



Don't miss  
the vote.

# **2017 STATE ELECTION POST CAMPAIGN REPORT.**

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- All Voters
- CaLD
- 18-39
- Regional and remote



# 1. 2017 ELECTORAL COMMISSION BRIEF.

The fundamental purpose of the Commission's external communications in the lead up to and during the March 2017 State general election is to ensure eligible electors have sufficient information to be able to readily access relevant electoral services and to be able to execute their vote effectively in an informed manner.

## **Communication objectives:**

- Inform of mandatory enrolment.
- Inform of voting options and timeframes.
- Educate on how to vote correctly so that each vote will contribute to the end result.

## **Target Audience:**

- All voters
- 18-39
- CaLD
- Regional and remote.

## 2. CAMPAIGN OBJECTIVES

In 2017 we needed to create multiple campaigns which would resonate and reach the 4 identified voting target audiences.

We utilised specific and relevant communication channels and core insights to develop communications that reinvigorated people in the voting process and made everyone see the value and importance in voting on March 11.

### Campaign Objectives:

- Increase voting enrolment.
- Increase voting participation.
- Communicate voting options.
- Reduce informal votes.



# 3. STRATEGIC OVERVIEW – FIRST TIME VOTERS

The mood of politics leading in to 2017 was one of confusion, disenchantment and a loss of faith in the system. Events such as Brexit and Trump caused shock and confusion. And locally, with the trend of changing leaders (Rudd/Gillard and Abbot/Turnbull), the sentiment was similar.

We also knew that a one size fits all campaign across such hugely different target audiences would not work. We needed to find a trigger or insight that would interest, engage and entice each voter group to act. And, utilise specific media channels to reach them. Ensuring we did not waste budget on channels that were not relevant.

## The biggest challenge – First Time Voters.

The biggest barrier to voting is apathy, mostly amongst first time voters. People do not feel part of an active democratic process and feel that their voice/vote has no impact and will never affect change.

Politics and political parties are losing credibility and relevance. We needed to change the conversation from politics to life choices. We needed to make people realise that voting is the only chance we have to create a 'people's revolution' of sorts. A way to actively control their lives and the future of this State. But it only works as a collective – each voice amplifies.

We needed to engage with the youth vote on their terms, in their channels. We needed to ensure they discovered and shared content in unexpected environments. Harnessing their cynicism with a creative hook that makes them feel empowered, engaged and wanting to make their mark.

## **Core message – Vote or don't complain about who gets in.**

- **If you don't like something, you change it. Now is your chance to affect real change.**
- **Voting is your right and responsibility: Just do it!**
- **It's not a lone vote, its part of the greater collective:**
- **The people elected represent you and make decisions that impact on your everyday life. Your vote is a powerful thing, if you give up and don't participate you lose.**



# VOTE1DARKLORD.COM

MURDERMAN KILLFACE THE EVIL



**BRIEF:**  
CONVINCE FIRST TIME VOTERS TO PARTICIPATE IN THE MARCH 2017 STATE ELECTION.

**INSIGHT:**  
SOME YOUNG PEOPLE THINK NOT VOTING'S OKAY.  
"WHO CARES IF I DON'T VOTE? IT'S NOT LIKE WHOEVER GETS IN IS GONNA AFFECT ME?"

**SOLUTION:**  
IF YOU DON'T VOTE, YOU DON'T GET TO COMPLAIN ABOUT WHO GETS IN.  
FURTHERMORE, IF YOU DON'T VOTE, YOU MAKE THE PATH FOR POOR CANDIDATES EASIER. THAT CAN BE A VERY FRIGHTENING THOUGHT. THE DARKLORD. SOON TAKING OFFICE... IF YOU CAN'T BE BOTHERED VOTING.

**OUTCOME:**  
AFTER JUST 4 WEEKS IN MARKET, THE FIRST ONLINE VIDEO HAS AMASSED MORE THAN 90,000 VIEWS.  
POLARISING AUDIENCES IN THE PROCESS. THOUSANDS OF PEOPLE HAVE COMMENTED AND SHARED THE VIDEO.  
LIKED THE DARKLORD'S FACEBOOK PAGE AND MOST IMPORTANTLY, ENROLLED TO VOTE.



