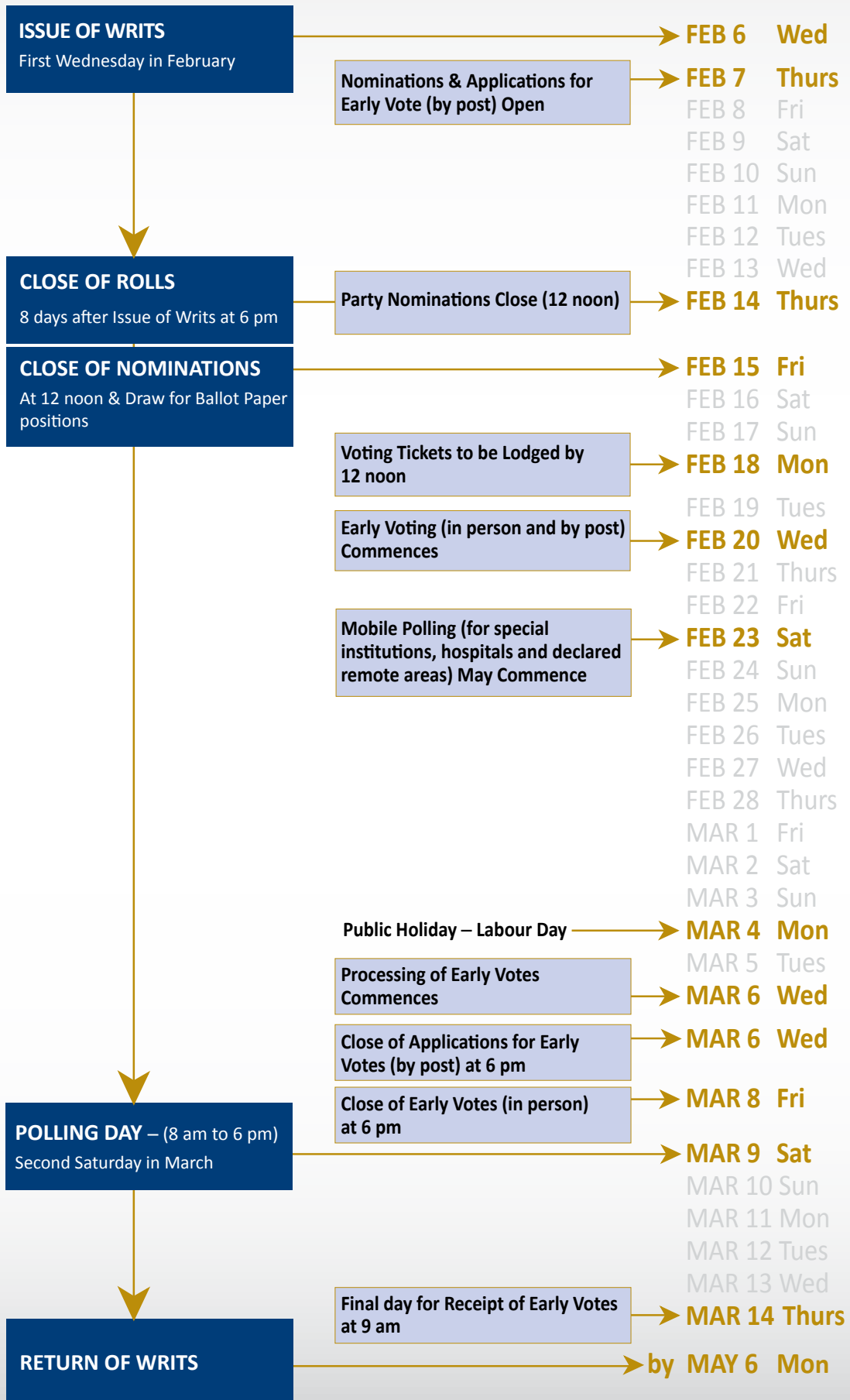




# Election Report



# 2013 State General Election Timetable



# Contents

|  |           |  |           |
|--|-----------|--|-----------|
| <b>Foreword</b>  | <b>1</b>  | Indigenous Electors.....                                       | 21        |
| <b>Introduction</b>                                    | <b>2</b>  | Reconciliation Action Plan.....                                | 21        |
| Electoral Boundaries.....                              | 2         | Remote & Mobile Polling.....                                   | 21        |
| Legislative Changes.....                               | 2         | Local Employment of Polling Officials.....                     | 21        |
| <b>Election Planning</b>                               | <b>4</b>  | <b>Advertising and Public Awareness Campaign</b>               | <b>22</b> |
| Strategic Workshops.....                               | 4         | Young People/First Time Elector.....                           | 22        |
| Election Plan.....                                     | 4         | Advertising and the use of social and other media.....         | 24        |
| Strategy and Service Commitments.....                  | 4         | Media Placement.....   | 24        |
| Election Projects & Management Oversight.....          | 4         | Phase 1 – Enrolment Awareness.....                             | 24        |
| Returning Officer Appointments, Duties & Training..... | 5         | Phase 2 – Election Awareness.....                              | 26        |
| Issue of Writs.....                                    | 6         | Public Relations.....  | 29        |
| Roll Close.....  | 6         | Election Website.....  | 29        |
| Enrolment.....   | 7         | Media Centre.....  | 29        |
| Roll Maintenance.....                                  | 8         | Call Centre and Public Enquiry Line.....                       | 30        |
| Enrolment Statistics.....                              | 8         | <b>Polling Arrangements</b>                                    | <b>32</b> |
| Enrolment Campaign.....                                | 8         | Polling Locations.....   | 32        |
| <b>Party Registration</b>                              | <b>10</b> | Staffing.....  | 33        |
| Registered Political Parties.....                      | 10        | Polling Place Staff Training.....                              | 34        |
| <b>Nominations</b>                                     | <b>12</b> | Polling Place Manager & DIO Training.....                      | 35        |
| Legislative Assembly Districts.....                    | 12        | Polling Place Managers' Post Election Feedback.....            | 36        |
| Legislative Council Regions.....                       | 14        | Early Voting.....  | 37        |
| Political Party Representation.....                    | 15        | Early Voting (In Person).....                                  | 38        |
| Legislative Council Voting Tickets.....                | 17        | Early Voting (By Post).....                                    | 38        |
| <b>Voting Services</b>                                 | <b>18</b> | Drive-In Polling Places.....                                   | 39        |
| Customer Focus.....                                    | 18        | Mobile Polling.....  | 40        |
| Electors with Disabilities.....                        | 18        | Remote Area Polling.....                                       | 40        |
| Accessible Polling Places.....                         | 18        | Ordinary Polling.....  | 41        |
| Drive-in Polling Places.....                           | 19        | <b>Election Night</b>  | <b>44</b> |
| Vote Assist.....                                       | 19        | Centralised Results Reporting.....                             | 44        |
| Audio Loops.....                                       | 19        | Election Night Results Transmission.....                       | 44        |
| Assistive Devices at Polling Places.....               | 20        | Results Website.....   | 45        |
| Video Magnifiers.....                                  | 20        | <b>Results</b>   | <b>46</b> |
| Better Hearing Cards.....                              | 20        | Legislative Assembly.....                                      | 46        |
| Magnifying Sheets.....                                 | 20        | Re-counts of Close Districts.....                              | 47        |
| Desktop Voting Screens.....                            | 20        | Total Votes Counted.....                                       | 47        |
| Triangular Pencils.....                                | 20        | Party Representation in 39 <sup>th</sup> State Parliament..... | 48        |
| Information Person.....                                | 20        | First Preference Votes.....                                    | 49        |
| Mobile Polling.....                                    | 20        | Legislative Council.....                                       | 49        |
| Registration as a General Early Voter.....             | 20        | Total Votes Counted.....                                       | 49        |
| Information for Carers.....                            | 20        | Party Representation in 39 <sup>th</sup> State Parliament..... | 50        |
| Australians from Culturally and Linguistically.....    | 20        | First Preference Votes.....                                    | 51        |
| Diverse Backgrounds.....                               | 21        | Ballot Paper Formality.....                                    | 51        |
| Interpreter Service.....                               | 21        | Legislative Assembly.....                                      | 51        |
| Multilingual Guide.....                                | 21        | Legislative Council.....                                       | 52        |
| Polling Place Language Assistance.....                 | 21        | Declaration of the Polls.....                                  | 53        |
|  |           | Return of the Writs.....                                       | 53        |

