



ELECTORAL ENROLMENT CENTRE REPORT ON THE ENROLMENT PROGRAMME FOR THE 2011 GENERAL ELECTION AND REFERENDUM

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1 EXECUTIVE SUMMARY

1.1 The Electoral Enrolment Centre (EEC) of New Zealand Post Ltd met or exceeded all outputs and targets for its responsibilities in relation to the 2011 General Election and Referendum. This was an excellent result in an operating environment which proved difficult to gain public awareness, interest, urgency and momentum about the election and the need to enrol.

1.2 The number and percent enrolled against the estimated eligible voting population and the percentage of people enrolled at the correct address were:

Activity	2011 Target	2011 Result
% eligible enrolled	93.5% to 95.5%	93.7%
% enrolled at correct address	93.0% to 96.0%	96.4%

1.3 The enrolment inquiry phase of the campaign, which commenced on 30 May 2011, resulted in 159,272 (5.4%) electors updating their enrolment details; 64,962 electors provided a change of residential address and 67,584 (2.3%) previously enrolled electors were placed on the dormant roll as they had changed address and not re-enrolled.

1.4 A record number of identified Māori enrolments were achieved with 421,708 electors being on the Māori and General Rolls by Election Day. The Māori Rolls totalled 233,100.

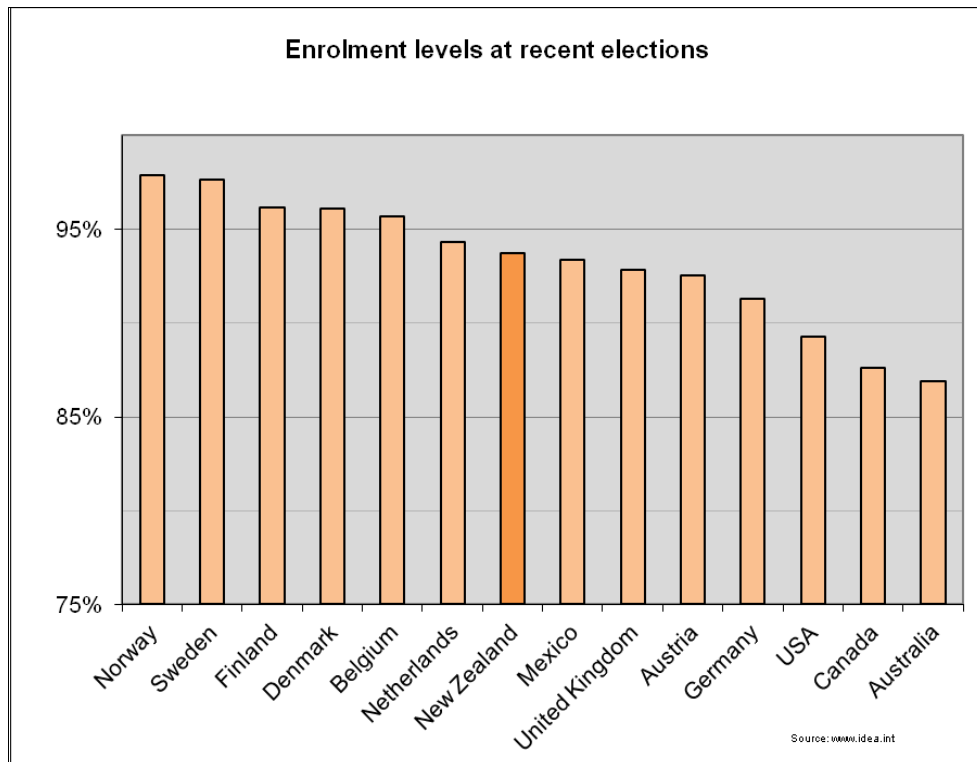
1.5 Enrolment for people with an overseas mailing address as at Election Day was 52,166.

1.6 Technology driven solutions for people to check their enrolment details and to obtain an enrolment form continued to grow in popularity. 71,718 people requested an enrolment form via our freetext service and 484,149 people made an online enrolment search with 189,092 people continuing with an online enrolment transaction. Following the online transaction the applicant would either submit the form for us to print and send it to them for signing and return or download and print it themselves for signing and return. Forms could be returned by post, facsimile or scanned and emailed.

1.7 An extensive multi-media/lingual/channel communications and public relations programme that incorporated 'Mainstream', 'Māori', 'Pacific', 'Asian', 'Other Ethnic', 'New Migrant' and 'Youth' strategies was conducted to build knowledge, awareness and to encourage enrolment. In addition to the traditional media channels youth were engaged via social media networks, on radio stations they listen to and TV channels they watch. We also used people they trust or admire, such as, peers, media presenters and music personalities to deliver the message of why they personally think voting is important, in their own style. Enrolment applications were provided on websites frequently visited by youth.

1.8 While campaign advertising and public relations activities have continued to guarantee widespread coverage and knowledge about the election and the need to enrol, the work Registrars of Electors, their staff and fieldworkers do in the community adds value by offering a face to face information and enrolment service. 88,381 enrolment forms from people who were not enrolled, or from electors updating their enrolment details, were received via our community outreach programme.

- 1.9 The accuracy of the roll was further reinforced with only 19,366 (0.6%) of *EasyVote* packs being returned as 'Gone No Address' or similar.
- 1.10 Following the election, Returning Officers referred 96,743 Special Vote Declarations to Registrars of Electors for checking of the voters' enrolment status. These were electronically processed within the timeframes set.
- 1.11 The final result of 3,070,847 electors being enrolled was a New Zealand record numerically and when calculated on the percent enrolled against the eligible voting population it places New Zealand amongst the world leaders in electoral enrolment administration. The following graph refers:



2 LEGISLATION CHANGES

- 2.1.1 No legislative changes have been advanced at this stage as the current legislation provides for quality rolls to be prepared for the next General Election. However, we draw the Committee's attention to our desire to introduce, subject to a satisfactory business case, a full online enrolment service.
- 2.1.2 During the 2011 enrolment campaign the Electoral (Administration) Amendment Act 2011 enacted specific clauses to allow people, when filling in their enrolment form, to opt into using the igovt logon service to access their enrolment details to either update them or re-enrol following a change of address. At the time of preparing this report, 125,156 people had requested on their enrolment form to be able to use the igovt logon service for updating their details or re-enrolling in future.
- 2.1.3 After the applicant's enrolment is processed it is acknowledged and a unique code is provided so they can establish their igovt logon account. 19,746 people have taken this next step and completed the logon process.
- 2.1.4 At the time the Government approved the change in legislation to allow the updating of enrolment details and re-enrolling electronically via the igovt logon service they instructed the Chief Registrar of Electors to continue to investigate ways to allow people to fully enrol online in future.
- 2.1.5 The Electronic Identity Verification Bill which regulates the administration and application of the Electronic Identity Verification Service (IVS) was introduced to the House in August last year and is currently with the Government Administration Committee for consideration and report back. Once enacted, we believe there is scope, subject to a satisfactory business case, for people to be able to enrol as an elector and update their details directly online via IVS without the need to complete any paper based documentation.
- 2.1.6 The EEC is currently working with the Ministry of Justice and Department of Internal Affairs to scope an IVS on-line internet based elector enrolment service.
- 2.1.7 The EEC requests that it be noted that this work is being progressed and if the business case is positive changes to the Electoral Act will be required.