OUTDOOR



TVC



DIGITAL



THE DARKLORD LEANS BACK THEN LUNGES FORWARD TO BREATHE WASPS FROM HIS MOUTH. THE WASPS TAKE OVER THE PAGE.

AMBIENT



WE EXTENDED THIS CAMPAIGN TO WALL MURALS AND GAINED MORE FOLLOWERS BY HANDING OUT HATS AT SOUTHBOUND MUSIC FESTIVAL.

# 3. STRATEGIC OVERVIEW – ALL VOTERS

- The role of the other target audiences was one of education, providing details of when and how to vote.
- However there were a number of barriers identified from each audience that showed a similar apathy to voting. Our primary message would be to encourage and remind people that voting was their right and responsibility – whilst educating them on when, where and how.
- A campaign mnemonic was created to persuade and remind people of their responsibilities, the strategy was to have our BOOTH pop up everywhere, ensuring no Western Australian misses the vote.

Target – in order of priority	Issue / barrier	Message Proposition
Culturally and linguistically diverse background.	Language barriers and lack of awareness of our process.	<ul style="list-style-type: none"> <li>• Enrolment and voting is compulsory at State elections.</li> <li>• Voting is easy .... different voting options are available to suit your circumstances.</li> </ul>
Remote and regional districts.	Lack of involvement – do not feel part of the system. Voting is often too hard	<ul style="list-style-type: none"> <li>• Enrolment and voting is compulsory at State elections.</li> <li>• Voting is easy .... different voting options are available to suit your circumstances</li> </ul>
ALL – Announcement media.	General awareness and education.	<p>Election date and details. Mandatory awareness. Week of election / lead up.</p> <ul style="list-style-type: none"> <li>• Check your enrolment is up to date before the rolls close</li> <li>• Early voting now on</li> <li>• You can't vote if you're not on the electoral roll.</li> <li>• Number all boxes on the ballot paper ... don't use ticks or crosses (informality message re Legislative Assembly ballot paper); Use numbers when voting ...not ticks or crosses</li> <li>• Voting is easy .... different voting options are available to suit your circumstances</li> <li>• Deadline messages – rolls will close 6.00pm 9 February 2017; nominations will close ....; in person early voting opens ...; etc.</li> <li>• On election day voting happens between 8.00am and 6.00pm; doors will close at 6.00pm sharp</li> </ul>



Don't miss  
the vote.



## 4. RESULTS – PERFORMANCE AGAINST KPI'S.

Indicator	Measure	Target	Actuals	Notes
Average State-wide elector participation rate – i.e. % of eligible electors on the roll	% of the total eligible	91%	Est. 92.6%	This figure is derived from the AEC's estimate of the number of eligible Western Australians as at the 2017 March quarter. The introduction of direct enrolment has improved the participation rate
Elector participation rate for 18–24 year olds equals or betters the national target of 80%	% of the total eligible	80%	Est. 83.5%	This figure is derived from the AEC's estimate of the number of eligible Western Australians as at the 2017 March quarter. The introduction of direct enrolment has improved the participation rate
Average State-wide voter turn-out – i.e. % of those on the roll who vote	% of the total enrolled	91%	86.9%	A decrease of 2.3% over the 2013 State general election
Informality rate – Legislative Assembly	% of votes cast (2013 – 5.99%)	4%	4.54%	Figures ranged from 2.98% in Bicton to 8.54% in Mirrabooka (down from 9.96 in 2013)
Informality rate – Legislative Council	% of votes cast (2013 – 2.83%)	2%	2.74%	Marginally lower than the 2013 figure