# CONTENTS

## **Post Election Procedures 54**

|  |    |
|--|----|
| Compulsory Voting and Non-Voter Scrutiny ..... | 54 |
| Multiple Voters .....                          | 54 |
| Political Finance .....                        | 55 |
| Agents .....                                   | 55 |
| Party and Candidate Liaison .....              | 55 |
| Election-Related Disclosure Returns .....      | 55 |
| Annual Disclosure Returns .....                | 56 |
| Electoral Funding .....                        | 56 |

## **Performance Review 57**

|  |    |
|--|----|
| Strategy and Service Commitments ..... | 57 |
| Key Performance Indicators .....       | 57 |

## **Resource Allocation 59**

|                                 |    |
|---------------------------------|----|
| Cost of Election .....          | 59 |
| Staffing .....                  | 59 |
| Contracts and Expenses .....    | 59 |
| Advertising and Website .....   | 59 |
| Printing and Stationery .....   | 59 |
| Communication and Freight ..... | 59 |
| Equipment .....                 | 59 |
| Travel .....                    | 59 |
| Other .....                     | 59 |

## **Election Review and Future Issues 60**

|                              |    |
|------------------------------|----|
| Review Activity .....        | 60 |
| Issues to be Addressed ..... | 60 |

## **Appendix 1 – Election Projects 61**

|   |    |
|---|----|
| Stakeholder Communications .....              | 61 |
| Vote Checking, Counting and Reporting .....   | 61 |
| Voting Services .....                         | 61 |
| Accommodation, Materials and Equipment .....  | 61 |
| Nominations .....                             | 62 |
| Non-Voting and Multiple Voting .....          | 62 |
| Operations and Support Systems .....          | 62 |
| Performance Review .....                      | 62 |
| Rolls and Roll Products .....                 | 62 |
| Staffing – Hire and Remuneration .....        | 62 |
| Staffing – Election Services Operations ..... | 62 |
| Training .....                                | 62 |

# Foreword

Western Australian electors went to the polls on 9 March 2013 to elect the 39<sup>th</sup> State Parliament. The distribution of State electoral boundaries determined on 10 October 2011 came into effect for this State General Election.

This report provides details about the conduct of the 2013 State General Election by the Western Australian Electoral Commission (the Commission). This report is a companion volume to the *2013 Western Australian State General Election: Results and Statistics*, which provides details about the outcome of voting in the Legislative Assembly and Legislative Council.

The 2013 election was the first to be held under fixed date legislative arrangements proclaimed in 2011 as a result of the *Electoral Amendment and Constitution Act 2011*. This legislation fixed the date for Legislative Council elections for the second Saturday in March every four years, beginning 9 March 2013, and provides for a conjoint general election to occur when the Legislative Assembly is dissolved or expires after 1 November in the year prior to a Legislative Council election.

At the 2013 election there were 1,412,533 registered electors and seven registered political parties. There were 456 candidates: 291 for the Legislative Assembly and 165 for the Legislative Council. There were 794 ordinary polling places across the State, 79 early voting centres both within Australia and overseas, and a further 87 remote polling locations in regional Western Australia.

As with every State General Election there are operational challenges not the least of which is encouraging all eligible Western Australians to ensure they are on the electoral roll before it closes. This issue is not unique to Western Australia and is a challenge confronting all electoral authorities within Australia. The high rate of informal ballots, in particular for Legislative Assembly district elections, is another area of concern. Again this issue is not unique to Western Australia with some other jurisdictions recording similar levels of informality.

Staff employed by the Commission increased from approximately 50 permanent staff to over 8,000 over the course of the election. These individuals played a significant role in making the 2013 State General Election a successful event, and I express my sincere gratitude to all involved for their efforts and professional conduct.



Chris Avent  
ACTING ELECTORAL COMMISSIONER  
October 2013

# Introduction

The Western Australian Electoral Commission (the Commission) was established as a department of the State Public Service by the *Acts Amendment (Electoral Reform) Act 1987*. These amendments now form part of the *Electoral Act 1907*.

The Electoral Commissioner and Deputy Electoral Commissioner both hold independent statutory appointments under the *Electoral Act 1907* and are responsible for the impartial administration of electoral law. The Electoral Commissioner is deemed to be the Chief Executive Officer of the Commission. The permanent staff members of the Commission are employed in accordance with the *Public Sector Management Act 1994*.

The Commission has a permanent staff of 50 officers structured into four divisions:

- ✓ election management
- ✓ information technology
- ✓ policy, compliance and community information
- ✓ business services.

These divisions contribute to the three areas of operations that collectively comprise the Commission's core business:

- ✓ planning and conduct of elections
- ✓ maintaining the electoral roll
- ✓ electoral education and community information.

District and Regional Returning Officers are appointed by the Electoral Commissioner under the provisions of the *Electoral Act 1907* to assist in conducting elections. They are responsible for ensuring the effective administration of the election in each of the State's 59 Legislative Assembly electoral districts and six Legislative Council regions at a State General Election.

## Electoral Boundaries

The Electoral Commissioner is one of three Electoral Distribution Commissioners responsible for establishing the boundaries that divide the State into electoral regions and districts, as required under the *Electoral Act 1907*. The other two Commissioners are the Chairman, who is a judge (or retired judge) of the Supreme Court, and the Government Statistician.

The electoral boundaries and districts for the 2013 State General Election were determined on 10 October 2011 and published on the WA boundaries website ([www.boundaries.wa.gov.au](http://www.boundaries.wa.gov.au)) and in the *Government Gazette*. Illustrations of district and region outline maps may be found in the companion publication to this report: *2013 Western Australian State General Election: Results and Statistics*.

## Legislative Changes

A number of electoral reform measures were introduced to Parliament between the 2008 and 2013 State General Elections. In 2008 the *Electoral Amendment (Miscellaneous) Act 2008* became law. The major features of the legislation included provisions to allow:

- ✓ prisoners serving a sentence of less than one year in duration to vote (previously no prisoners were entitled to vote)
- ✓ electors with no fixed address to vote
- ✓ overseas electors to be registered as general early voters<sup>1</sup>

<sup>1</sup> A registered general early voter automatically receives a postal ballot once an election is called.

## INTRODUCTION

- ✓ candidates to distribute 'how-to-vote cards' on polling day
- ✓ parliamentary political parties to have date of birth information of electors when they receive the electoral roll.

In 2011 the *Electoral Amendment and Constitution Act 2011* became law. The legislation amended the *Electoral Act 1907* and the *Constitution Acts Amendment Act 1899* to enable fixed date State General Elections in Western Australia.

In 2012 the *Electoral Amendment Act 2012* became law. The major features of the legislation were to:

- ✓ ensure better compliance with the *Fines, Penalties and Infringement Notices Enforcement Act 1994*

- ✓ improve proof of identity provisions for electoral enrolment purposes
- ✓ repeal defamation provisions
- ✓ provide for the better use of technology in electoral services
- ✓ allow for postal votes to be included in the election count in circumstances where the postmark indicates a time after the close of the poll
- ✓ allow the Electoral Commissioner to be responsible for the safe custody of ballot papers and electoral material for the statutory period post election
- ✓ repeal the *Franchise Act 1916* and incorporate the voting entitlements of service men and women into the *Electoral Act 1907*.



Sorting ballot papers at the count centre.

# Election Planning

## Strategic Workshops

The advent of 'fixed date elections' provides certainty for electors and candidates as to when an election is to be held and provides definitive dates for the purpose of planning. A number of strategic planning workshops were held to confirm key resource requirements and to identify potential changes to processes and procedures that would enhance service delivery.

The first was held December 2011 with the remaining two held January and February 2012. Two major outcomes stemming from these workshops were the Commission's 'Election Plan' and its '*Strategy and Service Commitments*' publication for the 2013 election.