3 INTRODUCTION

3.1 BACKGROUND AND RESPONSIBILITIES

- 3.1.1 For the 2011 General Election New Zealand Post Limited was responsible¹ for compiling and maintaining the Parliamentary electoral rolls. Under the direction of the Minister of Justice, the Chief Registrar of Electors (Chief Executive of New Zealand Post Limited) was charged with the duty of carrying Part V of the Electoral Act 1993 (the Act) into effect.
- 3.1.2 A separate division of New Zealand Post Limited, the Electoral Enrolment Centre (EEC), undertakes the roll compilation and maintenance function through its district staff of Registrars and Deputy Registrars of Electors. Registrars and Deputy Registrars of Electors are appointed under section 22 of the Act.
- 3.1.3 Registrars and Deputy Registrars of Electors work varied hours, depending on workload, processing new enrolments, changes to personal details and raising awareness and encouragement of the need to enrol to vote and how to enrol. While election year brings a public focus to the Registrars' work, they are dealing with thousands of enrolment forms in any normal week as part of their ongoing activity.
- 3.1.4 Deputy Registrars of Electors, where appointed, work under the direction and control of the Registrar.
- 3.1.5 Senior personnel within the EEC work closely with the Electoral Commission staff to ensure a unified and seamless approach is applied to electoral matters.
- 3.1.6 Other agencies and organisations, including other divisions of New Zealand Post, are contracted by the EEC to provide services to assist in the compilation of the rolls.
- 3.1.7 Each Registrar and Deputy Registrar of Electors receives the necessary policy framework, computer facilities, training, documentation, accommodation, marketing, advertising and other support to enable them to fulfil their responsibilities. The EEC also co-ordinates this activity across all 70 electorates.
- 3.1.8 The prime role is to provide maximum opportunity to qualified adults (18 years of age and over) to register as electors, or, to provisionally enrol at 17 years of age, and to keep their enrolment details up-to-date.
- 3.1.9 Up until the introduction of continuous enrolment in 2002 an enrolment level of around 91% of the estimated eligible voting age population mark was consistently achieved. For subsequent General Elections, all conducted under the continuous enrolment system, enrolment levels in excess of 93.5% have been achieved with an associated improvement in quality.
- 3.1.10 The EEC aims for 100% accuracy of the production of enrolment data, as provided by electors, and acknowledgement of an elector's enrolment or change of details within seven days.

¹ The Electoral Administration (Amendment) Act 2011 transfers the responsibility for enrolment to the Electoral Commission from 1 July 2012.

- 3.1.11 Common enrolment for Parliamentary and Local Authority elections, referenda and polls, and to supply randomly selected electors' details for Jury Rolls requires enrolment data to be updated on an ongoing basis. During non-campaign times, Registrars of Electors and their staff process some 12,000 detail changes (addresses, names, etc) or new enrolments from electors every week.
- 3.1.12 For the 2011 General Election the following enrolment targets were set:
- enrolment of between 93.5% and 95.5% of the estimated eligible voting age population; and
 - between 93.0% and 96.0% of enrolled electors correctly enrolled at the address they were living.
- 3.1.13 Innovative approaches to maintain and improve enrolment results continue to be adopted. Although reductions in the cost of compiling and maintaining each elector's record was achieved in the 10-year period up to 2005, price and volume increases have now started to overtake efficiency gains with a resulting increase in the average cost per elector enrolled. The following table sets out the average cost over recent electoral cycle periods.

3-Year Period	Average Cost/Elector
1994 - 1996	\$6.12
1997 - 1999	\$5.44
2000 - 2002	\$5.41
2003 - 2005	\$5.35
2006 - 2008	\$5.80
2009 - 2011	\$5.57

3.2 REVIEW PROCESS

- 3.2.1 The purpose of this document is to report on aspects on the 2011 enrolment programme and General Election exercises undertaken by New Zealand Post Limited.
- 3.2.2 A review has been carried out by the EEC with input from Registrars of Electors and support/supply parties involved, e.g. New Zealand Post delivery and distribution centres, advertising agency, printers, research company, computer bureau, mail house, Freephone service provider, political parties and elector feedback.
- 3.2.3 The objective of the review was to further enhance performance by:
- (1) Examining existing and new enrolment requirements, methods, procedures to improve elector service, increase enrolment numbers and further achieve cost effectiveness, and;
 - (2) Furthering EEC's proactive approach to elector enrolment by educating, increasing awareness, motivating and making it as easy as possible for qualified people to enrol, so that:
 - higher enrolment totals can be achieved;
 - more votes are qualified as a result of being enrolled and being on the correct roll; and
 - the integrity of the New Zealand democratic electoral process is maintained by providing elector information that is timely and accurate.

3.2.4 The review also took into account the guiding principles and factors set out in sections 2.1 and 2.1.1 of the Justice and Electoral Select Committee report into the 'Inquiry of the 1999 General Election'. These principles include:

- independence
- neutrality
- service to electors, candidates and political parties
- professionalism
- responsibility and accountability.

4 OVERVIEW OF RESULTS

- 4.1 The enrolment inquiry phase of the campaign, which commenced on 30 May 2011, resulted in 159,272 (5.4%) electors returning their form with updated personal details (184,292 or 6.6% in 2008).
- 4.2 As at Writ Day, the day the rolls closed for printing, there were 3,013,651 people enrolled.
- 4.3 Between Writ and Election Days there was a net enrolment gain of 57,196 electors (55,222 in 2008). This represented 1.7% (1.8% in 2008) of the eligible voting population.
- 4.4 The Election Day roll total was 3,070,847 electors. This represented 93.7% (95.3% in 2008) of the estimated eligible voting population.
- 4.5 As at Election Day 156,252 electors were on the Dormant Roll² as a result of their electoral mail being returned to the Registrar of Electors marked 'Gone no Address' or similar and had not re-enrolled for their new address (142,315 in 2008).
- 4.6 Record identified Māori enrolment was achieved with 421,708 enrolled on the Māori and General Rolls by Election Day. This compares with 405,430 in 2008.
- 4.7 The Māori Rolls totalled 233,100 compared to 229,666 in 2008.
- 4.8 Unpublished Roll electors totalled 15,607 (13,700 in 2008) as at Election Day.
- 4.9 Enrolment for people with an overseas mailing address as at Election Day was 52,166 (59,667 in 2008).
- 4.10 Approximately one month before the election date enrolment encouragement letters and documents were mailed to:
- 111,685 residential addresses on the electoral database which did not have anyone currently enrolled. This achieved a 35.5% enrolment response rate; and
 - 39,633 people on the Dormant Roll who had previously provided a new residential address but had failed to respond to earlier requests to re-enrol. This achieved 15,852 (40.0%) re-enrolments.
- 4.11 Achieved an 18.3% response as a result of sending 466,660 personalised enrolment packs to people identified as being not enrolled or needing to update their details from four separate datamatching exercises.
- 4.12 The Freephone service handled 82,451 (87,080 in 2008) calls on enrolment matters. 19,653 (26,717 in 2008) were requests for enrolment forms.
- 4.13 The Freetext service received a total of 71,718 requests (116,786 in 2008) for enrolment forms.
- 4.14 The scanned (pdf) enrolment form receipt by email service resulted in 24,429 scanned forms being received (11,883 in 2008) an increase of 105.6%.

² Dormant Roll contains electors who have changed address within the last 3-years and not updated their details by re-enrolling.