## 4. EXTERNAL FACTORS CONTRIBUTING TO KPI'S.

- The number of total votes cast at this election (formal and informal) was 1,384,500, up from 2013 1,260,089.
- The percentage of total votes however, ie voters on the roll who actually turned out to vote, was down 2.31 per cent from 2013 to 86.9%.
- It could be assumed that this has more to do with the significant increase in the electoral roll since 2013, than it has to do with voter apathy.
- As Antony Green states in his report, a record 1,593,222 electors were enrolled to vote in 2017, an increase of 12.8% since 2013, twice the average growth rate over the six previous terms of parliament. Much of the growth took place after Western Australia adopted the Commonwealth's procedures for direct electoral enrolment, closing an enrolment gap that the Australian Electoral Commission (AEC) estimated at around 140,000 between the State and Commonwealth rolls. (Estimate taken from the AEC's submission to the Commonwealth Parliament's Joint Standing Committee on Electoral Matters.)
- As this is the first election that this has occurred, there may have been some voters who were unaware that they were actually enrolled to vote at the State level.
- The adoption of a new format for the Legislative Council ballot paper, along with more targeted education campaigns, reduced the rate of Legislative Assembly informal voting from 6.0% to 4.5%. The rate of Legislative Council informal voting remained low` at 2.7%.
- [http://parliament.wa.gov.au/intranet/libpages.nsf/WebFiles/Publications+2017+Election+Results+by+Antony+Green/\\$FILE/Publications+Antony+Green+2017+election+analysis.pdf](http://parliament.wa.gov.au/intranet/libpages.nsf/WebFiles/Publications+2017+Election+Results+by+Antony+Green/$FILE/Publications+Antony+Green+2017+election+analysis.pdf)

# **MEDIA VALUE AND ANALYSIS**

# APPENDIX

## 5. MEDIA STRATEGY– TARGET AUDIENCE.

1.5 million eligible voters in WA

### Primary:

- First time voters aged 18-35

### Secondary:

- Those from a culturally or linguistically diverse background
- Those affected by changes to electoral boundaries
- Those in remote and regional districts
- Those added by auto enrolment
- Candidates and prospective candidates
- All voters (Announcement media)

- Potential audience of up to 673,000
- 141,000 of whom will have turned 18 since last state election by 1<sup>st</sup> Jan 17

Potential audience of up to 377,000 18+ who speak language other than English at home

Unsure

Potential audience of up to 453,000, WA ex-city

Unsure

Unsure

AEC suggested audience of 1 594 973



## 5. MEDIA STRATEGY– TARGET AUDIENCE INSIGHTS.

**GIVEN THE DIFFERING NEEDS AND BARRIERS FOR MANY OF THE GROUPS WE SUGGEST CREATING 4 BESPOKE CONNECTIONS STRATEGIES FOR THE CAMPAIGN, GROUPED AS FOLLOWS:**

### 1. First time voters aged 18-35 (PRIMARY)

- Potential audience of up to 673,000
- 141,000 of whom will have turned 18 since last state election by 1<sup>st</sup> Jan 17

### 2. Those in remote and regional districts

Potential audience of up to 453,000, WA ex-city

### 3. Those from a culturally or linguistically diverse background

Potential audience of up to 377,000 18+ who speak language other than English at home

### 4. ALL 1.594m eligible WA voters

This strategy to include communications around:

- Those affected by changes to electoral boundaries
- Those added by auto enrolment
- Candidates and prospective candidates
- Announcement media

*(source: Roy Morgan, please note we are unable to account for any non-citizens ineligible to vote in these figures)*

## 5. MEDIA STRATEGY– FIRST TIME VOTERS.



### 1. First time voters aged 18-35 (PRIMARY)

- Potential audience of up to 673,000
- 141,000 of whom will have turned 18 since last state election by 1<sup>st</sup> Jan 17

## 5. MEDIA STRATEGY– FIRST TIME VOTERS KEY DRIVERS

### Key Drivers:

- Be part of something culturally revolutionary
- Peer pressure

### Key Barriers:

- Apathy
- Disenfranchised, don't believe their vote makes a difference
- Disengaged with/ignoring

We need to harness their cynicism to make them feel empowered and engaged

## 5. MEDIA STRATEGY– FIRST TIME VOTERS

CHANNELS ARE RECOMMENDED BASED ON HOW WELL THEY ALIGN WITH OUR STRATEGIC REQUIREMENTS, CONSUMER CONSUMPTION AND BUDGET LEVEL.

