select any that apply. **[MR]**

It was easy, convenient and/or quick	58%
It was more convenient than other methods	50%
It meant I didn't have to go anywhere	32%
It meant I was able to vote or avoid a fine	34%
It's a better option for those voting outside of NSW	41%
It meant I was able to vote on a phone or tablet	21%
It seemed secure	29%
I received good support from support staff	3%
I preferred to vote online	41%
My details were incorrect when registering or voting	0%
I did not receive my iVote number or had trouble receiving it	1%
The process was difficult	1%
I did not trust the iVote system	0%
I had security concerns	1%
I was unable to verify my iVote number	0%
Other <b>[SPECIFY]</b>	5%
Don't know	0%

Q32. **[IF IVOTED]** Overall, how easy or difficult did you find using iVote? **[SR]**

Very easy	68%
Fairly easy	28%
Neither easy nor difficult	2%
Fairly difficult	1%
Very difficult	0%
Don't know	0%

Q33. How satisfied or dissatisfied were you with the amount of time it took to **register** to use iVote?  
**[SR]**

Very satisfied	59%
Fairly satisfied	32%
Neither satisfied nor dissatisfied	5%
Fairly dissatisfied	2%
Very dissatisfied	1%
Don't know	0%

Q34. Approximately how long did it take for you to **register** to use iVote from start to finish?

0-2 minutes	3%
3-5 minutes	22%
6-10 minutes	22%
11-15 minutes	9%
16-30 minutes	8%
More than 30 minutes	2%
Don't know	35%

Q35. How satisfied or dissatisfied were you with the amount of time it took for you to **receive your iVote number** (this is the 8 digit number you would have received by email, mail, phone or sms)?

[SR]

Very satisfied	65%
Fairly satisfied	24%
Neither satisfied nor dissatisfied	5%
Fairly dissatisfied	2%
Very dissatisfied	1%
I don't remember receiving an iVote number	1%
Don't know	1%

Q36. Approximately how long did it take for you to **receive your iVote number** (This is the 8 digit number you would have received by email, mail, phone or sms)?

0-2 minutes	12%
3-5 minutes	14%
6-10 minutes	7%
11-15 minutes	2%
16-30 minutes	4%
31 minutes – 3 hours	5%
3 hours – 3 days	7%
More than 3 days	4%
Don't know	41%
I don't remember receiving an iVote number	3%

Q37. [IF IVOTED] How satisfied or dissatisfied were you with the amount of time it took to **cast a vote** using iVote? [SR]

Very satisfied	72%
Fairly satisfied	22%
Neither satisfied nor dissatisfied	3%
Fairly dissatisfied	1%
Very dissatisfied	1%
Don't know	1%

Q38. [IF IVOTED] Approximately how long did it take for you to **cast a vote** using iVote from start to finish?

0-2 minutes	9%
3-5 minutes	31%
6-10 minutes	20%
11-15 minutes	7%
16-30 minutes	7%
More than 30 minutes	2%
Don't know	24%

## Difficulties and assistance using iVote

Q39. Did you seek assistance at any stage when you were using iVote? **[SR]**

Yes	7%
No	92%
Don't know	1%

Q40. **[IF SOUGHT ASSISTANCE]** What did you seek assistance with? **[MR]**

Registering to use iVote	36%
Receiving your iVote number (the 8 digit number you would have received by email, mail, phone or sms)	30%
Casting your vote	24%
Verifying your vote	8%
The iVote website	14%
Wanted to check security	2%
Wanted to check that ballot paper had all options	4%
Other (please specify)	15%
Don't know	3%

Q41. **[IF SOUGHT ASSISTANCE]** How did you seek assistance? **[MR]**

Visited the FAQs page on the website	16%
Called the call centre	45%
Contacted NSW Electoral Commission through a survey on the website	3%
Contacted NSW Electoral Commission by email	5%
Contacted NSW Electoral Commission by social media	1%
Contacted NSW Electoral Commission by text message	1%
Spoke to a friend, family member, colleague, neighbour or acquaintance	33%
Other (please specify)	8%
Don't know	2%