- 4.15 A general e-mail enrolment help service was available via the website. 2,450 (3,891 in 2008) e-mails were received and responded to.
- 4.16 The elections websites received 1,378,687 hits (3,757,831 page views) during the campaign (30 May to 25 November 2011, inclusive). This included:
- 484,149 people checking their enrolment status (532,269 in 2008); and
 - 189,092 people continuing with an online enrolment transaction (48,606 in 2008).
- 4.17 An extensive multi-media/lingual/channel communications and public relations programme that incorporated 'Mainstream', 'Māori', 'Pacific', 'Asian', 'Other Ethnic', 'New Migrant' and 'Youth' strategies was undertaken to promote and encourage enrolment.
- 4.18 Provided an outreach programme where Registrars of Electors, their staff and fieldworkers actively undertook face-to-face enrolment encouragement work in their communities. This work generated 88,381 (65,319 in 2008) valid new or amending enrolments and included providing information on the Referendum and the voting process for the Electoral Commission.
- 4.19 The 'Orange Guy' Facebook presence was a new initiative to help make enrolling and voting relevant by engaging young people to reinforce that they do have a voice and their voice makes a difference. This presence continued until Election Day. It generated 28,371 'click throughs' to the elections website, of which:
- 1,232 people checked and confirmed their enrolment status;
 - 4,940 people undertook an enrolment transaction to either enrol or update their details; and
 - 2,775 people downloaded an enrolment form to complete.
- 4.20 Following the mailing of *EasyVote* packs to electors enrolled as at Writ Day only 19,366 (0.6%) were returned as 'Gone no Address' or similar (18,934k (0.6%) in 2008) reinforcing the high accuracy of the enrolment data.
- 4.21 96,743 (88,017 in 2008) votes were referred from Returning Officers for Special Vote Enrolment Validation.
- 4.22 An independent enrolment accuracy research survey estimated that as at Writ Day 96.4% of electors were correctly enrolled at the address they were living. It was also estimated that the accuracy level for non-Māori might have been higher (at 96.9%) than for Māori (91.3%). The research results are subject to a maximum margin of error of +/- 3.8% for non-Māori and +/- 12.9% for Māori all at the 95% confidence level.

5 OPERATING ENVIRONMENT

- 5.1 The 2011 enrolment programme operated in an environment in which it was difficult to gain public awareness, urgency and momentum about the General Election and the need to enrol. The main contributors were:
- 5.1.2 **Election Date Announcement:** The early announcement of the General Election date by the Prime Minister on 2 February 2011 assisted in the logistic planning around the enrolment campaign and the delivery of enrolment services for the election. The public, however, saw 26 November as a distant date which resulted in deferred enrolment action. In past General Election enrolment campaigns the later announcement of the election date provided media and public anticipation which in turn helped drive enrolments. In addition, the later announcement of the dates has provided enrolment leverage opportunities by sending the day after the announcement enrolment packs to addresses where no one was enrolled and to people who have supplied a new address but failed to return their re-enrolment form.
- 5.1.3 **Media and Public Attention:** It was difficult to attract media and public attention in regard to the enrolment programme and the need for people to enrol. Items, such as, the Christchurch earthquakes recovery, Pike River coal mine disaster inquiry, international financial situations, the Rugby World Cup and the grounding of the container ship Rena dominated the media and people's interest.
- 5.1.4 **Prime Enrolment Sites Unavailable:** The Rugby World Cup event and promotion exclusion zones inhibited fieldworkers being sited at some prime high public enrolment locations where Registrars of Electors have been very successful in the past.
- 5.1.5 **Published Polls:** The size of the gap between the two main political parties in published polls resulted in many people believing their vote would not make a difference with many stating to our field staff that they couldn't be bothered to enrol or vote.
- 5.1.6 **Delayed Electioneering Activity:** The delayed political party electioneering activity did not help raise public awareness about the election.
- 5.1.7 **Timing of Closure of Rolls for Printing:** The closing of the Composite Rolls for printing on Wednesday 26 October (Writ Day) left only two business days after the Rugby World Cup final (Sunday, 23 October) and Labour Day (Monday, 24 October) for people to start focusing on the election and to source, complete and return their enrolment application forms.

6 ENROLMENT

6.1 ENROLMENT INQUIRY (UPDATE)

6.1.1 PREPARATION

6.1.1.1 The enrolment programme prior to a Parliamentary General Election is a significant event and, by necessity, attracts detailed strategic and operational planning, design, testing, documentation and staff training.

6.1.1.2 The mailout of the 2.983 million enrolment update packs involved the design and manufacture of envelopes (outer and return), enrolment update forms and four different types of specifically targeted fliers:

- Overseas - for electors with an overseas mailing address; sought confirmation that they were still residentially qualified to be registered;
- General - sought details of a not enrolled family member or friend for whom an enrolment pack could be sent to;
- Referendum - provided information on the Voting System Referendum; and for
- Canterbury electors - details explaining where people affected by the earthquakes should enrol.

6.1.1.3 Included with the mailout of all forms to electors was a FreePost reply envelope.

6.1.1.4 In addition, support material, such as, key influencer kits, multi-lingual information brochures and fliers, frequently asked question and answers, fact sheets, advertisements and posters were designed and produced. The electoral website home page, elections.org.nz, was revised and material throughout the site updated. It included versions of material produced in hard copy and online enrolment, detail updating and enrolment status query facilities.

6.1.2 DELIVERY OF PACKS

6.1.2.1 Delivery of the 2.983 million personalised enrolment update packs started on 30 May 2011 and was completed by New Zealand Post within the planned time frame of three days.

6.1.2.2 Delivery was supported by media releases that reminded electors of their responsibility to check their details, amend them if necessary, and return their enrolment update form only if any of their details needed changing. A strong emphasis was also placed on the need to send back any packs for people who no longer lived at the address they were sent to so their names could be removed from the roll.

6.1.2.3 Following the delivery of the packs, TV, radio, press and internet advertising as well as media releases informed eligible electors that if they did not receive an enrolment update pack then they would need to enrol.

6.1.3 RESULTS OF ENROLMENT INQUIRY

6.1.3.1 Enrolment Update forms processed during the campaign included:

- 159,272 (5.4%) returned enrolment update forms with changes to electors' details of which 64,962 included a change of residential address; and
- 67,584 (2.3%) returned enrolment update packs marked 'gone no address' or similar resulting in the electors' names being removed from the roll.

6.2 MAIN ROLL CLOSURE

6.2.1 The Main Roll, known in election year for advertising purposes as the 'Preliminary' Roll, closed on 15 July 2011 with a total of 2,950,149 enrolled electors.

6.2.2 Rolls were made available for public inspection from 1 August 2011 at PostShops, Public Libraries, Local Council offices and a number of other locations where the public could have easy access to check whether they were correctly enrolled.

6.2.3 At the Main Roll closure there was a total of:

- 217,685 people on the Dormant Roll as a result of their electoral mail being returned marked 'Gone no Address' or similar, and had not re-enrolled over the preceding three years;
- 395,306 Māori electors on the Māori and General Rolls. The Māori Rolls totalled 219,461 enrolled electors; and
- 15,607 electors on the Unpublished Roll.

6.3 CHECK OF ELECTOR ELIGIBILITY AGAINST DEPARTMENT OF LABOUR RECORDS

6.3.1 Section 263A of the Act provides for the Secretary of Labour, at the request of the Chief Registrar of Electors, to supply to the Chief Registrar specified information held by that department on:

- Any person whom the Secretary of Labour believes is in New Zealand unlawfully; or
- Any person who is in New Zealand lawfully but only by virtue of being the holder of a temporary permit of whatever type.