## Election Plan

The election plan outlines discrete projects, illustrates interdependencies and informs all staff of their roles and responsibilities. Senior management used the election plan to evaluate and monitor progress of all the election projects, with a particular focus placed on ensuring clear objectives, resource requirements and delivery timeframes as well as project specific risk assessments.

## Strategy and Service Commitments

The *Strategy and Service Commitments* publication outlined the Commission's broad goals and intentions in conducting the 2013 election. It clearly articulated the Commission's service level commitments to particular stakeholders and clarified key performance indicators to assess election outcomes and performance.<sup>2</sup>

<sup>2</sup>The 2013 State General Election Strategy and Service Commitments publication can be viewed on the Commission's website [2013 SGE Strategies and Service Commitment.pdf](#)

The *Strategy and Service Commitments* publication had two clear purposes:

- ✓ enhance electoral transparency and demonstrate the Commission's commitment to accountability
- ✓ assist stakeholders (electors, candidates, registered political parties and the media) to prepare for the election and better understand their interactions with the Commission.

The publication also included specific details as to the arrangements that would apply to the counting of ballot papers and post election processing requirements, and clearly conveyed the Commission's policy on any necessary re-counts and close seats.

## Election Projects & Management Oversight

Key projects were allocated to Commission personnel, with each project managed by a project leader and supervised by a project manager, the latter being a senior Commission manager. In some instances a project assistant, and/or a project mentor, was also allocated. The allocation of a project assistant was dependent upon the size and complexity of the project. Project mentors were typically experienced Commission officers, allocated as a means to enhance knowledge transfer as part of the Commission's succession planning framework. (See Appendix 1 for details of all 65 election projects).

As a means to track the projects and to record data to inform future events, all project leaders were to complete a Project Planning Document (PPD). The PPD records all the steps undertaken, including but not limited to: resource requirements (capital & physical), project risk and mitigation strategies, lessons learnt, and recommendations for future improvements. The nominated project manager closely monitored the progress of each project.



## ELECTION PLANNING

### Returning Officer Appointments, Duties & Training

Returning Officers were appointed for each of the State's 59 Legislative Assembly districts and six Legislative Council regions. District Returning Officers are responsible for:

- ✓ inspecting polling places
- ✓ appointing polling place staff
- ✓ receiving nominations for candidates and conducting the draw for ballot paper position
- ✓ liaising with candidates
- ✓ arranging mobile polling for declared special institutions and remote areas (if applicable for their district)
- ✓ training polling place managers and declaration issuing officers
- ✓ supervising voting and the counting of votes for the Legislative Assembly
- ✓ declaring the successful candidate in the poll.

Regional Returning Officers are responsible for:

- ✓ receiving nominations for candidates and conducting the draw for ballot paper position
- ✓ liaising with candidates
- ✓ supervising voting and the counting of votes
- ✓ declaring the successful candidates in the poll.

All Returning Officers (ROs) participated in an online training program developed by the Commission. The online training provided refresher background information about roles and responsibilities and highlighted procedural and legislative changes that have occurred since the 2008 State General Election.



*Returning Officer conference.*

All ROs attended a one-day Conference prior to their attendance at a mandatory two day intensive training session at the Commission's offices in central Perth. The training sessions, provided to groups of approximately 12 ROs, were developed and delivered by experienced Commission personnel and covered all aspects of the election.

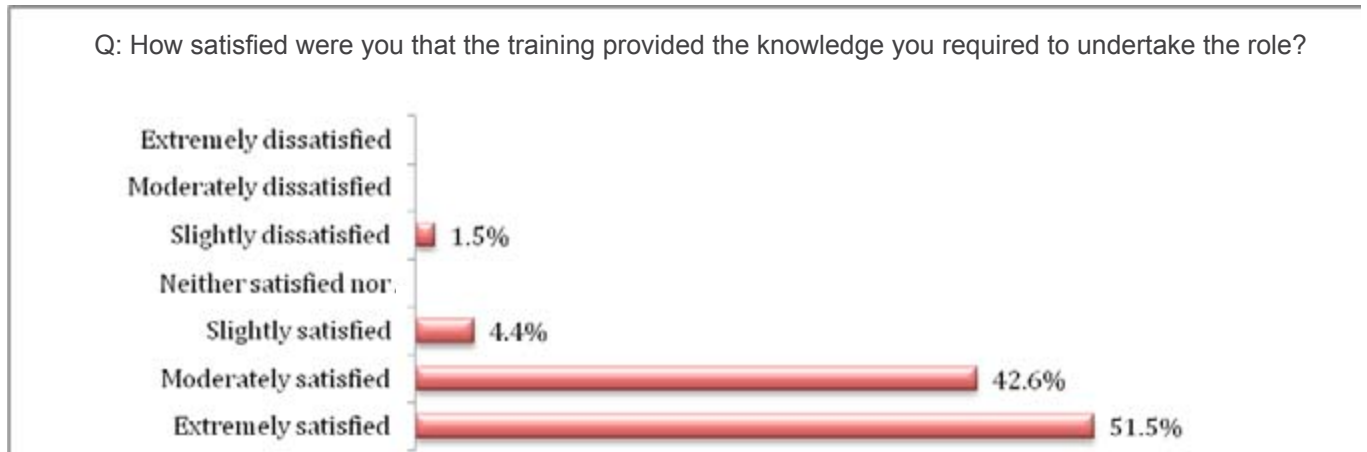
Following feedback received after the 2008 election, first time ROs were where practical, grouped together for their session to reduce what had been previously described as 'experienced opinions' dominating group discussions and practical exercises.

Returning Officers were again asked for feedback immediately following these training sessions. A number of questions were put to Returning Officers canvassing feedback on the training topics, resources and knowledge of the presenters facilitating the various sessions. The following charts outline the results of that feedback.

The Commission scored reasonably well with respect to ROs' satisfaction with the training, particularly with respect to providing the necessary knowledge to undertake their role (Chart 1).

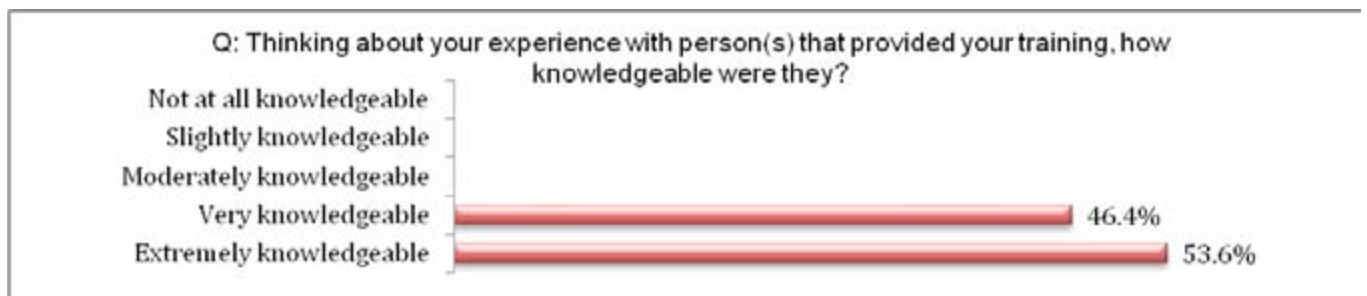
## ELECTION PLANNING

**Chart 1:**  
*Returning Officers' Satisfaction with Commission Training*



Participants were also satisfied with the various facilitators' knowledge at the training sessions (Chart 2).

**Chart 2:**  
*Returning Officers' Satisfaction with Facilitators' Knowledge*



### Issue of Writs

On 6 February 2013, the Governor of Western Australia issued the two writs to the Electoral Commissioner to proceed with elections in the 59 Legislative Assembly districts and six Legislative Council regions. Polling day was designated as Saturday 9 March 2013.

### Roll Close

Section 69A of the *Electoral Act 1907* states the electoral rolls must close at 6 pm on the eighth day after the issue of the writ. During this period electors are able to update their enrolment details or enrol for the first time.