### PAID CHANNELS

Channel	Role	How
Outdoor	Surprise (impact) with ambient. Frequency via multiple formats. Empower youth in their own environments to prompt peer conversation	Multiple formats & messages, updating copy
Digital	Impact via sharing, frequency	Multiple messages, updating copy, interactive & shareable
Cinema	Impact. Reach young people when with peers: prompt conversation	Static interstitials (no audio for increased cut-through) - multiple

### POTENTIAL OWNED CHANNELS

In-person promotions & events	Blogs/Public forums
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## Creative brief for first time voters 18-35.

# Marketforce

### Key barrier:

The biggest barrier to voting is apathy, mostly amongst first time voters. People do not feel part of an active democratic process and feel that their voice/vote has no impact and will never affect change. Politics and political parties are losing credibility and relevance. We need to change the conversation from politics to life choices. Relate to the ME generation.

### Core insight:

We need to make people realise that voting is the only chance we have to create a 'people's revolution' of sorts. A way to actively control their lives and the future of this State. But it only works as a collective – each voice amplifies.

### Our task:

Create a campaign that reinvigorates people in the voting process.  
Utilise social and other engagement channels as the key media platforms. Show the power of many.

### Territories explored:

**Your responsibility** - A healthy vibrant democracy requires the active participation of its citizens:

Your vote is a powerful thing.

When we give up and don't participate we lose.

Voting is both a right and a responsibility. The people elected represent you and make decisions that impact on your everyday life.

What if we no longer called it Politics, we called it your life. Would you be interested then?

**It's not a lone vote, its part of the greater collective:**

One vote makes up the voice of many.

Every election is determined by the people who show up.

Every vote is important ... your vote can make a difference (At the last election the seat of Midland was decided by just 26 votes)

Digital/social

Outdoor

Cinema

WAECE owned  
channels.





Video content – YouTube, Cinema, Digital assets.



<https://www.youtube.com/watch?v=rL2JFws-XHA>

Video content – YouTube, Cinema, Digital assets.



<https://www.youtube.com/watch?v=zm787sVfPPw>

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★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

I'LL QUENCH  
YOUR THIRST  
FOR DARKNESS

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



**VOTE** OR DON'T  
COMPLAIN

ENROL TO VOTE IN THE STATE ELECTION BY THURSDAY, 9 FEBRUARY.  
ELECTIONS.WA.GOV.AU

VOTE1DARKLORD.COM  
MURDERMAN KILLFACE THE EVIL

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

MY PROMISE:  
YOU'LL DO THE  
HEAVY LIFTING  
IN MY ARMY

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

250ml

EST. 1876

ELIXIR OF DARKNESS  
MAINTAINED  
MURDERMAN KILLFACE THE EVIL

USAGE:  
DILUTE TO TASTE. ADMINISTER  
TO PERSON OF EVIL INTENT



LIFT AND  
SQUEEZE,  
SLAVE.

Not all Elixirs meet the standards of Elixir 1.0 Quality. Always use a Proper Elixir. Some Elixirs are made from  
and are subject to the standards of quality. All Elixirs are made from the same ingredients. Some are made from the same ingredients.  
Subject to the standards of quality.

VOTE1DARKLORD.COM  
MURDERMAN KILLFACE THE EVIL

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

I PROMISE  
TO RUN  
SOCIETY INTO THE  
GROUND

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



**VOTE** OR DON'T  
COMPLAIN

ENROL TO VOTE IN THE STATE ELECTION BY THURSDAY, 9 FEBRUARY.  
ELECTIONS.WA.GOV.AU



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**MURDERMAN KILLFACE THE EVIL**



**MURDERMAN KILLFACE THE EVIL**



## 5. MEDIA STRATEGY– ALL VOTERS



### 4. ALL 1.594m eligible WA voters

This strategy to include communications around:

- Those affected by changes to electoral boundaries
- Those added by auto enrolment
- Candidates and prospective candidates
- Announcement media



## 5. MEDIA STRATEGY– KEY DRIVERS ALL VOTERS

### Key Drivers:

- The desire to have their say
- Sense of community obligation

### Key Barriers:

- Lack of awareness of dates and deadlines
- Lack of awareness to changes that may affect them

Our primary challenge is a simple, easily correctible lack of awareness

## 5. MEDIA STRATEGY– KEY DRIVERS ALL VOTERS

CHANNELS ARE RECOMMENDED BASED ON HOW WELL THEY ALIGN WITH OUR STRATEGIC REQUIREMENTS, CONSUMER CONSUMPTION AND BUDGET LEVEL.