6.3.2 With the passing in August of the Electoral (Administration) Amendment Act 2011 the procedures around checking for unqualified electors changed so that the person was no longer required to be enrolled before their enrolment eligibility could be questioned. The change in procedure provides for Registrars of Electors to check the eligibility of applicants to enrol against the daily lists supplied by the Secretary of Labour before each elector's enrolment application is accepted and included on the electoral roll. This change has provided far greater assurance that enrolment applications received close to key cut-off times are valid before being processed and that the roll is accurate.

6.3.3 From August, when the Electoral (Administration) Amendment Act 2011 received the Royal assent, until Election Day, 596 enrolment applicants were highlighted on the Secretary of Labour's list as being potentially unqualified for registration as an elector. Following Registrars of Electors inquiries only 19 of the people highlighted were able to provide suitable evidence to confirm they were eligible to be enrolled.

The balance of applicants could not, or did not, provide such evidence and accordingly the Registrar rejected their enrolment applications.

6.3.4 The new arrangements are working well.

6.4 DATAMATCHING AGAINST SPECIFIED GOVERNMENT ORGANISATIONS' RECORDS

6.4.1 Section 263B of the Act provides for the Chief Registrar of Electors to request, from time to time, specified information from the databases of the Ministry of Social Development (students and beneficiaries), Ministry of Transport (motor vehicle registrations), NZ Transport Agency (drivers licences), and the Department of Internal Affairs (new citizens as well as new and renewed Passport³ applicants) for the purposes of identifying people who may be qualified to apply to register as an elector but who have not yet registered or who need to update their enrolment details.

6.4.2 Four datamatches were undertaken in 2011 which resulted in an 18.3% enrolment response rate from the 466,660 enrolment packs delivered.

6.5 MAILOUTS PRIOR TO WRIT DAY

6.5.1 Approximately one month before the election date enrolment encouragement letters and documents were mailed to:

- 111,685 residential addresses on the electoral database which did not have anyone currently enrolled, but people had been enrolled at that address previously. This achieved a 35.5% enrolment response rate;
- 39,633 people on the Dormant Roll who had previously provided a new residential address but had failed to respond to earlier requests to re-enrol. This achieved 15,852 (40.0%) re-enrolments.

³ The provision to allow datamatching with the Passports Office of the Department of Internal Affairs was included in the Electoral (Administration) Amendment Act 2011.

7 GENERAL ELECTION

7.1 COMPOSITE ROLL CLOSURE (WRIT DAY)

7.1.1 The rolls closed for printing on Writ Day, 26 October 2011 with 3,013,651 enrolled electors.

7.1.2 The following table provides a comparison at the Writ Day roll closure stage for recent Parliamentary elections:

Writ Day – Enrolment	2011	2008	2005	2002
Estimated eligible voting population ¹	3,276,000 ³	3,138,000 ³	2,990,300 ²	2,835,240 ²
Enrolled electors	3,013,651	2,935,537	2,812,033	2,611,658
% enrolled	92.0%	93.6%	94.0%	92.1%

¹ Provided by Statistics NZ. Derived from population census and includes normal resident 18+ population adjusted to reflect population movement, deaths and newly eligible electors.

² Estimate for 2002 and 2005 includes a +2.2% adjustment for Census undercount. Statistics New Zealand determined the undercount in their 2001 Post Enumeration Survey.

³ Estimate for 2008 and 2011 includes a +2.0% adjustment for Census undercount. Statistics New Zealand determined the undercount in their 2006 Post Enumeration Survey.

7.1.3 The rolls were printed and available for Returning Officers and public inspection two weeks prior to the election. The seven Māori electorate rolls were produced with a different coloured cover to help Election Day staff quickly identify the different roll types. The roll colours matched the colours of the cards provided to all registered electors as at Writ Day in the *EasyVote* Information Packs.

7.2 ENROLMENT BETWEEN WRIT AND ELECTION DAYS

7.2.1 Advertising, public relations activity and community outreach work to inform eligible electors about the need to be enrolled and to provide assistance in enrolling continued up to the day before Election Day.

7.2.2 As at Election Day, Saturday 26 November 2011, 3,070,847 electors were enrolled. The following table provides a comparison, as at Election Day, for recent General Elections:

Election Day – Enrolment	2011	2008	2005	2002
Estimated eligible voting population ¹	3,276,000 ³	3,138,000 ³	2,990,300 ²	2,835,240 ²
Enrolled electors	3,070,847	2,990,759	2,847,396	2,670,026
% enrolled	93.7%	95.3%	95.2%	94.2%

¹ Provided by Statistics NZ. Derived from population census and includes normal resident 18+ population adjusted to reflect population movement, deaths and newly eligible electors.

² Estimate for 2002 and 2005 includes a +2.2% adjustment for Census undercount. Statistics New Zealand determined the undercount in their 2001 Post Enumeration Survey.

³ Estimate for 2008 and 2011 includes a +2.0% adjustment for Census undercount. Statistics New Zealand determined the undercount in their 2006 Post Enumeration Survey.

7.2.3 The following table provides a comparison of net enrolments gained between Writ Day and the day before Election Day for recent General Elections:

Net Enrolment Increase – Writ Day to Election Day	2011	2008	2005	2002
Enrolled Electors	57,196	55,222	35,363	55,368
% Increase	1.7%	1.8%	1.3%	2.2%

- 7.2.4 At Election Day, the Dormant Roll contained 156,252 previously enrolled electors. This was a net reduction of 61,433 electors since the Main Roll was closed on 15 July 2011. The following table provides a Dormant Roll comparison, as at Election Day, for recent General Elections:

Election Day – Dormant Roll	2011	2008	2005	2002
General Roll – Dormant	134,730	121,224	108,573	61,469
Māori Roll – Dormant	21,522	21,091	18,975	11,078
Total Dormant Roll	156,252	142,315	127,548	72,547

7.3 MĀORI ENROLMENT

- 7.3.1 Significant gains continue to be made in enrolling Māori. The following table shows the total number of identified Māori enrolled (% comparisons against eligible is not available as Māori can, and do, enrol on the General Roll without declaring their ethnicity):

Māori Enrolment – Election Day			
Year	Māori Roll	General Roll	Total
2011	233,100	188,608	421,708
2008	229,666	175,764	405,430
2005	208,003	169,759	377,762
2002	194,114	157,912	352,026
1999	159,233	152,329	311,562
1996	141,929	143,013	284,942

- 7.3.2 The continued refinement of enrolment techniques, in particular the outreach strategies, has been met positively by Māori and continues to form part of EEC's overall enrolment encouragement activity.

7.4 UNPUBLISHED ELECTORAL ROLL

- 7.4.1 Prior to the commencement of the Enrolment Inquiry phase of the campaign all electors on the Unpublished Roll were written to and asked to review their personal circumstances in regard to their need to remain on the Unpublished Roll. No response was required but the exercise resulted in 391 people advising that they should now be on the published roll.
- 7.4.2 Again, prior to the campaign commencing a letter and information brochure was sent to organisations throughout New Zealand that have contact with individuals whose personal safety could be at risk by their details being on the publicly available

electoral roll. The letter requested their help to make the Unpublished Roll facility known and asked that they assist clients complete their application.

- 7.4.3 The Unpublished Roll increased by 13.9% since 2008 and as at Election Day stood at 15,607 electors.

7.5 VALIDATING SPECIAL DECLARATION VOTES

- 7.5.1 Following Election Day, Registrars of Electors provided Returning Officers with a Supplementary Roll of all electors who had enrolled since Writ Day. Returning Officers used the printed Composite and Supplementary Rolls to qualify Special Declaration Votes. Special vote declarations for electors not found on either of these rolls were sent to the Registrar of Electors who attempted to qualify the vote under the provisions of section 60 of the Act and section 36 of the Electoral Regulations 1996.