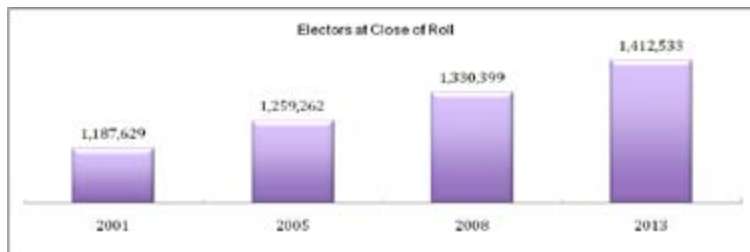
# ELECTION PLANNING

The following enrolment methods are currently available:

- ✓ online via the Western Australian Electoral Commission’s website
- ✓ downloading an enrolment application from the Commission’s website and returning it by fax or post
- ✓ enrolling through an AEC Divisional office and being added to the State’s electoral roll under the ‘joint roll arrangement’
- ✓ obtaining an enrolment application from an Australian Post outlet and returning a completed application in the prepaid envelope.

The roll closed at 6 pm Thursday 14 February 2013, with a total of 30,418 accepted enrolment transactions occurring between the issue of the writs and roll closure. Of these transactions 7,736 were new enrolments and 22,682 were related to change of enrolment details. The enrolment total for the 2013 State General Election was 1,412,533 (Chart 3).

**Chart 3:**  
Final Enrolment Figures – Excluding Provisional Voters – at Roll Close 14 February 2013



## Enrolment

Enrolment on the State electoral roll is compulsory for all eligible Western Australians. The *Electoral Act 1907* requires that electoral rolls be maintained for each Legislative Council region and Legislative Assembly district and a key function of the Commission is to ensure the integrity and accuracy of the rolls.

While a separate State roll is maintained, a joint enrolment arrangement exists between the Western Australian and Commonwealth governments. As a consequence, electors need only complete one enrolment form to be included on the Commonwealth, State and local government electoral rolls. Enrolment eligibility requirements between the three levels of government do vary, however, and the respective electoral boundaries do not necessarily correspond.



A stand set-up in the Murray Street Mall, to promote new enrolments and update enrolment details.

## ELECTION PLANNING

### Roll Maintenance

The State roll is maintained electronically. Several aspects of the electronic roll need to be maintained, including:

- ✓ personal records of individual electors
- ✓ residential addresses and matching addresses to State electoral regions and districts, local government districts and wards, and jury districts
- ✓ matching electors to addresses and the detection and removal of duplicate or deceased electors.

### Enrolment Statistics

Sections 17(4a) and 17(4b) of the *Electoral Act 1907* allow persons aged 17 to provisionally enrol, but they cannot vote unless they have attained the age of 18 by polling day. The total number of electors on the State roll as at 14 February 2013 (roll close) was 1,419,475. Of these 6,081 were classified as provisional electors that would not have attained the age of 18 on polling day.

Provisional electors were excluded from the final list and a further 861 electors, classified as 'prisoner and/or impaired defendants' were also excluded, resulting in a total of 1,412,533 electors being eligible to vote. Between the 2008 and 2013 State General Elections the net increase in enrolment was 82,134 or 6.17 per cent.

### Enrolment Campaign

Based on Australian Bureau of Statistics (ABS) and AEC extrapolations prior to the election, there was an estimated 1.6 million Western Australians eligible to vote at the 9 March 2013 election, but of this figure some 225,000 were not on the electoral roll. A significant number of these individuals were in the 18–25 year old demographic and an effort

was made to engage with these individuals to assist them to enrol and vote. The use of social media and the internet in targeting this demographic was considered to be the most useful approach, and the Commission created a Twitter, Facebook and YouTube presence to assist it to get the message out.

The use of social media, a first for the Commission at a general election, complemented the use of more traditional print, visual and audio media to drive an awareness of the importance of enrolling and voting.

A number of initiatives were deployed to increase enrolment and general awareness of the 2013 State General Election. From early 2012 the Commission commenced its 'Birthday Card' campaign and posted enrolment forms to 2,812 young Western Australians encouraging them to enrol. In addition, a further 45,776 enrolment forms were posted to 19 to 23 year olds. This campaign succeeded in enrolling 9,101 electors in the youth demographic (see Table 1).

**Table 1:**  
*Youth Demographic Enrolment Campaign*

| Target Demographic | Enrolment Forms Sent | Enrolment Forms Returned | % of Forms Returned |
|--------------------|----------------------|--------------------------|---------------------|
| 17 – 18 year old   | 2,812                | 405                      | 14%                 |
| 19 year old        | 11,258               | 2,768                    | 25%                 |
| 20 – 23 year old   | 34,518               | 5,928                    | 17%                 |
| <b>TOTALS</b>      | <b>48,588</b>        | <b>9,101</b>             | <b>19%</b>          |

In addition, the Commission was keen to increase enrolment across all age categories. A review of habitation listings and enrolment data enabled the Commission to identify pockets of low enrolment, which were subject to extensive fieldwork. Staff door knocked properties to stimulate enrolment, a labour intensive exercise, and of the 11,032 properties visited only 1,636 enrolment forms were returned.

## ELECTION PLANNING

Other activities were undertaken to stimulate enrolment and to provide general electoral information to the public, such as advice on early voting options and how to vote if overseas.

During the Perth Royal Show (September–October) the Commission had a presence within the Show Grounds to assist electors check the accuracy of their enrolment details. The stand proved popular, with thousands of individuals taking advantage of the enrolment checking service. In addition to this service 610 enrolment forms were completed and verified by Commission staff.

The success of the enrolment checking service was replicated on a number of other occasions between November 2012 and January 2013. The Murray St Mall in Perth’s Central Business District was chosen as one location due to the number of pedestrians that use the area on a daily basis. Similarly Perth’s Chinese New Year festival was selected due to its popularity and also as a means to engage with a large number of electors. Again the enrolment verification service was popular, with some 1,907 enrolment forms completed and verified by Commission staff (Table 2).

**Table 2:**  
*General Enrolment Campaign*

| Target Area                     | Enrolment Forms Provided | Enrolment Forms Returned |
|---------------------------------|--------------------------|--------------------------|
| Fieldwork (Door Knock)          | 11,032                   | 1,636                    |
| Perth Royal Show (Marquee)      | 610                      | 610                      |
| Murray St. Mall (Marquee)       | 1,801                    | 1,801                    |
| Chinese New Year Fair (Marquee) | 106                      | 106                      |
| <b>TOTALS</b>                   | <b>13,549</b>            | <b>4,153</b>             |

The biggest driver for enrolment is always the lead up to the election itself. This is perhaps due to the general increase in media exposure surrounding the event and also the statutory State-wide notification placed in The West Australian newspaper informing electors of the closing date for the rolls.

There was a significant spike in enrolments, about a 70 per cent increase, in the March and June 2012 quarters compared to the two preceding quarters. This increase correlates with the enrolment campaigns instigated by the Commission. Similarly, the increases observed in the December quarter and the January/February period leading up to the close of the roll correlates with Commission’s enrolment campaigns, increased media activity and the official notification of the imminent roll close (Chart 4).

*Quarterly Enrolment Data September 2011 – Roll Close 14 February 2013.*



# Party Registration

Part IIIA of the *Electoral Act 1907* requires the Electoral Commissioner to keep a register containing the names of, and other information related to, the political parties registered under the Act. The register contains only those parties registered prior to the issue of the writs for the election.

The following information must be included in a registration application:

- ✓ the name of the party
- ✓ an abbreviation of the party name for use on ballot papers
- ✓ the name and address of the secretary
- ✓ the names and addresses of at least 500 members who are electors
- ✓ a copy of the party's constitution.

When the Electoral Commissioner is satisfied that an application complies with the requirements of the Act, public notice of the application is given. The party is then registered on the official register of political parties, which contains all of the above information.