### PAID CHANNELS

Channel	Role	How
TV	Deliver fast reach and multiple messages	15"s
Press	Can convey multiple messages, good reach into regional areas	Broadcast & community (for boundary change info).
Dig display	Fast reach, drive people to enrol online	Single message per execution

### POTENTIAL OWNED CHANNELS

In person promotions & events	Call Centre	Mail outs	Publications & Blogs
WAEC website	WAEC Signage	Media releases/PR	WAEC Social Media

## Creative brief for ALL voters:

# Marketforce

### Key task:

Ensure everyone is fully informed of all aspects of the upcoming election and their role.

### Objectives:

Increase the number of people voting. Tap in to the main campaign driving the WHY you should vote.  
Provide information on the process.  
Reduce the number of informal votes.

### Core messages :

You can't vote if you're not on the electoral roll.  
Check your enrolment is up to date before the rolls close at 6pm on Thursday 9<sup>th</sup> Feb.  
*The introduction of direct enrolment may mean you are now on the electoral roll ... you may be fined if you don't vote.*  
Voting is easy .... different voting options are available to suit your circumstances: iVote, early voting , postal voting, mobile voting.

New electoral boundaries have now come into effect ... your district may have changed since the last election.

Election date and details.

Deadline messages –in person early voting opens Feb 20 – 6pm March 10<sup>th</sup>. Postal Votes Feb 20 – 6pm March 8<sup>th</sup>. Mobile polling commences Feb 25<sup>th</sup>.

March 11 is election day voting happens between 8.00am and 6.00pm; doors will close at 6.00pm sharp.

Make your vote count ... follow the voting instructions otherwise your vote might be wasted.  
Number all boxes on the ballot paper ... Use numbers when voting ...not ticks or crosses

Digital/social

TV

Press

WAEC owned  
channels.

PR

MARKETFORCE

## Television commercials



<https://www.youtube.com/watch?v=PGRsevA4ris>

<https://www.youtube.com/watch?v=1I8BiKfnNUs>



If you're  
not on the  
roll, you  
could miss  
the vote.

March 11  
State  
Election

The state election is coming on Saturday, March 11, so now is the time to ensure you get to have a say in Western Australia's future.  
Go to [elections.wa.gov.au](https://elections.wa.gov.au) to enrol to vote.  
It's your future – don't miss the vote.



Check your  
enrolment  
or you  
could miss  
the vote.

March 11  
State  
Election

The state election is coming, so now is the time to ensure you get to have a say in Western Australia's future.  
Go to [elections.wa.gov.au](https://elections.wa.gov.au) to check your enrolment details before February 9 and update them if necessary.  
It's your future – don't miss the vote.



Saturday,  
March 11 is  
election day.  
Don't blow  
your vote.

Make it count, and have your say in Western Australia's future.  
Voting is easy. Make sure you get the right ballot papers, follow the instructions and use numbers not ticks. Don't forget – voting is compulsory.  
Polling places open from 8am to 6pm.  
Go to [elections.wa.gov.au](https://elections.wa.gov.au) to find your local polling place and voting information.  
It's your future – don't miss the vote.



Today is  
election day.  
Don't blow  
your vote.

Make it count, and have your say in Western Australia's future.  
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Polling places open from 8am to 6pm.  
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It's your future – don't miss the vote.





**MREC 300x250 - WAEC000026**  
**1) Check Your Details**

- Pan across to booth with neutral expression. Line fades on.
- Second part of line fades on.
- Slide off booth. Divider line animates on. Logo and CTA fades on.

**MREC 300x250 - WAEC000026**  
**2) Enrol To Vote**

- Pan across to booth with neutral expression. Line fades on.
- Second part of line fades on.
- Slide off booth. Divider line animates on. Logo and CTA fades on.

**MREC 300x250 - WAEC000026**  
**3) Make Your Vote Count**

- Pan across to booth with neutral expression. Line fades on.
- Second part of line fades on.
- Slide off booth. Divider line animates on. Logo and CTA fades on.