Q42. **[IF SOUGHT ASSISTANCE]** Did you receive the assistance you were seeking? **[SR]**

Yes	88%
No	12%
Don't know	0%

Q43. **[IF RECEIVED ASSISTANCE]** How satisfied or dissatisfied were you with the assistance you received? **[SR]**

Very satisfied	71%
Fairly satisfied	21%
Neither satisfied nor dissatisfied	4%
Fairly dissatisfied	1%
Very dissatisfied	1%
I did not receive assistance	0%
Don't know	1%

## Advocacy

Q45. Imagine that a friend or family member was considering using iVote in a NSW State Election.  
How likely or unlikely would you be to recommend it? [\[SR\]](#)

Very likely	82%
Fairly likely	13%
Neither likely nor unlikely	2%
Fairly unlikely	1%
Very unlikely	1%
Don't know	0%

### Information

Q46. How did you hear about iVote? Please select any that apply. [\[MR\]](#)

Used a search engine (e.g. Google)	10%
Advertising	14%
Called the NSW Electoral Commission election enquiries line (1300 135 736)	3%
Visited a NSW Electoral Commission website (for example <a href="http://www.elections.nsw.gov.au">www.elections.nsw.gov.au</a> or <a href="http://www.votensw.info">www.votensw.info</a> )	28%
From a friend, family member, colleague, neighbour or acquaintance	35%
From a staff member at a polling place	1%
From a candidate or political party member	3%
From a trade union, business group or lobby group	0%
From a Local Council office, Service NSW Centre, Centrelink office, post office or newsagent	2%
From the media (not advertising)	11%
Other (please specify)	5%
Don't know	2%

Q47. **[IF SAW/HEARD AVERTISING ABOUT IVOTE]** Where did you see or hear advertising about voting using iVote? Please select any that apply. **[MR]**

Television	35%
Magazine	1%
Newspaper	24%
Radio	22%
Outdoor billboards or posters	1%
Social media (Facebook, Twitter, YouTube, etc.)	7%
Internet advertising (a website, blog/message board, banner ad, etc.)	9%
Mobile advertising	0%
Direct mail (a letter, leaflet, brochure, etc.)	15%
At an airport	1%
Other (please specify)	1%
Don't know	7%

Q48. **[IF PROVIDED ANSWER TO Q46]** What other information sources, if any, did you use to help you vote using iVote? Please select any that apply. **[MR]**

Used a search engine (e.g. Google)	27%
Advertising	4%
Called the NSW Electoral Commission election enquiries line (1300 135 736)	3%
Visited a NSW Electoral Commission website (for example www.elections.nsw.gov.au or www.votensw.info)	24%
From a friend, family member, colleague, neighbour or acquaintance	11%
From a staff member at a polling place	0%
From a candidate or political party member	2%
From a trade union, business group or lobby group	0%
From a Local Council office, Service NSW Centre, Centrelink office, post office or newsagent	1%
From the media (not advertising)	3%
Other (please specify)	4%
None of these	23%
Don't know	10%

Q49. How confident did you feel about using iVote before registering? **[SR]**

Very confident	49%
Fairly confident	42%
Not very confident	6%
Not at all confident	1%
Don't know	2%



## Media exposure

Q50. Have you seen or heard any news about iVote recently? **[SR]**

Yes	11%
No	87%
Don't know	2%

Q51. **[IF SEEN OR HEARD NEWS]** Was this news positive about iVote, negative about iVote or neutral? Please answer for all news you recall hearing or seeing. **[SR]**

Very positive	20%
Fairly positive	20%
Neutral	13%
Fairly negative	37%
Very negative	9%
Don't know	1%

Q52. **[IF SEEN OR HEARD NEWS]** Have you seen or heard any news about **potential security issues** with iVote recently? **[SR]**