**Table 3:**  
*Registered Political Parties at 2008 State General Election*

| Name  | Ballot Paper Abbreviation     |
|---|-------------------------------|
| Australian Democrats*   | DEMOCRATS                     |
| Australian Labor Party (Western Australian Branch)                        | Australian Labor Party        |
| Christian Democratic Party WA   | Christian Democratic Party WA |
| Citizens Electoral Council of Australia                                   | CITIZENS ELECTORAL COUNCIL    |
| Daylight Saving Party   | Daylight Saving Party         |
| Family First Party WA Inc   | FAMILY FIRST                  |
| liberals for forests*   | FOREST LIBERAL                |
| National Party of Australia (WA) Incorporated                             | THE NATIONALS                 |
| New Country Party   | New Country Party             |
| Nurses for Health*  | Nurses for Health             |
| One Nation Western Australia  | ONE NATION                    |
| The Greens (WA) Inc   | Greens (WA)                   |
| The Liberal Party of Australia (Western Australian Division) Incorporated | Liberal                       |

\* Did not contest the election.

## Registered Political Parties

There were 13 registered political parties for the 2008 State General Election (Table 3). Since 2008, and prior to the 2013 State General Election, seven political parties had their registration cancelled by the Electoral Commissioner (Table 4). In addition, one new political party was registered and one successfully applied to have its name changed (Tables 5 and 6).

Prior to the issue of the writs in 2013 there were seven registered political parties in Western Australia. All parties, with the exception of the Shooters and Fishers Party (SFP), contested both Legislative Assembly and Legislative Council elections. The SFP only stood for the Legislative Council (Table 7).

## PARTY REGISTRATION

**Table 4:**  
*Cancellation of Political Party's Registration Since 2008 State General Election*

| Name                                    | Date of Cancellation |
|---|----------------------|
| Daylight Saving Party                   | 14 November 2008     |
| Australian Democrats                    | 28 December 2008     |
| Nurses for Health                       | 25 March 2009        |
| New Country Party                       | 17 July 2009         |
| liberals for forests                    | 17 July 2009         |
| One Nation Western Australia            | 17 July 2009         |
| Citizens Electoral Council of Australia | 29 June 2012         |

**Table 5:**  
*New Political Party Registration Since 2008 State General Election*

| Name                 | Date of Registration |
|----------------------|----------------------|
| Shooters and Fishers | 23 November 2012     |

**Table 6:**  
*Change to Registered Political Party's Name Since 2008 State General Election*

| Previous Name              | New Name              |
|----------------------------|-----------------------|
| Christian Democratic Party | Australian Christians |

**Table 7:**  
*Registered Political Parties Contesting 2013 State General Election*

| Name   | Ballot Paper Abbreviation |
|--|---------------------------|
| Australian Christians (WA)                                       | Australian Christians     |
| Australian Labor Party (Western Australian Branch)               | WA Labor                  |
| Family First Party WA  | Family First              |
| National Party of Australia (WA) Inc                             | THE NATIONALS             |
| Shooters and Fishers Party (WA) Inc                              | Shooters and Fishers      |
| The Greens (WA) Inc  | The Greens (WA)           |
| The Liberal Party of Australia (Western Australian Division) Inc | Liberal Party             |

# Nominations

Nominations for the 2013 State General Election opened on 7 February and closed on 15 February 2013. Legislative Council candidates were entitled to lodge voting ticket claim forms by 12 noon on 18 February 2013.

Registered political parties are entitled to lodge nominations for their endorsed candidates directly with the Commission rather than each candidate needing to individually nominate with the relevant RO. Party nominations closed on 14 February, 24 hours prior to the close of nominations for individual candidates.

The seven Western Australian registered political parties were contacted prior to the close of nominations to confirm their interest in lodging nominations centrally. This method of nomination ensures timely lodgement and provides sufficient time for details to be checked and issues rectified prior to the close of the nomination deadline. Nomination details were then forwarded to the respective district RO to enable the draw for ballot paper order.

Candidates who were not endorsed by registered political parties had the option of applying to have the word 'Independent' appear adjacent to their name on the ballot paper. At the close of nominations there were 61 such candidates, 33 for the Legislative Assembly and 28 for the Legislative Council. A further eight candidates, six for the Legislative Assembly and two for the Legislative Council, had no party affiliation and did not choose to have the word 'Independent' appear adjacent to their name on the ballot paper.

At the close of nominations, Returning Officers faxed the nomination forms and the results of the draw for ballot paper order to the Commission. This information was then entered into the Commission's Election Management System Western Australia (EMSWA) and sent to the printer electronically to reduce the likelihood of errors. The information was subsequently used for advertising, media briefings, results, statistics and to assist with the return of candidate deposits. There were a total of 456 candidates across both Houses of Parliament, a decrease of 16 from the 2008 State General Election.

## Legislative Assembly Districts

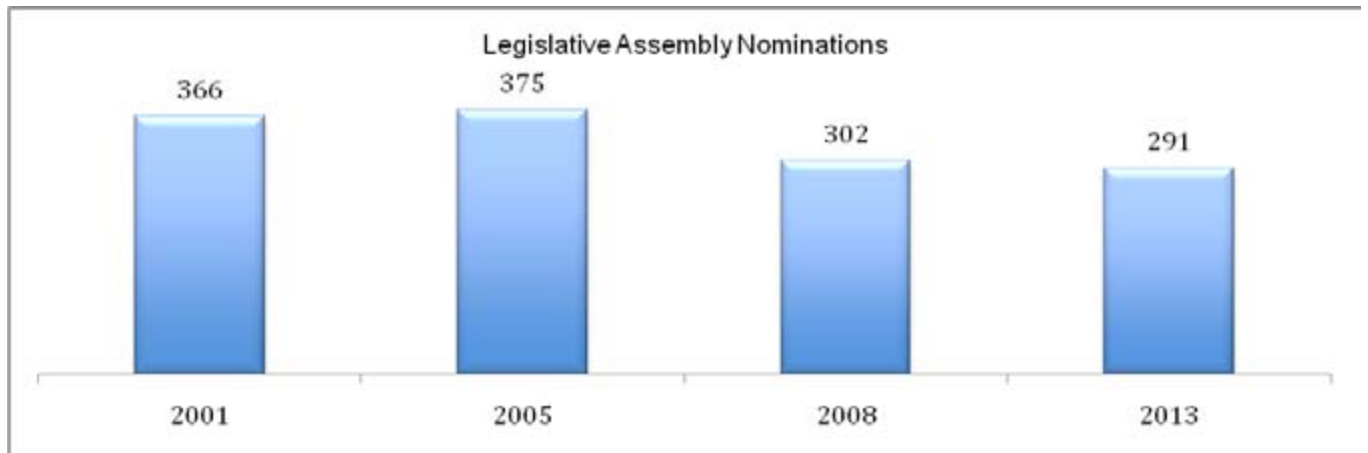
The number of nominations for a given district ranged from three for the districts of Bateman, Jandakot, Victoria Park and Warnbro, to seven for the districts of Balcatta, Bunbury, Churchlands, Mandurah, Vasse and Warren-Blackwood. The average number of nominations across all 59 Legislative Assembly districts was five.

There was a 3.64 per cent decrease in the number of nominations for the Legislative Assembly compared with 2008, with 11 fewer candidates nominating, bringing the total to 291 in 2013 (Chart 5).