**MREC 300x250 - WAEC000026**  
**4) Check Your Details**

- Pan across to booth with neutral expression. Line fades on.
- Second part of line fades on.
- Slide off booth. Divider line animates on. Logo and CTA fades on.

**Widesky 160x600**  
**1) Check Your Details**

- Pan across to booth with neutral expression. Line fades on.
- Second part of line fades on.
- Slide off booth. Divider line animates on. Logo and CTA fades on.

**Widesky 160x600**  
**3) Make Your Vote Count**

- Pan across to booth with neutral expression. Line fades on.
- Second part of line fades on.
- Slide off booth. Divider line animates on. Logo and CTA fades on.

**Widesky 160x600**  
**2) Enrol To Vote**

- Pan across to booth with neutral expression. Line fades on.
- Second part of line fades on.
- Slide off booth. Divider line animates on. Logo and CTA fades on.

**Widesky 160x600**  
**4) Check Your Details**

- Pan across to booth with neutral expression. Line fades on.
- Second part of line fades on.
- Slide off booth. Divider line animates on. Logo and CTA fades on.

## 5. MEDIA STRATEGY– REGIONAL AND REMOTE



### 2. Those in remote and regional districts

Potential audience of up to 453,000, WA ex-city

## 5. Media strategy– Infiltrating the regional districts

THE NEED TO GET THEM TO BETTER APPRECIATE THEIR VOTE PROMPTS A NEED FOR “FEEL IT”

### FEEL IT

A need for emotional engagement with consumers, rather than rational

- Are you unhappy with the way your audience feels about your brand?
- Do you want the audience to feel differently?
- Do you need to evoke an emotional reaction?
- Are you aiming for longer term brand building?



## 5. MEDIA STRATEGY– REGIONAL AND REMOTE

CHANNELS ARE RECOMMENDED BASED ON HOW WELL THEY ALIGN WITH OUR STRATEGIC REQUIREMENTS, CONSUMER CONSUMPTION AND BUDGET LEVEL.

### PAID CHANNELS

Channel	Role	How
TV	Delivers impact to persuade on the importance of voting (content)	15"s (new voting options); content integration via Croc media (persuasion)
Radio	Deliver regionally specific messages, add frequency to drive urgency	15" for frequency, Live Reads for impact, FM/AM/Indigenous stations
Press	Convey regionally specific messages and drive sense of regional empowerment via content. Good frequency opportunity over full campaign period	Broadcast & community (for boundary change info). Editorial & opinion for impact

### POTENTIAL OWNED CHANNELS

WAEC website	WAEC Signage	Media releases/PR	WAEC Social Media
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## Creative brief for regional and remote voters:

# Marketforce

### Key task:

Ensure everyone is fully informed of all aspects of the upcoming election and their role.

### Objectives:

Reverse the trend of these areas having the highest percentage of non-voters & informal voters.  
Empower people to want to make a difference.

### Core messages :

Voting in the State election is compulsory.  
Check your enrolment is up to date before the rolls close at 6pm on Thursday 9<sup>th</sup> Feb.  
*The introduction of direct enrolment may mean you are now on the electoral roll ... you may be fined if you don't vote.*  
Voting is easy .... different voting options are available to suit your circumstances: iVote, early voting , postal voting, mobile voting.

Election date and details.  
Early voting now on.  
Deadline messages –in person early voting opens Feb 20 – 6pm March 10<sup>th</sup>. Postal Votes Feb 20 – 6pm March 8<sup>th</sup>. Mobile polling commences Feb 25<sup>th</sup>.  
March 11 is election day voting happens between 8.00am and 6.00pm; doors will close at 6.00pm sharp

Make your vote count ... follow the voting instructions otherwise your vote might be wasted.  
Number all boxes on the ballot paper ... Use numbers when voting ...not ticks or crosses

Radio

TV

Press

WAEC owned  
channels.

Indigenous  
channels.

MARKETFORCE







Saturday,  
March 11 is  
election day.

Don't blow  
your vote.