Yes	41%
No	56%
Don't know	3%

Q53. **[IF IVOTED]** How confident are you that your iVote ballot papers included all of the candidates you were able to vote for? **[SR]**

Very confident	63%
Fairly confident	31%
Not very confident	2%
Not at all confident	1%
Don't know	4%

Q54. Have you seen or heard any news about parties being left off the iVote upper house ballot paper?  
From 8am on Monday 16<sup>th</sup> March until 11am on Tuesday 17<sup>th</sup> March. These parties were the Animal Justice Party and the Outdoor Recreation Party. **[SR]**

Yes	23%
No	77%
Don't know	0%

## Appendix H: Arabic-speaking Group Discussion Guide



NSW Electoral Commission

Arabic voters

Discussion Guide

**(FINAL Version: 27 April 2015)**

Job #: 14-036279-01

### INTRODUCTION (5-10 mins)

- *Thanks for taking the time to be part of this project.*
- *It'll be a pretty relaxed discussion and will take around 1½ hours*
- *My name is... I work for the Ipsos Social Research Institute, an independent research agency.*
- *The aim of today is to have a discussion around voting and some related issues. We'll start off by having a broad discussion and then move into some more specific areas a bit later.*
- *We're only interested in your experience voting in the recent NSW Election. So we are not interested in who you voted for or why.*
- *A few things to note before we start...*
  - *No right or wrong answers*
  - *Ipsos is an independent research company – although this project has been commissioned by part of government, we are not the government ourselves. Please tell us exactly what you think.*
  - *Confidential - report won't include your names, all responses are combined, just a few quotes, which won't be attributed to you personally.*
  - *[Client viewing] Other members of the research team are really interested in hearing first hand what you have to say. They are the other side of the mirror.*
  - *Audio recording permission (so I don't have to write everything)*
  - *Refreshments*
  - *Toilets and exits*
  - *Any questions?*
- *Moderator to introduce self*
- *Participants to introduce self*

## GENERAL DISCUSSION ABOUT VOTING AND ELECTIONS (15 mins)

- What words, images or people spring to mind when you think about voting – PROBE FOR EXAMPLES
- What are the good things about voting? What are the bad things about voting? PROBE
- Does the word 'Election' make you feel positive or negative thoughts and feelings? Why is that? PROBE FOR CAUSE OF FEELING
- Is it important to vote?
- If it wasn't compulsory, would you vote? Why is that?
- Have you voted in an Election in Australia before, or was it the first time you voted?
- When was the last time you voted?
- IF FIRST TIME, did you have any expectations of what voting would be like?
- For those of us not born in Australia, how does the Election process differ from when we voted in the countries of our birth? PROBE AND CONTRAST EXPERIENCES
- In what ways is it better? PROBE
- And in what ways is it worse? PROBE
- As far as you know, who actually organises the Elections?
- Do you think the Elections are organised in a fair and impartial way – or do you have concerns? IF SO, why is that?

## ENROLMENT (5-10 mins)

- Did you enrol before voting? PROBE FOR MOTIVATIONS
- IF YES: How did you enrol? Did you fill in the enrolment form, or were you automatically enrolled?
- IF FILLED IN THE FORM, How long did it take to enrol?
- Was it easy/difficult? PROBE, IF DIFFICULT, why was that?
- What could have made the experience easier?
- Or did you enrol on the day? PROBE FOR MOTIVATIONS
- How did you find that experience?
- Again, did it take long?
- Was it easy/difficult? PROBE, IF DIFFICULT, why was that?
- And what could have made it easier to enrol on the day?