- 7.5.2 To provide Registrars of Electors with an accurate and timely Special Declaration Vote validation process, a computerised enrolment status and vote qualifying system is used. The system determines whether the elector is enrolled in the electorate they voted for and whether their votes (candidate and/or party) are qualified.

- 7.5.3 96,743 (88,017 in 2008) Special Declaration Votes were received and checked. A number of candidates appointed scrutineers to observe the process and decisions made. The exercise was successfully undertaken within the legal timeframe and in accordance with specifications. Positive feedback was received from many Returning Officers and candidate scrutineers.

7.6 SPECIAL DECLARATION VOTES VALIDATED 'QUALIFIED'

- 7.6.1 If an elector cast a Special Declaration Vote and was enrolled by Election Day in the electorate they voted for, their declaration was marked 'Qualified'. A total of 47,647 (41,285 in 2008) were marked as Qualified and were made up as follows:
- 45,266 (39,081 in 2008) were on the Composite or Supplementary Roll produced or on the Dormant Roll for the electorate they voted; and
 - 2,381 (2,204 in 2008) electors were enrolled on the 2008 Last Master Roll for the electorate they voted.

7.7 SPECIAL DECLARATION VOTES VALIDATED 'PARTY VOTE ONLY'

- 7.7.1 If an elector voted for a different electorate to the one they were enrolled in as at Election Day the elector's Party Vote is qualified. 29,218 (28,864 in 2008) voters were able to have their Party Vote counted as follows:
- 7,515 (7,552 in 2008) electors were enrolled but voted on the wrong roll type, i.e. enrolled General Roll but voted Māori Roll or vice versa; and
 - 21,703 (21,312 in 2008) electors were enrolled on a different electorate roll to the one they voted.

7.8 SPECIAL DECLARATION VOTERS 'NOT ENROLLED'

- 7.8.1 During the Special Vote Declaration Enrolment Validation process Registrars of Electors took note of every 'not qualified' voter's enrolment status on a national basis. 19,878 (17,868 in 2008) voters had their vote declaration marked 'Not Qualified' by the Registrar of Electors.

7.9 ATTEMPT TO ENROL 'NOT ENROLLED' SPECIAL DECLARATION VOTERS

- 7.9.1 Following the election Registrars of Electors contacted electors who were not enrolled or who needed to update their details and requested they complete an enrolment form.
- 7.9.2 67,979 enrolment forms were sent out with an appropriate covering letter. 15,393 people responded positively by returning their completed enrolment form.

7.10 RE-COUNTS

- 7.10.1 Two applications for a re-count were filed in the District Court – Christchurch Central and Waitakere electorates. The appointed Judges were provided with a briefing on the Registrars of Electors responsibilities and processes and following consultation with candidate scrutineers, did not request us to re-check the enrolment status of Special Declaration voters.

8 ADVERTISING AND PUBLICITY

8.1 GENERAL

- 8.1.1 An extensive multi-media/lingual/channel communications and public relations programme that incorporated 'Mainstream', 'Māori', 'Pacific', 'Asian', 'Other Ethnic', 'New Migrant' and 'Youth' strategies was developed to build knowledge, awareness and to encourage enrolment. The same creative device (orange animated character) as used in previous campaigns was used in all visual media communications, although the animated character was given a 'makeover' so the messages he was providing were simpler and easy. A facebook page (www.facebook.com/ivotenz) was commissioned to allow people, particularly the young, to interact with the animated character in a social marketing context.
- 8.1.2 The key objectives were to encourage:
- People needing to update their enrolment details to do so immediately after receiving their personalised enrolment update pack;
 - The return of enrolment update packs for people no longer at a particular address. Returned packs marked 'Gone no Address' or similar resulted in the person being removed from the roll;
 - Enrolment of those who did not receive an update pack, or subsequently, an EasyVote pack;
 - Updating of enrolment details after moving residence;
 - First time enrolees, in particular, before Writ Day; and
 - The enrolment and engagement of young electors in the 18-24 year age group, again, before Writ Day.
- 8.1.3 Communications were developed with two clear strategy requirements. The first was to target the vast majority of electors for which history and research showed would respond to the enrolment update call with prompting, awareness and reinforcement messages. The second strategy was to target the 'hard to engage on electoral matters' groups who required demonstration that their vote had value as well the process to follow to apply for enrolment.
- 8.1.4 Prior to the campaign commencing, an 'Awareness and Knowledge' Benchmark survey was undertaken with the traditional 'hard to engage on electoral matters' groups. The results showed that despite it being three years since the last General Election (November 2008), awareness and knowledge of correct enrolment processes and channels for information and enrolment material was high.
- 8.1.5 Two research monitors were used, one two weeks into the campaign and the other in late August. This research was to gauge whether communications were being received and whether eligible electors, particularly in the 'hard to engage on electoral matters' groups, understood what they needed to do. The results of both surveys confirmed the communications were being positively heard and understood.
- 8.1.6 The enrolment 'behaviour' of other groups was measured in an 'omnibus' survey which was conducted in late June.
- 8.1.7 The mainstream media activity was supplemented with point-of-sale material, posters, bus panels and backs, bus and commuter train interior advertising, internet banners, adshells, unilites, street posters, shopping mall advertising (doors and in-store), media releases, in-store advertising at The Warehouse, Registrar of Electors presentations, face-to-face and door-knocking enrolment activity. Television, radio

and press advertisements were reproduced in various languages to help migrants and people with English as a second language to understand the need to enrol to vote.

8.1.8 An extensive and successful Public Relations campaign was run throughout to raise the awareness of the need for all eligible electors to check their details or to enrol. The campaign targeted media and other key influencers within Government departments, business and community groups and eligible electors. As a result, the campaign and enrolment messages achieved high exposure in the news, articles, bulletins, newsletters, etc.

8.1.9 MPs, candidates and political parties were asked to include enrolment messages in their newsletters to constituents and promote enrolment through media releases.

8.1.10 TV, radio, Internet and press advertising was provided in English, Korean, Mandarin, Cantonese, Māori, Samoan and Tongan languages.

8.2 COMMUNICATIONS CHANNELS

8.2.1 The following is a sample of communications channels used throughout the campaign:

- Key influencer kits (some 4,200 distributed)
- Information brochures on enrolment, MMP and voting processes
- Flyers on enrolling to vote
- Presentations to various groups
- Point-of-sale displays including campaign posters
- Enrolment update pack
- 'Friend-get-friend' enrolment request flyer
- Multi-lingual information brochures
- TV commercials
- Radio commercials (mainstream, youth, student, iwi and ethnic)
- Press advertising (including Sundays, metropolitans, communities, overseas, and ethnic)
- Multi-lingual advertising on television, radio and press
- Internet banners and buttons (New Zealand and overseas specific)
- Magazines
- Bus advertising (backs, interior, whole bus adverts)
- Bus shelter advertising
- Street Posters
- Unilites (on-campus advertising at universities)
- Social network pages (Facebook)
- Media releases
- Face-to-face and door-knocking enrolment encouragement
- Shopping mall advertising (doors and in-store)
- 'In-store' advertising with enrolment packs at The Warehouse, PostShops, workplaces, etc
- Elections website (elections.org.nz)
- Direct mail pieces to households where nobody currently enrolled
- Direct mail pieces as result of datamatching
- Permission e-mails and mobile phone advertising (Smile City and also HooHaa)

