

6 January 2025

WA Electoral Commission launches 2025 State Election advertising campaign

The Western Australian Electoral Commission (WAEC) has launched the statewide 2025 State Election advertising campaign, 'Your vote goes a long way'.

This campaign, which runs across television, radio, social media and outdoor platforms, aims to inspire the more than 1.8 million eligible Western Australian electors to make their voices heard in the upcoming State General Election on 8 March.

The campaign is designed to reach all communities across WA, focusing on the importance of having your say in the democratic process.

Western Australian Electoral Commissioner Robert Kennedy says that while the campaign is to assist and educate all Western Australian voters, special efforts have also been made to engage those groups who have traditionally been under-represented in electoral participation. These groups include culturally and linguistically diverse communities, Aboriginal Western Australians and young people under 30 years of age.

"This advertising campaign reminds all eligible Western Australians of the power they hold to influence the future of our State."

"We are committed to making the election process as straightforward and inclusive as possible no matter where you are located, you will get the opportunity to participate in this election."

As part of the preparations for the upcoming State election, postal vote applications are now open. This method of voting remains a strong choice for Western Australians and recent legislative changes has meant this process is even easier for voters to use.

"Postal voting offers a secure and convenient way for people to cast their vote early and is another way to provide greater accessibility and flexibility for voters."

Your Vote Goes a Long Way campaign

The multi-platform campaign encourages voter participation by highlighting the distances travelled and opportunities given for Western Australians to vote, but also how far your vote will go to send a message about the future we all want for our state.

For more information visit elections.wa.gov.au

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**YOUR VOTE
GOES A >>>
LONG WAY**

Media Release

WA State Election 8 March 2025



WESTERN AUSTRALIAN
Electoral Commission

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