## BEFORE ELECTION DAY – INFORMATION (20 mins)

- Before voting at the State Election, did you find out anything about how to vote? LIST SPONTANEOUS MENTIONS - PROBE FOR SPECIFIC DETAILS
- IF YES: What types of information did you search out before going along to vote? LIST ALL ON FLIPCHART
  - Where to vote?
  - When to vote?
  - Who to vote for?
  - How to fill in the ballot paper? IF SO: What was it about the ballot paper what you wanted to know?
- And where did you go for each of those types of information? SPONTANEOUS LIST ALL ON FLIPCHART. IF UNMENTIONED, ALSO ASK ABOUT:
  - Family/friends
  - Leaflets
  - TV/radio
  - Social media
- Websites, IF SO:
  - Which websites?
  - How easy were they to navigate?
  - Did you find what you needed?
  - Were they easy/difficult to understand? PROBE
  - Did they answer your question/s?
  - How could the website/s have been improved
- And when you're looking at this information was it available in languages other than English? e.g. Arabic?
- And would it be helpful if was available in languages other than English? e.g. Arabic?

## VOTING ON ELECTION DAY – PROCESS AND INFORMATION (30 mins)

Now I'd like to talk a bit about actually casting your vote.

- Overall did you find the voting process as a whole easy or difficult?
  - IF EASY: in what ways was it easy? PROBE
  - IF DIFFICULT: Which parts specifically? Why? PROBE
- When did you cast your vote?
  - Was it on Election Day or earlier?
  - IF EARLIER: Why? PROBE
- How did you actually cast your vote? FOR EACH VOTING MODE, PROBE FOR PROCESS DETAILS
- IF iVOTE NOT MENTIONED SAY, as well as voting in person, or by post, some people were able to vote using a system called 'iVote' – that is voting by internet or phone

- What do you think about the idea of voting over the phone or internet?
- Do you think that is a good/bad idea? PROBE FOR BENEFITS/DRAWBACKS AND UNDERLYING REASONS
- Now that you know about it, would you be interested in voting in this way in the future?
- When you voted how confident did you feel that you knew how to cast your vote? PROBE FOR DIFFERENT MODES OF VOTING AND DIFFERENT CONFIDENCE LEVELS
- IF CONFIDENT, what gave you that feeling of confidence? PROBE
- IF LACKING CONFIDENCE, why did you not feel so confident? PROBE. What would have made you feel more confident about voting?
- Does anyone have any doubts about whether they actually cast their vote properly? PROBE
- For those of you who voted in person at the polling place, were there any sources of information available to you to help you know how to fill in your ballot paper? LIST AND PROBE FOR DETAILS
- Which of these information sources at the polling place did you find most useful? PROBE Why was that?
- Was there any information, or material, available in Arabic/your language? PROBE
- Did any of you need to ask for assistance when you were at the polling place? IF SO, PROBE FOR REASONS What was it that you wanted help with?
- How comfortable did you feel about asking for assistance? IF NOT, why was that? What made you feel uncomfortable/less confident?
- Would anybody have liked some help at the polling place, but didn't ask for it because you didn't feel comfortable asking? PROBE Why was that?
- For those of you who did ask for assistance, were the staff helpful or not in resolving your query?
- As far as you know, was there anyone at the polling place who spoke Arabic?
- IF THERE WASN'T AN ARABIC-SPEAKING MEMBER OF STAFF:
- Would it have been helpful to have an Arabic-speaking member of staff at the polling place who you could talk to about any queries you might have?
- Do you think you would have had questions for this person?

### **WRAP-UP (5-10 mins)**

- Imagine a family member or friend had just become an Australian citizen and there was an Election, what would you advise them to do so that they knew how to vote?
- And finally, thinking about everything we've discussed this evening, what, if any, changes would you like to make it easier for you to vote at the next Election?
- Do you have any final comments or suggestions?
- Thank you very much for your time

### **Hand out incentives**

# Appendix I: iVote users Interview Discussion Guide



## NSWEC iVote Users Depths Discussion Guide (FINAL)

Job #: 14-036279-01

### INTRODUCTION

- *Thanks for taking the time to be part of this project.*
- *It'll be a pretty relaxed discussion and will take around 30 mins, depending on how much you have to say*
- *My name is... I work for the Ipsos Social Research Institute, an independent research agency.*
- *We're only interested in your experience voting in the recent NSW Election. So we are not interested in who you voted for or why.*
- *A few things to note before we start...*
  - *No right or wrong answers*
  - *Confidential - report won't include your names, all responses are combined, just a few quotes, which won't be attributed to you personally.*
  - *Audio recording permission (so I don't have to write everything)*
  - *Any questions?*
- *You recently completed a telephone interview for us, so I might refer to some of the answers you gave as part of that.*

### Voting in the 2015 State Election

First of all, can you briefly talk me through the process you went through to cast your vote in the NSW State Election earlier this year?