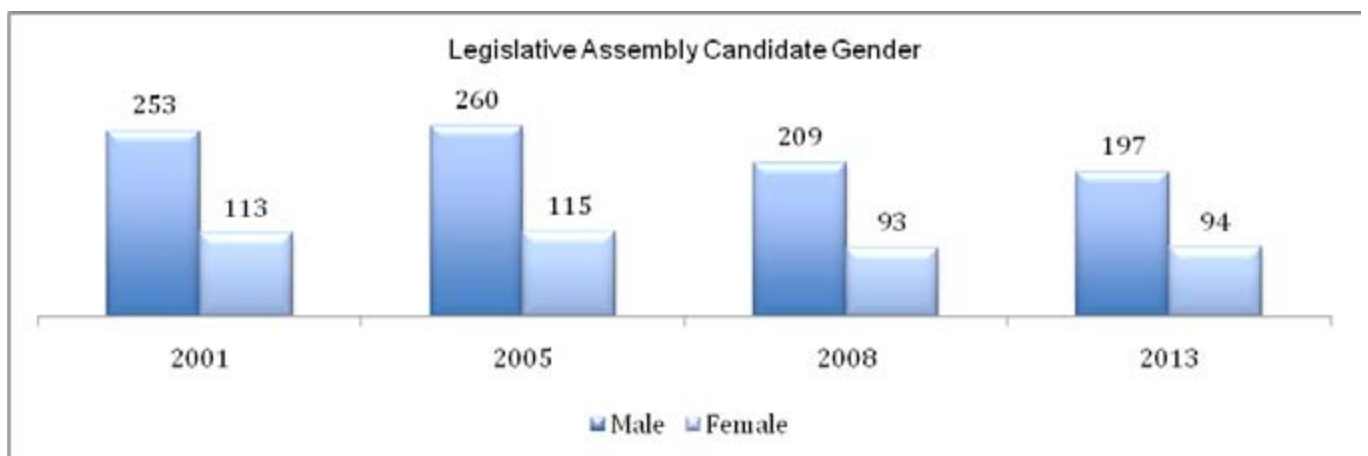
# NOMINATIONS

**Chart 5:**  
*Legislative Assembly 2013 Candidate Nominations*



There were marginal decreases in the number of male and female nominations in 2013 for the Legislative Assembly, with 12 fewer males and 1 fewer female. The average age of candidates has remained steady over the last four State elections at 47 years. The male to female nomination ratio has also remained constant at 68 to 32 per cent at this election (Chart 6).

**Chart 6:**  
*Legislative Assembly 2013 Candidate Gender*



# NOMINATIONS

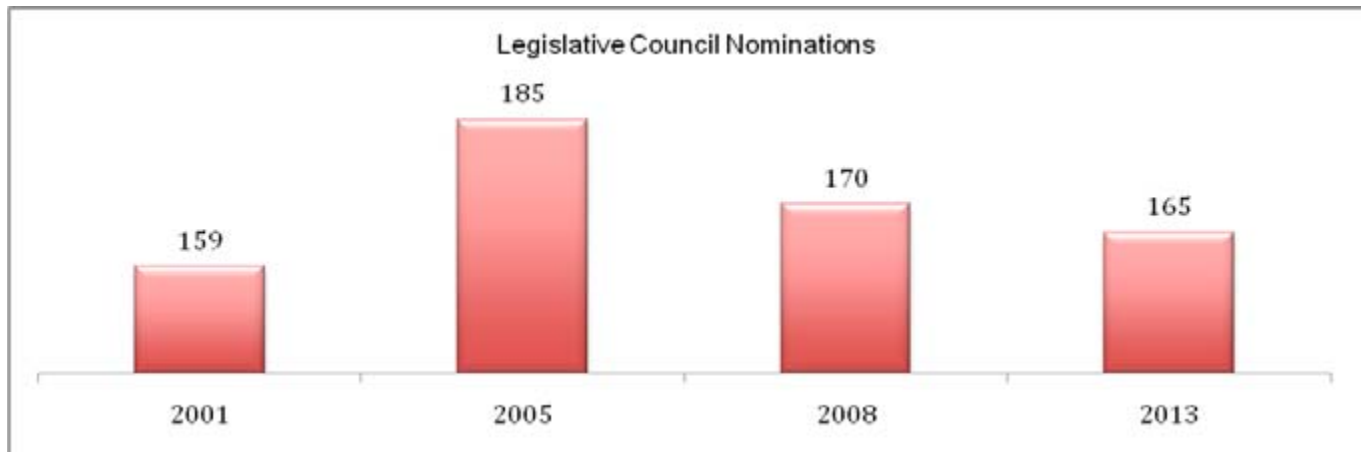
## Legislative Council Regions

The number of nominations in the Legislative Council for a given region ranged from 23 for the South Metropolitan Region to 41 for the Agricultural Region. The average number of nominations across all six Regions was 28. Forty one candidates nominated in the Agricultural Region, the greatest number ever recorded to contest an election in a single region.

There was a 2.94 per cent decrease in the number of nominations for the Legislative Council compared with the 2008 election, with 5 fewer candidates nominating, bringing the total to 165 in 2013 (see Chart 7).

There were five fewer male nominations in 2013, and no change in the number of female nominations. The average age of candidates has also remained steady over the last four State elections at 49 years. The male to female nomination ratio has also remained relatively constant over this period at 67 to 33 per cent respectively (Chart 8).

**Chart 7:**  
*Legislative Council 2013 Candidate Nominations*



**Chart 8:**  
*Legislative Council 2013 Candidate Gender*



## NOMINATIONS

### Political Party Representation

In 2013 there were 61 independent candidates, compared to 44 in 2008. Eight candidates had no designated affiliation and did not chose to use the term independent, compared to 3 in 2008, and 387 candidates were representatives of the seven registered political parties at this election compared to 425 representing 10 registered parties in 2008 (Table 8).

**Table 8:**  
*Candidate Nominations by Registered Political Parties, Independents & No Affiliation 2001–2013*

| Party                            | 2001       | 2005       | 2008       | 2013       |
|----------------------------------|------------|------------|------------|------------|
| Australian Labor Party           | 90         | 90         | 93         | 95         |
| Christian Democratic Party*      | 18         | 69         | 58         | 54         |
| Citizens Electoral Council       |            | 13         | 21         |            |
| Community 1st                    |            | 1          |            |            |
| Daylight Saving Party            |            |            | 5          |            |
| Democrats                        | 50         | 12         |            |            |
| Family First                     |            | 44         | 45         | 28         |
| Forest Liberal                   |            | 12         |            |            |
| Fremantle Hospital Support Group |            | 2          |            |            |
| Greens WA                        | 65         | 70         | 73         | 74         |
| Liberal Party                    | 88         | 84         | 92         | 93         |
| New Country Party                |            | 12         | 3          |            |
| One Nation                       | 69         | 58         | 6          |            |
| Public Hospital Support Group    |            | 12         |            |            |
| Shooters and Fishers             |            |            |            | 12         |
| The Nationals                    | 23         | 20         | 29         | 31         |
| Independent                      | 96         | 50         | 44         | 61         |
| No Designated Affiliation        | 26         | 11         | 3          | 8          |
| <b>TOTALS</b>                    | <b>525</b> | <b>560</b> | <b>472</b> | <b>456</b> |

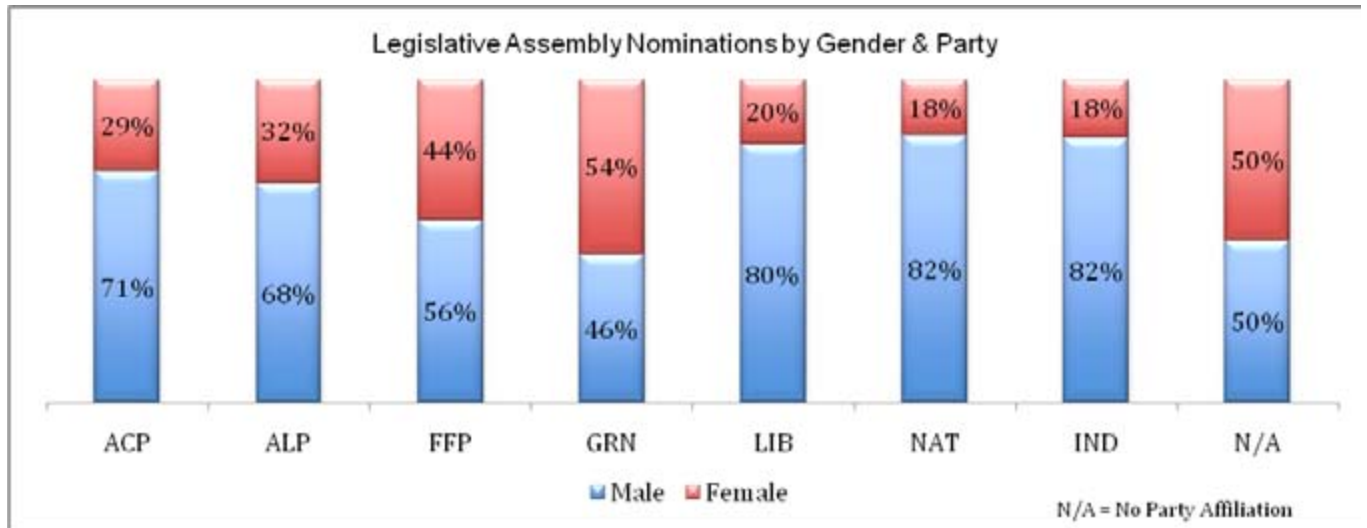
\* Name changed to Australian Christians for the 2013 election.