Make it count, and have your say in Western Australia's future.  
Voting is easy. Make sure you get the right ballot papers, follow the instructions and use numbers not ticks. Don't forget – voting is compulsory.

**Polling places open from 8am to 6pm.**  
Go to [elections.wa.gov.au](https://elections.wa.gov.au) to find your local polling place and voting information.

**It's your future – don't miss the vote.**

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WESTERN AUSTRALIAN  
Electoral Commission



Can't make it  
on election day?  
You don't have  
to miss the vote.

March 11  
State  
Election

Even if you can't make it to a polling place on election day, you can still have your say in WA's future. Vote early, vote by post or at an early voting centre.

**To see your voting options in detail go to [elections.wa.gov.au](https://elections.wa.gov.au)**  
**It's your future – don't miss the vote.**

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WESTERN AUSTRALIAN  
Electoral Commission



On election day,  
don't blow your  
vote.

March 11  
State  
Election

Make it count, and have your say in Western Australia's future.  
Voting is easy. Follow the ballot paper instructions and use numbers not ticks. Don't forget – voting is compulsory.

**Polling places open from 8am to 6pm on Saturday, 11 March.**  
Go to [elections.wa.gov.au](https://elections.wa.gov.au) to find your local polling places and voting information.

**It's your future – don't miss the vote.**

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WESTERN AUSTRALIAN  
Electoral Commission

## 5. Media strategy– Cultural and Linguistic Diverse



### 3. Those from a culturally or linguistically diverse background

Potential audience of up to 377,000 18+ who speak language other than English at home

*(source: Roy Morgan, please note we are unable to account for any non-citizens ineligible to vote in these figures)*



## 5. Media strategy– Cultural and Linguistic Diverse

### Key Drivers:

- The desire to have their say
- Being active in their new community

### Key Barriers:

- Language barriers
- Lack of awareness of our process (i.e. that voting is compulsory, that you have to enrol etc.)

We need to educate them about what their obligations are, and what steps they need to take.

## 5. Media strategy - A need to educate typically requires a “Get it approach.

### GET IT

Campaigns that engage the rational brain, or educate

- Do you need to explain the product benefit?
- Is there a complex message or sell?
- Do you need to stimulate your audience's intelligence?



## 5. Media strategy– Cultural and Linguistic Diverse

**CHANNELS ARE RECOMMENDED BASED ON HOW WELL THEY ALIGN WITH OUR STRATEGIC REQUIREMENTS, CONSUMER CONSUMPTION AND BUDGET LEVEL.**

### PAID CHANNELS

Channel	Role	How
DM	Deliver detailed messages to specific audiences	High impact execution
Digital	Micro target specific ethnicities and behaviours (i.e. new Aus. citizens)	Rich execution (in multiple languages?) for increased impact
Press	Deliver detailed messages to specific groups	Ethic publications - pages and breakout formats for impact

### POTENTIAL OWNED CHANNELS

WAEC Publications	In person promos & events	Media releases/PR	Direct mail
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## Creative brief for CaLD:

# Marketforce

### Key task:

Educate and inform new Australians of their rights and responsibilities in regards to voting.

### Objectives:

Empower them to have their say in their future in this country.  
Educate them on the process.

### Core messages :

Voting in the State election is compulsory.  
Enrol to vote online at [www.elections.wa.gov.au/enrol](http://www.elections.wa.gov.au/enrol) Rolls close at 6pm on Thursday 9<sup>th</sup> Feb.

Election date and details.  
Deadline messages – rolls will close 6.00pm 9 February 2017  
In person early voting opens  
On election day voting happens between 8.00am and 6.00pm; doors will close at 6.00pm sharp

Voting is easy (new cards to be provided to agency)  
Make your vote count ... follow the voting instructions otherwise your vote might be wasted.  
Number all boxes on the ballot paper ... Use numbers when voting ...not ticks or crosses

How to vote card are available online in 25 languages.  
A range of assistive tools are available at polling places to assist electors with a specific need to cast their vote.  
Where possible the Commission will recruit and utilise local residents as community voting assistants to help facilitate the voting process for electors.

DM

Press

WAEC owned  
channels.

Digital

POS at Booths.