- Were you already registered to vote?
- When did you cast your vote?
  - Election Day or earlier? Why?
- How did you cast your vote?
  - iVote
  - In person
  - Post
- What words would you use to describe the process of voting in the 2015 Election? Why?
- Did you find the voting process as a whole easy or difficult?
  - **If difficult:** Which parts specifically? Why?

## Finding information about iVote

Next I would like to talk more specifically about iVote. Firstly, what words would you use to describe iVote?

What attracted you to iVote in the first place?

- Why did you decide to register?
- Was this the first Election where had you registered for iVote? **If first time:** What was the difference between this Election and previous ones?
  - Were you aware of iVote in previous Elections?
  - How did you hear about it?
  - Was there more information available in 2015 than in previous Elections? Why do you say that?

How did you first find out about iVote? And when?

- What did you hear or read about it? What information did you find out this way?
  - **Probe for how and why they heard about it:**
    - *If word of mouth, from whom?*
    - *If from an organisation, which one?*
    - *In the media/on social media: Where?*
    - *If through an internet search or other information search: Why were you looking for the information?*
- How useful was the information you got from that source? Were you able to go and register for iVote straight away?
  - **NOTE HOW MUCH INFORMATION THEY FOUND OUT THIS WAY**

And what did you do next to find more information?

- What information, specifically, were you looking for? **If not mentioned, probe for:**
  - Information on how the system works
  - Information on security or privacy
  - Information on eligibility
- Did you find the information you were looking for?
  - Did you have any difficulty accessing the information? Why was that?
- Did anyone help you find the information?
- **If website:** How did you find the website? Was it easy to find the right one?
  - Did you have to visit another website first before you found your way to the iVote site?

- Was it easy to find the right information on the website?
- What device did you use to search/access the site? Computer, mobile, tablet?
- **If phoned:**
  - How did you find out the phone number? Was it easy to find?
- Did you use any third party or media websites to find information about iVote? Were these useful? Why/why not?
- Did you receive all the information you wanted
- Was there any information you wanted that you couldn't find?
  - What information?
  - Was there anywhere you looked for information that didn't have the information you were hoping to find?
- Did you register immediately when you found out how to? Why/why not?
  - Did you register online or by phone?
  - How easy or difficult did you find the registration process? Why is that?
  - Is there anything you would change about the registration process?

## Voting using iVote

I'd like to talk now about the actual process of voting using iVote.

Did you vote you using iVote, or some other way? **If some other way:** why?

- Did you iVote online or over the phone? And why was that?
- Did you vote at the same time as you registered? Why/why not?
  - **Probe for:** Wanted to decide who to vote for later, wanted to vote on Election Day,
  - How early before the Election did you iVote? What do see as being the advantages or drawbacks of doing this? Why?

## IF USED THE WEBSITE

- What did you think about the website?
  - Was all the information clearly displayed? Was there anything you thought was missing?
  - Was the flow of the process clear and easy to follow?
  - **Probe for views on:** Layout, tone, font size, ease of use
- Did you have any difficulties casting your vote? What were they? Were you able to overcome the problem?
  - Do you think you were able to see the whole ballot paper on your screen at once, or did you have to scroll down or across? Was this an issue? Why/why not?



- Did you vote above the line or below the line? Was this different to how you would have voted in person?
- Did you have to seek assistance? Where from? Did this help? Why/why not?
- Did you look for any other information while on the website?