A closer look at the gender of candidates by party reveals the Greens (WA) had the highest percentage of female candidates in the Legislative Assembly at 54 per cent, followed by the Family First with 44 per cent and the Labor Party at 32 per cent. The Nationals had the highest percentage of male candidates at 82 per cent, followed by the Liberal Party with 80 per cent (Chart 9).

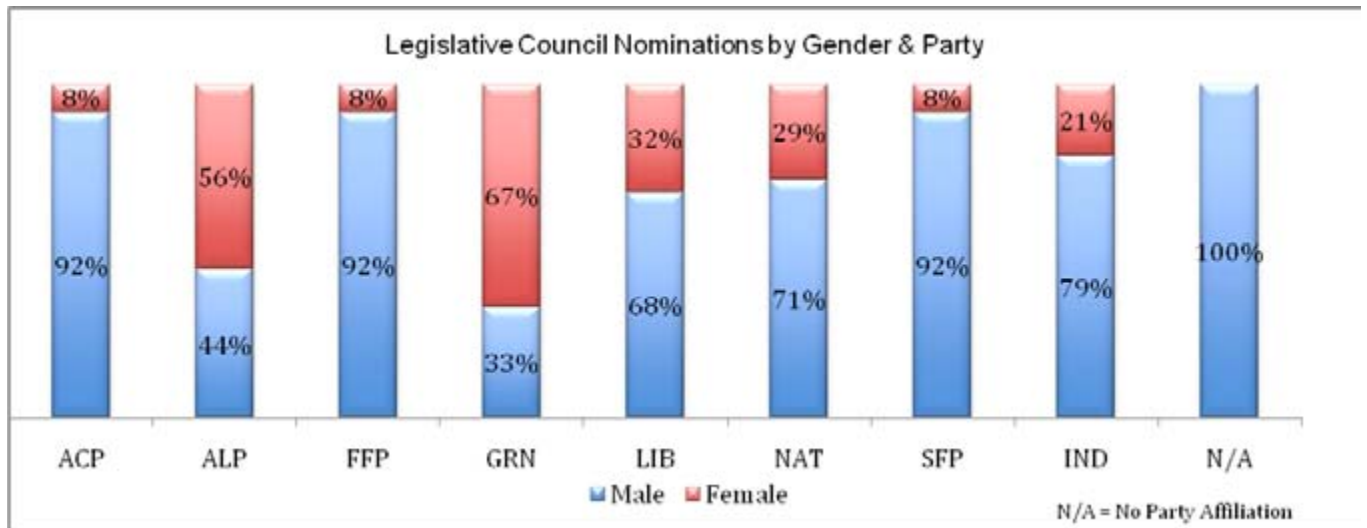
In the Legislative Council the Greens (WA) had the highest percentage of female candidates at 67 per cent, followed by the Labor Party with 56 per cent and the Liberal Party with 32 per cent. The Australian Christians, Family First and the Shooters and Fishers Party had the equal highest percentage of male candidates at 92 per cent (Chart 10).

# NOMINATIONS

**Chart 9:**  
Legislative Assembly 2013 Nominations by Party and Gender



**Chart 10:**  
Legislative Council 2013 Nominations by Party and Gender



# NOMINATIONS

## Legislative Council Voting Tickets

A voting ticket is a statement of a particular order of candidate preferences, provided by a party, group or candidate in a Legislative Council election. An elector may opt for a ticket vote, thereby voting in accordance with these preferences. All candidates and groups lodged a voting ticket in 2013, with a total of 59 voting ticket claims made across all six Legislative Council Regions (Table 9).

The popularity of ticket voting is also shared by the majority of electors who have consistently favoured ticket over full preference voting. In 2013 approximately 95 per cent of electors cast a ticket vote (Table 9). A complete list of voting tickets for all regions was published in *The West Australian* and was made available on the Commission's website.

**ELECTION NOTICE**  
State general election Saturday 9 March 2013  
Details of Candidates

Candidates and groups also had the option of lodging with the Electoral Commission a voting ticket for the Legislative Council or a more detailed voting ticket for the Legislative Council or an application for printing independent on ballot papers under section 12C.

Voting tickets for the Legislative Council elections in the regions were lodged before 12 noon Monday 18 February 2013 and were made available on the Commission's website on 19 February 2013.

Candidates for candidates registered for public view are available for viewing at the Electoral Commission website and groups for groups registered for public view are available for viewing on the Electoral Commission website.

Groups of electors may be contacted for more information from the Electoral Commission.

As required by section 86(2)(b) of the Act, the names and other details of candidates registered for public view are available on the Electoral Commission website. The Electoral Commission is not responsible for the accuracy of the information which appears on this website. There are no guarantees about the information contained on this website. The Electoral Commission is not responsible for any errors or omissions on this website.

Candidates for candidates registered for public view are available for viewing at the Electoral Commission website and groups for groups registered for public view are available for viewing on the Electoral Commission website.

Groups of electors may be contacted for more information from the Electoral Commission.

**Table 9:** 2013 Legislative Council Voting Ticket Lodgement by Region and Percentage of Ticket Voting

| Region             | Registered Political Parties | Groups   | Ungrouped Candidates | Total for Region | % Ticket Votes Cast by Electors |
|--------------------|------------------------------|----------|----------------------|------------------|---------------------------------|
| East Metropolitan  | 6                            |          | 3                    | 9                | 94.78%                          |
| North Metropolitan | 6                            |          | 4                    | 10               | 95.40%                          |
| South Metropolitan | 6                            |          | 3                    | 9                | 94.73%                          |
| Agricultural       | 7                            | 5        | 2                    | 14               | 96.20%                          |
| Mining & Pastoral  | 7                            |          | 1                    | 8                | 95.18%                          |
| South West         | 7                            | 1        | 1                    | 9                | 95.83%                          |
| <b>Totals</b>      | <b>39</b>                    | <b>6</b> | <b>14</b>            | <b>59</b>        |                                 |

# Voting Services

## Customer Focus

The Commission is committed to informing and educating the community about their democratic rights and responsibilities. Part of this commitment is to encourage and help electors become active participants in the electoral process. The Commission identified the following four groups of electors that it considered might require further assistance to promote greater participation at the 2013 election.

- ✓ electors with disabilities or limited mobility
- ✓ electors from culturally and linguistically diverse backgrounds
- ✓ indigenous electors, particularly in remote locations
- ✓ young adults/first time electors.

## Electors with Disabilities

It is the right of every elector to cast a vote in an environment that provides for a secret and independent ballot. The Commission endeavours to provide equitable services to all electors, regardless of individual circumstances.

## Accessible Polling Places

All potential polling places were assessed to determine accessibility for people with mobility issues. The Commission strove to have as many accessible polling places as possible, and provided temporary access ramps where possible. Most polling places had reserved parking bays as close as possible to the polling place entrance for electors with limited mobility. All wheelchair accessible polling places were identified in advertising, with at least one accessible polling location per district.



*A drive-in polling place; to enable electors to vote without having to leave their vehicle.*

# VOTING SERVICES

## Drive-in Polling Places

Drive-in polling places to enable electors to vote without having to leave a vehicle, first used in 2000, were made available again in 2013. This nationally recognised innovation was available at nine locations in the metropolitan area on polling day.

To use this service, electors drive (or are driven) to a drive-in polling place. Polling officials then assist electors by bringing their ballot papers to the car.