9 FACE-TO-FACE/OUTREACH ENROLMENT ENCOURAGEMENT

9.1 GENERAL

- 9.1.1 Traditional enrolment strategies, such as campaign advertising and point-of-sale at PostShops, have guaranteed and continue to provide widespread coverage and accessibility to enrolment. These strategies are supplemented with initiatives to increase enrolment levels and enrolment accuracy. The initiatives vary depending on electorate demographics and enrolment levels, but on a nation-wide basis have included Registrars of Electors delivering a structured outreach programme within their communities, targeted mail drops, face-to-face enrolment encouragement and door-knocking exercises.
- 9.1.2 The execution of the outreach programme was managed locally by Registrars of Electors as part of their core work using fieldworkers who had a specific emphasis on low enrolment groups such as Māori, Pacific people, Asian, new migrants and youth. Face-to-face fieldworkers also door-knocked at addresses identified as having no one enrolled.
- 9.1.3 An important part of the Registrars of Electors outreach programme involved meeting the public at community events, such as festivals, expos, ethnic or cultural events, field and market days.
- 9.1.4 Registrars of Electors made presentations and provided material on enrolment, the referendum and voting to many groups but specifically targeted the groups shown to be less engaged on electoral matters, such as, Māori, Pacific people, Asian, youth and new migrants.
- 9.1.5 Research and experience tells us that many people in the less engaged and slow to enrol target groups are more likely to respond to the personal approach, compared to the traditional methods of advertising, written letter or pamphlet. The face-to-face approach continues to provide a suitable platform to deliver all the key electoral message as well as obtain completed enrolment forms 'on the spot'.
- 9.1.6 In addition, experience from previous campaigns indicates that the people less likely to be engaged on electoral matters will probably not seek information for themselves but are more likely to be receptive to the message and act, if the person speaking to them is of the same ethnic/cultural background or age. They are more likely to identify with the speaker and therefore be more receptive to their message.
- 9.1.7 To obtain increasingly higher numbers of enrolments and maintain enrolment accuracy the face-to-face approach, which includes door-knocking, allows for such elements as cultural sensitivity, and is a worthwhile platform for delivering all the electoral key messages.

9.2 REGISTRARS OF ELECTORS' ACTIVITY

- 9.2.1 Registrars of Electors maintain, on an ongoing basis, liaison with key contacts and networks that assist with the enrolment of electors within their electorate. This liaison provided good results in areas such as tertiary education institutions (polytechnics, ITO's and universities), church groups, work places, teachers' groups, employment services, Periodic Detention Centres, sports groups and cultural organisations.

- 9.2.2 Registrars of Electors targeted all secondary schools and tertiary education institutions prior to the commencement of the enrolment inquiry phase of the campaign on 30 May. Similarly, all rest homes, residential care facilities and prisons⁴ were targeted just prior to the Writ Day roll closure to ensure these electors were correctly enrolled.
- 9.2.3 Registrars worked with unions, employers of large groups of people, Iwi and ethnic groups and a number of retailers to assist with enrolments and provide enrolment event opportunities.
- 9.2.4 Throughout the exercise each electorate's performance was monitored against the Registrar of Electors plan and the estimated eligible voting age population figures supplied by Statistics New Zealand. The statistical data was disseminated to help Registrars of Electors pinpoint areas needing additional coverage.

9.3 FIELDWORKERS' ACTIVITY

- 9.3.1 Face-to-face enrolling took place in the community where people congregated and at high foot traffic locations, such as malls, Warehouse stores and supermarkets. Unfortunately, the Rugby World Cup event and promotion exclusion zones inhibited fieldworkers being sited at some prime high public enrolment locations where good results have been achieved in the past.
- 9.3.2 All fieldworkers signed contracts which included clauses on non-political party affiliation, roll type choice (Māori or General) and process neutrality. EEC's monitoring systems showed no breaches and none were independently reported.
- 9.3.3 Each fieldworker's performance was monitored by the Registrar of Electors and payments were made on a performance basis, i.e., they were paid for each valid enrolment or update gained.
- 9.3.4 Overall the following results, with comparisons from previous campaigns, were attained by fieldworkers:

Enrolments - Fieldworkers	2011	2008	2005	2002
New Enrolments – Valid	60,581	47,685	37,118	28,328
Enrolled – Change Details	27,800	17,634	13,143	11,360
Total	88,381	65,319	50,261	39,688

NB: Figures includes enrolments obtained from door-knocking.

In addition to the above, 10,468 enrolment forms were received for electors who were already enrolled and did not require any details changed.

9.4 DOOR-KNOCKING

- 9.4.1 Door-knocking is another form of face-to-face enrolment activity that targets electors that fieldworkers and other forms of communications would not otherwise have been

⁴ Inmates sentenced to a term of less than three years and sentenced prior to the passing of the Electoral (Disqualification of Sentenced Prisoners) Amendment Act 2010 were still required to enrol.

able to reach. Experience has shown that many electors are generally more comfortable and receptive to enrolling when approached in a familiar setting, such as their home.

- 9.4.2 Door-knocking was undertaken at specifically targeted addresses identified from the electoral computer database where no one was currently enrolled or where electors had shifted to but not responded to earlier requests to enrol. Registrars of Electors supplied fieldworkers with door-knocking lists to carry out this activity.
- 9.4.3 Although affective the door-knocking strategy does have limitations. These include electors not being home during the day, no access to inner city apartment dwellings and limited hours available to door-knock at night, particularly during winter months.
- 9.4.4 Overall the door-knocking exercise is worthwhile and will continue to be an integral part of enrolment strategies.

9.5 OUTREACH TO MĀORI AND PACIFIC PEOPLE

- 9.5.1 Māori and Pacific people of voting age were highlighted as a key audience in the core communications and public relations programme. These communities were targeted through general and specific communications and stakeholder activity. This activity occurred at a national level, and locally through Registrars of Electors. Tactics used to target young Māori and Pacific people are similar to those adopted to target all young New Zealanders – as they are all hard to engage audiences on electoral matters.
- 9.5.2 Meetings were held with Te Puni Kokiri early in the year to discuss opportunities and possible key contacts to approach within the Māori Community. Similarly, plans were developed in conjunction with the Ministry of Pacific Island Affairs. Both involved the development and maintenance of relationships and networks to engage Māori and Pacific people at a local level.
- 9.5.3 Registrars of Electors were responsible for initiating and maintaining local stakeholder engagement and activity with local Māori and Pacific communities. On the ground activity included speaking opportunities, flier and poster distribution, face-to-face enrolment at events, door-knocking at addresses that previously had people enrolled, awareness raising with young people, visits to trusts, community groups, Wananga, Kura Kaupapa, churches, festivals, etc, and promoting provisional enrolments before a young person turns 18.
- 9.5.4 In addition, Registrars of Electors visited organisations employing large numbers of Māori and Pacific people and also visited community organisations to assist with explaining the enrolment processes and to obtain enrolments. In Auckland, Pacific and Māori fieldworkers were employed to undertake face-to-face enrolment encouragement specifically with Pacific people at places, such as, the Otara and Avondale markets.
- 9.5.5 Printed information was provided in English, Te Reo and Pacific languages. Advertising was undertaken on Iwi and Pacific radio stations, during Māori and Pacific television programmes on Television NZ channels and on the Māori Television Service.