#### IF USED THE PHONE SERVICE

- What did you think about voting over the phone?
  - Was all the information given to you clear and easy to understand? Was there anything you thought was missing?
  - Was the flow of the process clear and easy to follow?
  - **Probe for views on:** tone, ability to understand the voice, ease of use
- Did you have any difficulties casting your vote? What were they? Were you able to overcome the problem?
  - Was it easy to select the candidate you wanted to vote for? Was this an issue? Why/why not?
  - Did you vote above the line or below the line? Was this different to how you would have voted in person?
  - Did you have to seek assistance? Where from? Did this help? Why/why not?

#### Verification service

Are you aware of the verification service you could call to ensure that your vote was recorded correctly?

- **IF YES:** Where did you hear about it? Before or after you iVoted?
  - Did you call this service? Why/why not?
  - **Probe for:** trust in NSWEC, time, inconvenience, not interested in checking
- **IF NO:** Would you have been interested in being able to verify your vote if you had known about the service? Why/why not?
  - **Probe for:** trust in NSWEC, time, inconvenience, not interested in checking
- **If called the verification line:**
  - How easy or difficult was it to use the verification line? Why do you say that?
  - Was there anything that was frustrating about it? **Probe for:** length of time it took, finding the right number to call?
  - How important was it to you that this service was available? Why?
  - How would it have impacted you if the service hadn't been available? **Probe for:**

#### Privacy and security

How do you feel about the security of the iVote process?

- Did you have any concerns about voting online? Why/why not?
- Was there any information that made you worry and/or stopped you worrying about this?
  - Did you seek this information out?

- Where did you find it?
- How certain are you about this information?
- What information sources do you trust on this issue? Do you trust the information the NSW Electoral Commission provides?
- Probe for concerns around:
  - The vote not being recorded correctly/at all
  - The vote being tampered with or changed
  - Privacy of personal information provided to NSW Electoral Commission
  - Hacking
- How well do you think the NSW Electoral Commission manages the security of iVote? Why do you say that?
  - Do you trust the iVote process?

Do any of these concerns make you more or less likely to change your voting behaviour in the future?

### Talking about iVote

Did you talk to anyone about your or their experience using iVote?

- Did you talk about iVote with anyone else? Friends, family or co-workers?
  - What did you discuss? Did you recommend it? Why/why not?
- Did anyone else you know use iVote? Did you discuss their experiences with iVote?
  - Were they positive or negative about it? In what way? Why do you think that is?

### Disabilities

#### IF NOT COVERED EARLIER

Do you have any disabilities that make it difficult for you to vote in person?

- Did iVote make a difference to your voting experience in the 2015 State Election?
  - Was your voting experience more positive as a result of iVote? Why/why not?
  - Would you recommend it for other people in your situation? Why/why not?

### Issues in the media

Did you see or hear about any issues to do with iVote in the media?

- What did you hear? Where did you hear this?
- Did this change how you felt about using iVote?
  - Were you concerned about the impact of what you heard on the voting system? What were these concerns?
  - Did you do anything differently because of what you heard? Why/why not?
- **If not mentioned unprompted:**
  - Have you heard or read anything in the news media about the security of the iVote system against hacking attacks?

- Have you heard or read anything about candidates being missed off the iVote ballot paper?

## Eligibility

**NOTE: this section is aimed at understanding those who entered incorrect information at registration in order to gain access to iVote.**

Do you think the eligibility criteria for iVote during the 2015 State Election were appropriate? Why/why not?

- Do you think other people should be allowed to use the iVote system in future Elections? Why?
- **For those who noted that they were out away from home on Election Day:** Would you use the system in the future if you were in your own electorate on Election Day? Even if you were ineligible?
- **If they admit to using iVote when ineligible:** What made you want to use iVote as opposed to voting in person or by post?

## Thank and close

- Do you have any final comments or suggestions about iVote?
  - Incentive (\$40) – record address details to send out incentive card
- Thank you very much for your time