MARKETFORCE





Voting in the  
state election is  
your right and  
responsibility.  
Your vote will help  
build our future.

March 11  
State  
Election

**Step 1 – Enrol to Vote**

If you are aged 18 years or over and an Australian citizen you are required to enrol and vote in the election.

To be eligible to vote, you need to enrol on the electoral roll before 6pm on Thursday, February 9. You can do this online at [elections.wa.gov.au/enrol](https://elections.wa.gov.au/enrol)

**Step 2 – Learn How to Vote**

Voting is easy, as long as you follow the instructions on the ballot paper. You can download a multilingual voting guide in multiple languages at [elections.wa.gov.au](https://elections.wa.gov.au)

**Step 3 – Vote**

There are a variety of voting options. You can either vote early, by post or at an early voting centre from February 20. Or you can vote at a polling place between 8am and 6pm on Saturday, March 11. Polling place locations are listed at [elections.wa.gov.au](https://elections.wa.gov.au)

Visit [elections.wa.gov.au](https://elections.wa.gov.au) or call 13 63 06 for more information.



WESTERN AUSTRALIAN  
Electoral Commission



Check your  
enrolment or  
you could  
miss the vote.

March 11  
State  
Election

It's your future – don't miss the vote.



WESTERN AUSTRALIAN  
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WESTERN AUSTRALIAN  
Electoral Commission



Your vote will  
help to build  
our future.



It's your future – don't miss the vote.



Saturday,  
March 11 is  
election day.  
Don't blow  
your vote.

It's your future – don't miss the vote.



Can't make it  
on election day?  
You don't have  
to miss the vote.



It's your future – don't miss the vote.





Your vote will help to build our future.

March 11 State Election

It's your future – don't miss the vote.

WESTERN AUSTRALIAN Electoral Commission



Voting in the state election is your right and responsibility.

On Saturday, March 11, 2017 a state election will be held in Western Australia and every vote is important. Your vote is your opportunity to contribute to the future of our state and it will be completely anonymous. You are free to make your own voting choices.

**If you are aged 18 years or over, an Australian citizen and have lived in the same district for one month or longer, you are required to enrol and vote in the election.**

**Step 1 – Enrol to Vote**  
To be eligible to vote, you need to enrol on the electoral roll. You can do this online at [elections.wa.gov.au/enrol](http://elections.wa.gov.au/enrol) – but you must complete your enrolment application before 6pm on Thursday, February 9. Any Australian citizen over the age of 18 should enrol and if you are now 17 years of age but will be 18 on March 11, 2017 you should also enrol before February 9.

**Step 2 – Learn How to Vote**  
Voting is easy, as long as you follow the instructions on the ballot paper. Remember, do not use ticks or crosses – use only numbers. You can download a multilingual voting guide in multiple languages, available at [elections.wa.gov.au](http://elections.wa.gov.au). The guide will also be available at your local polling place on election day.

**Step 3 – Vote**  
If you are enrolled, voting is compulsory. You can either vote early, by post or at an early voting centre from February 20. Or you can vote at a polling place between 8am and 6pm on Saturday, March 11. Polling place locations are listed at [elections.wa.gov.au](http://elections.wa.gov.au)




Do you need more information?

If you have questions or problems regarding the election, enrolment or voting, please contact the Western Australian Electoral Commission.

For general enquiries email [waec@waec.wa.gov.au](mailto:waec@waec.wa.gov.au)  
For enrolment enquiries email [enrolinfo@waec.wa.gov.au](mailto:enrolinfo@waec.wa.gov.au)  
For postal voting enquiries email [postalvote@waec.wa.gov.au](mailto:postalvote@waec.wa.gov.au)

You can also phone the Election Line on 13 63 06.

It's your future – don't miss the vote.  
[elections.wa.gov.au](http://elections.wa.gov.au)

WESTERN AUSTRALIAN Electoral Commission



# Media Plan– Budget Splits (\$800k media budget)

Young voters (\$330k)	All/Info (\$270k)	Remote & Reg (\$135k)	CaLD (\$65k)
Outdoor	TV	TV	DM
Digital	Press	Radio	Digital
Cinema	Digital	Press	Ethnic Press