9.6 ASIAN AND NEW MIGRANT ENROLMENT

- 9.6.1 Over recent years many new migrants have established residence in New Zealand and having gained permanent residency are qualified to enrol to vote. These people were highlighted as part of EEC's strategy to help people who would be first time voters to understand the electoral process and enrol.
- 9.6.2 In addition to having enrolment facilities and people that could explain the enrolment and voting processes at ethnic events and Residency ceremonies, advertisements were placed in different languages in targeted ethnic newspapers, radio stations, on the internet and on various Asian language television channels.
- 9.6.3 A simple English teaching resource was also created in partnership with English Partners NZ Ltd for their teachers use nationwide.

9.7 YOUTH ENROLMENT

- 9.7.1 Youth, with statistics showing only one in four aged 18-24 being enrolled, were also highlighted as a group requiring specifically targeted programmes to build engagement and a resulting desire to participate by enrolling and voting. Youth were also part of all mainstream advertising and outreach programmes.
- 9.7.2 The specific youth communications engagement and enrolment programme included:
- Seeking assistance from political parties and their youth wings, tertiary student associations and campuses, Industry Training Organisations, Government departments and agencies, the YMCA, Youth MPs, sports organisations, unions, businesses, parents, etc, to spread the message and assist young people to enrol.
 - Registrars of Electors visiting secondary schools where they, subject to school approval, gave presentations and assist eligible pupils complete enrolment form applications;
 - Holding enrolment events at universities, polytechs, etc, during student orientation week;
 - Using the friendly face of 'Orange Guy' to lead a Facebook presence where we knew the vast majority of our younger and more difficult to engage audiences were. The aim was to be informative, useful and helpful to youth. It wasn't another broadcast medium but one where we could engage, discuss and generally entertain in a non-authoritarian way. The social effect of participation (friends seeing what friends were doing) meant awareness beyond the tally of 'likes' on the Facebook profile page. People could also commence the enrolment process from the Facebook website.
 - Using specifically youth targeted street posters and adshell advertising in low youth enrolment areas;
 - Using the media to highlight the youth enrolment rate and assist in delivering the participation and enrolment messages;
 - Having partnerships with youth radio stations where we used the support of presenters and music celebrities young people already follow and listen to. Through a mix of short messages, videos, voxpox vignettes, etc, presenters and personalities supported and encouraged their fans to participate by telling them, in their own style, why they personally think voting is important. The radio stations also promoted and held street enrolment events with enrolment form completion assistance being provided by Registrars of Electors fieldworkers; and

- Providing an online presence on the media partners' websites which included banner advertising and an enrolment application built into their websites so young people could start the enrolment process in a familiar environment.

9.8 POST ELECTION YOUTH PARTICIPATION RESEARCH

- 9.8.1 Following the General Election, qualitative research was undertaken with a cross-section of people aged 18-29 who had enrolled as well as a group who had not enrolled. The objective of the research was to review the communication material used in the lead-up to the election as well as discuss the topic of participation in the election generally.
- 9.8.2 The results of the research on the topic of participation showed that apathy would appear to be the key reason for not enrolling (and voting) in the 2011 General Election (e.g. comfort with the status quo, lack of personal relevance, lack of political manifestos, etc). Other reasons given for not participating included:
- actively choosing not to participate, e.g. because of lack of respect/distrust of politicians;
 - lack of knowledge in terms of enrolling, and in particular, voting, e.g. when, where and how; and
 - lack of knowledge about the political system and party manifestos.
- 9.8.3 As found in research previously commissioned, the strongest motivations to enrol are tied to the motivation to vote. That is, if young people are uninterested in voting, they have little reason to enrol. Those with the strongest motivations to enrol and vote, care about what is going on and believe that their vote can and will make a difference. More tenuous reasons for participating include the 'rite of passage' and feeling pressured by others, e.g. friends/family, Registrars of Electors, their staff and outreach fieldworkers).
- 9.8.4 In summary, the research found that in order to optimise participation in the electoral processes amongst 18-29 year olds, future campaigns (not just enrolment and voting related, but also from political parties) will need to be far more weighted towards providing meaningful reasons about why they should participate. That is, the campaign's effectiveness towards this section of society will be measured by its ability to make participation 'the thing to do'. And to do this by being able to provide simple access to what each party is offering and how it affects young people.

10 ENROLMENT FORM REQUEST SERVICE

10.1 FREEPHONE SERVICE

10.1.1 A Freephone service was provided for electors to request enrolment forms or inquire about other aspects of the electoral system.

10.1.2 Between 30 May and 25 November 2011 the Freephone service handled 82,451 (87,080 in 2008) calls on enrolment matters; 19,653 (26,717 in 2008) were requests for enrolment forms.

10.1.3 The availability of this service helped make enrolment simple for electors. The operator processed directly into the enrolment on-line database the elector's enrolment details. A pre-populated form with the elector's details was then mailed to the elector who simply had to check it, sign it and return it in the FreePost reply envelope provided.

10.2 FREEPOST SERVICE

10.2.1 The FreePost reply envelope enclosed with all enrolment forms included a coupon for requesting additional enrolment forms for other family members or friends.

10.3 FREETEXT MESSAGING SERVICE

10.3.1 A free enrolment form request text messaging service was provided so people with mobile phones could Freetext their name and address details and an enrolment form would be mailed to them to complete and return. 71,718 people requested an enrolment form by text message (116,786 in 2008).

10.4 FAXING OF COMPLETED ENROLMENT FORMS

10.4.1 Where a person filled in and downloaded their enrolment form from the Elections website the associated completion instructions provided the elector with the appropriate Registrar of Elector's facsimile number to send the form to. This provided for a same day end-to-end enrolment service to the elector.

10.5 SCANNING AND EMAILING OF COMPLETED ENROLMENT FORMS

10.5.1 In 2008 the EEC introduced a scanned (pdf) enrolment form receipt by email service. This service provided eligible electors the opportunity to download an enrolment form from the website, complete it, scan it and then email it to the appropriate Registrars of Electors within a matter of minutes from transaction start to completion. In 2011 24,429 people took advantage of the service (11,883 in 2008).

10.6 INTERNET

10.6.1 During the campaign period (30 May – 25 November) the website received 1,378,687 hits. This included the following online transactions:

- 484,149 people checking their enrolment status (532,269 in 2008); and
- 94,020 electors updating their enrolment details (48,606 in 2008).

10.6.2 In conjunction with the Electoral Commission, overseas voters were provided with the ability to download their voting papers once advance voting opened. 21,839 voters used the voting paper download service (31,477 in 2008).

10.6.3 A general e-mail enrolment help service was also provided on the website. 2,450 (3,891 in 2008) e-mails were received and responded to.

11 CANTERBURY EARTHQUAKES - ELECTOR ENROLMENT

- 11.1 The Canterbury earthquakes were clearly devastating for the people of Christchurch and surrounding areas but they also impacted on the Registrars of Electors, their staff and the requirements to provide ongoing enrolment services and information to affected residents about the enrolment process.
- 11.2 Following the February earthquake the Registrars of Electors office in Christchurch was closed as it was within the cordoned off area of the CBD. Enrolment form processing work was redistributed to other sites until mid-March when the cordon around the Registrars' building was lifted and the building and office was cleared for occupation. In June, which was during the enrolment inquiry phase of the enrolment programme, a report commissioned by the owner of the building we lease identified potential issues with the building and a possible risk of failure should there be another large earthquake. The building owner thought, as a further large earthquake had been predicted, it would be prudent to vacate the building which we did. The Registrars of Electors and their teams worked for several months from a staff member's home (lounge) and redistributed some of their processing work to other sites in the South Island. Temporary premises have since been found and we remain there until the building owner decides what is to be done to rectify the issues or demolish the building.
- 11.3 As a result of the earthquakes, and in particular the 22 February 2011 event, it was evident that many Christchurch residents would be displaced either temporarily or permanently from their homes and at some stage would possibly be confused where they should enrol for the General Election that had been scheduled for Saturday, 26 November.
- 11.4 The Act is very clear about where a person resides for electoral purposes. Section 72 of the Act and the associated enrolment application form states that you reside at the place where you choose to make your home because of family or personal relations or for other domestic or personal reasons. The place where a person resides does not change if the person is occasionally or temporarily absent from that place even if such absence involves occasional or regular residence at another place or other places.
- 11.5 An electoral official cannot make the decision of where a person resides for any applicant. The applicant must make that decision themselves using the facts of their personal situation. However, it was deemed appropriate and important that the public were aware of the rules and to that end information for Cantabrians was placed on the elections website and provided as a flyer with enrolment forms shortly after the 22 February earthquake.
- 11.6 A number of meetings were held with Bob Parker, Christchurch's Mayor, members of Christchurch City council's staff, the Christchurch Government Forum and CERA on the enrolment challenges we faced with people who had been displaced as a result of the recent earthquakes. In all cases we received positive responses to our request for co-operation and assistance.
- 11.7 In addition to supplying a flyer with enrolment forms and information on the elections website a number of other initiatives were deployed to assist people to get the correct information and to enrol. They included:

- Providing information packs to key community stakeholders throughout Canterbury which contained information about the overall enrolment campaign and also included flyers about the rules around where you reside for electoral purposes. Stakeholders were encouraged to contact the Registrar of Electors if they wanted more information or wanted someone to meet with their members / communities. A number of stakeholders took up this opportunity.
- Providing flyers and a specifically produced poster to MP's offices throughout Canterbury as well as at places, such as, Community Centres, PostShops, Public Libraries, Council offices, Citizens Advise Bureaux, CERA and other Government agencies where enrolment forms were available.
- A flyer about the rules around where you reside for electoral purposes being included in every personalised enrolment inquiry pack to Cantabrians. The flyer included the local Registrar of Electors phone number for people to contact if they wanted more information or clarification of where they should enrol. During the enrolment inquiry, for any packs returned undeliverable the Registrar of Electors searched the person's enrolment record and where they held a contact mobile telephone number they attempted to contact the person and re-send the form to their new address.
- Daily and community press advertisements in all South Island newspapers as well as nationwide radio advertisements were run that explained the enrolment requirements and advised people to contact the Registrars of Electors direct if they needed further explanations or more information to assist them with ensuring their enrolment details were up to date.
- Regular media releases reminding people to enrol, with explanations on where a person resides for electoral purposes, as well as a number of interviews with the Registrar of Electors on Canterbury Television and local radio stations.
- A community outreach programme that included the Registrars of Electors, their staff and fieldworkers being at places, such as, Malls, shopping centres, Expos, community meetings, etc, with enrolment forms and information.

11.8 Under normal circumstances, the enrolment database recognises addresses where no one currently enrolled and as a result initiates an enrolment encouragement pack to be sent to the household. For addresses classified as 'Red' in the Canterbury region this process has been inactivated.

12 DORMANT ROLL MANAGEMENT

12.1 BACKGROUND

12.1.1 The Minister of Justice has asked the Justice and Electoral Committee to look into an additional issue in its Inquiry into the 2011 General Election, namely the maintenance and updating of the Dormant Roll.

12.1.2 The Dormant Roll is maintained under the provisions of section 109 of the Act. In general terms the Dormant Roll contains the details of electors who have changed address and not updated their details by re-enrolling. People on the Dormant Roll remain on it for the electorate in which they were last enrolled for a period of three years or until they re-enrol, whichever occurs first.

12.2 PLACEMENT OF ELECTORS ON DORMANT ROLL

12.2.1 Electors, names are removed from the roll and placed on the dormant roll for each electorate under the following circumstances:

- Section 83C of the Act;
 - Enrolment Inquiry; During an enrolment inquiry, as required by section 83 of the Act, all enrolled electors are sent an enrolment inquiry form to check and update their personal details, if necessary. The sending of the enrolment inquiry forms also acts as a check that the elector to whom it was addressed is still eligible to be enrolled at that address.

Prior to delivery, NZ Post are provided with detailed instructions regarding the delivery of the forms which include that delivery must be executed as addressed, that any mail redirection requests in place must be observed and that mail returned as the elector no longer resides at the residence is to be 'marked-up' as normal and returned to the Registrar of Electors.

Returned enrolment inquiry forms that cannot be delivered to an elector are supplied by NZ Post or by the residents of the property it was sent to.

On receipt of these forms the Registrar of Electors redirects any that were sent to a mailing address, such as a PO Box, to the address the elector is currently enrolled at. The balance of the forms are checked to ensure that the address was correctly captured and reproduced on the form, that delivery was attempted, that NZ Post or the person returning the form have provided a reason for the non-delivery.

Where delivery cannot be executed because the address no longer exists or the elector no longer resides at the address the elector is removed from the roll and placed on the Dormant Roll. Other instances of non delivery are investigated and depending on the outcome appropriate action taken.

- Any other time; At all other times during the electoral cycle when a Registrar of Electors writes to an elector at their enrolled address and it is returned marked 'Gone no Address' or similar the same processes are undertaken before an elector is placed on a Dormant Roll. In cases where an elector has changed their address to another electorate than which they are

currently enrolled and fail to return the re-enrolment form sent to them, the Registrar of Electors, prior to placing the elector on the Dormant Roll, writes to them at their old address just in case the move did not take place.

- Section 95A(4) and Section 96(5) of the Act;
 - Registrars of Electors or a registered elector may, at any time, object to the registration of a particular elector. As part of the objection process the Registrar of Electors must attempt to serve a notice of objection on that person personally at the address they are enrolled. If the Registrar of Electors, after making 2 attempts to do so, is unable to serve the notice then they remove the elector from the roll and place them on the Dormant Roll.

12.3 MAINTENANCE OF THE DORMANT ROLL

12.3.1 Like the main roll, the Dormant Roll is maintained on a daily basis. People are removed from the Dormant Roll:

- as soon as they re-enrol,
- when a death notification is received;
- when notification of a sentence to imprisonment is received; or
- after three years have elapsed from the date they were placed on it.

12.3.2 Registrars of Electors strive to reduce the number of people on their Dormant Roll through door-knocking activities and sending enrolment packs to them at their new address when highlighted in datamatch exercises, mail re-direction requests, etc.

12.4 VOTING RIGHTS OF PEOPLE ON THE DORMANT ROLL

12.4.1 People on the Dormant Roll wishing to vote cast their vote by completing a Special Vote Declaration because their name will not appear on the printed roll. Part of the Special Vote Declaration requires the voter to record the address they have last resided for a period of at least 1-month. This is the address that is used to determine the electorate the voter resides in and what electorate voting paper they receive.

12.4.2 Following the election, Returning Officers forward to Registrars of Electors Special Voter Declarations for voters who are not on the printed or supplementary roll. The Registrar of Electors checks the enrolment status of each voter in accordance with Section 36 of the Electoral Regulations 1996. Where the voter is on the Dormant Roll for the electorate they voted in, both their electorate and party vote is qualified. Where the voter is on the Dormant Roll and cast their vote in a different electorate, because that is where they are now qualified to vote, only their party vote is qualified.