## Vote Assist

A significant innovation for the 2013 election was the development and trial deployment of 'Vote Assist' for the blind and vision impaired.

In consultation with the Association of the Blind WA, the Commission developed a computer-based application to allow those with a vision impairment to cast a vote independently and in secret for the first time. The trial of this new system was restricted to five locations, determined after consultation with the Association for the Blind of WA (refer Table 10). In previous elections, people with vision impairment would typically cast their vote with the assistance of a person of their choice, who may be a polling place official.



'Vote Assist' facility available for blind and vision impaired electors.

**Table 10:**  
Vote Assist Locations

| Early voting (in person) and on polling day:  | On polling day only:  |
|---|---|
| <b>Perth</b><br>Western Australian Electoral Commission<br>Ground floor foyer<br>111 St Georges Terrace, Perth              | <b>Armadale</b><br>Greendale Centre<br>12 Coombe Avenue, Armadale   |
| <b>Victoria Park</b><br>Association for the Blind of WA<br>Guide Dog Discovery Centre<br>61 Kitchener Avenue, Victoria Park | <b>Mandurah</b><br>Royal Australian Air Force<br>Association Estate Recreation Centre<br>41 Portrush Parade, Meadow Springs |
|   | <b>Morley</b><br>Mirrabooka Senior High School<br>180 Nollamara Avenue, Dianella  |

To use Vote Assist the elector listens to audio instructions and casts their vote using a numeric keypad. The ballot papers are then printed and the elector can place the ballot paper into the ballot box. This development will require an in-depth review of its performance and it is envisaged the Commission will work closely with the Association for the Blind of WA, and other stakeholders, to develop an appreciation of the system's functionality. In total just 46 votes were taken via the Vote Assist trial. However the response from vision-impaired electors who cast a secret ballot for the first time was extremely positive.

## Audio Loops

Audio Loops were also trialled at selected polling places for use by electors with a hearing or listening aid. Because hearing and listening aids can be ineffective in environments with a lot of talking or background noise, such as a polling place, audio loops were used to enhance a person's voice, such as a polling official. Polling places with audio loops were advertised with the symbol of access for hearing loss.

## VOTING SERVICES

### **Assistive Devices at Polling Places**

The following range of assistance and assistive devices were also made available at polling places for electors.

#### ***Video Magnifiers***

Some polling places were equipped with video magnifiers for use by electors with vision impairment, whereby the ballot paper image was magnified and displayed on a monitor.

#### ***Better Hearing Cards***

All polling places were supplied with Better Hearing Counter Cards, to assist hearing-impaired electors to communicate with polling officials, and to provide polling officials with advice on how to speak to hearing impaired electors.

#### ***Magnifying Sheets***

All polling places had hand-held magnifying sheets to enlarge the text on the ballot papers. These were available to electors upon request.

#### ***Desktop Voting Screens***

Desktop voting screens were available at every polling place, for use by people in wheelchairs. The desktop voting screens enabled other electors to vote sitting down if required.

#### ***Triangular Pencils***

Easy-grip triangular pencils were available for electors who had difficulty holding or writing with standard pencils.

### **Information Person**

Polling place officials were trained and made aware of all assistive devices available at their location, and were instructed to offer assistance. At selected polling places an 'Information Person' or 'Queue Controller' was available to provide

information and to offer assistance to electors. These polling officials were instructed to monitor the queues and identify individuals who may require assistance and to provide advice on available voting services.

### **Mobile Polling**

The Commission undertook mobile polling at a number of hospitals and selected institutions such as nursing homes, aged care facilities and retirement homes. Mobile polling provides electors with an opportunity to vote without having to leave the premises. Only electors eligible to vote early could use this service. Mobile polling is not intended to be used by staff of institutions who could otherwise vote at a polling place.

### **Registration as a General Early Voter**

The Commission encourages applicable groups of electors to apply for registration as general early voters. After the election has been announced, registered general early voters automatically receive ballot papers at their postal address.

### **Information for Carers**

The Commission is committed to ensuring that carers, and the individuals they care for, are provided with every opportunity to vote and participate in the electoral process. To assist in this regard the Commission produced and distributed a number of brochures that provided important information on available options.



### **Australians from Culturally and Linguistically Diverse Backgrounds**

In December 2012 and January 2013 the Commission wrote to over 40 peak bodies and community organisations offering visits by electoral officials to attend meetings or deliver presentations on voting procedures. Unfortunately the level of take up was low. Nevertheless, the Commission expanded services for those electors who have difficulties speaking English, or for whom it is a second language, to assist them to engage in the electoral process.

#### **Interpreter Service**

The Commission utilised the Commonwealth Translating and Interpreting Service (TIS). Electors were encouraged to call a free call number (13 14 50) which then linked to the Commission on 13 63 06.

#### **Multilingual Guide**

A comprehensive multilingual guide provided information in 26 selected languages on how to complete ballot papers. The multilingual guide was made available via the Commission's website and copies were available in every polling place and early voting centre.

#### **Polling Place Language Assistance**

During the recruitment process for polling officials, emphasis was placed on identifying suitable individuals who could speak other languages. These individuals provided interpreter and general assistance to electors in an alternative language and wore stickers at polling places identifying the languages they were able to speak.

### **Indigenous Electors**

#### **Reconciliation Action Plan**

The Commission's Reconciliation Action Plan (RAP) is the principal document used by senior management in the development of strategies to engage indigenous electors. The RAP acknowledges it is essential to develop a respectful relationship with Aboriginal and Torres Strait Islander people, communities and stakeholders to ensure our services are accessible to all members of these communities.

#### **Remote & Mobile Polling**

Electors living in more remote parts of Western Australia face a number of practical challenges in engaging in electoral processes. The Commission adopted an expanded remote polling service in 2013 with a greater number of locations identified for visitation by polling teams. In addition, there was an increase in the visitation period, allowing more time for remote electors to engage and cast a vote.

#### **Local Employment of Polling Officials**

Where possible, the Commission endeavoured to recruit local residents in remote communities to work as polling officials to help facilitate the voting process for fellow Indigenous electors.

# Advertising and Public Awareness Campaign

The advertising and publicity components for the 2013 State General Election campaign were designed to maximise meaningful participation by eligible electors in the election process.

Preparations for the 2013 advertising and public relations campaign began in January 2012 with Commission managers participating in campaign theme development meetings. The advertising agency used in the 2005 and 2008 State General Elections, 303Lowe, was again engaged to provide creative advertising expertise.

From mid 2012 the 303Lowe creative team came on board and were instrumental in the planning and facilitation of a number of focus groups that were used to inform the Commission of the most likely messages and communication methodologies that would strike a chord with younger voters.

The Commission also created a new website that focused specifically on the election by providing relevant information and services at each phase of the election process.

## Young People/First Time Electors

As previously stated, Australian Bureau of Statistics (ABS) data and AEC extrapolations suggest a considerable number of younger electors who are eligible, are not on the electoral roll. Focus group work conducted by the advertising agency suggested that young people were more interested in elections and voting than had previously been considered the case. However, they variously felt disengaged, disenchanted and didn't feel adequately

represented in the process. Additionally, making the time to vote when they and their friends had increasingly busy lives was an issue.

In the lead up to the 2013 election the Commission made an effort to face this challenge head-on with television, radio and online advertisements promoting the 'Make Your Voice Heard' engagement campaign. The 'Make Your Voice Heard' campaign promoted the value of collective participation and the importance of having your say through the ballot box.

A television commercial was developed to convey this message in a light-hearted and humorous fashion, and involved four young men 'hamming it up' on polling day to the lyrics of the 80's rock classic 'You're the Voice'.

Social media was extensively used to promote the 'Make Your Voice Heard' campaign, with the aforementioned television commercial being also available on YouTube. Facebook and Twitter were also used extensively to communicate and engage with younger voters.

An earlier campaign running from November to the close of rolls in February, encouraged young people to enrol through messages delivered online, on radio, via direct email and a music streaming service.

The success of the campaigns is reflected in the increased turnout across the 18–29 age group at rates higher than the State average, with each age band recording reasonably high participation figures (Chart 11).



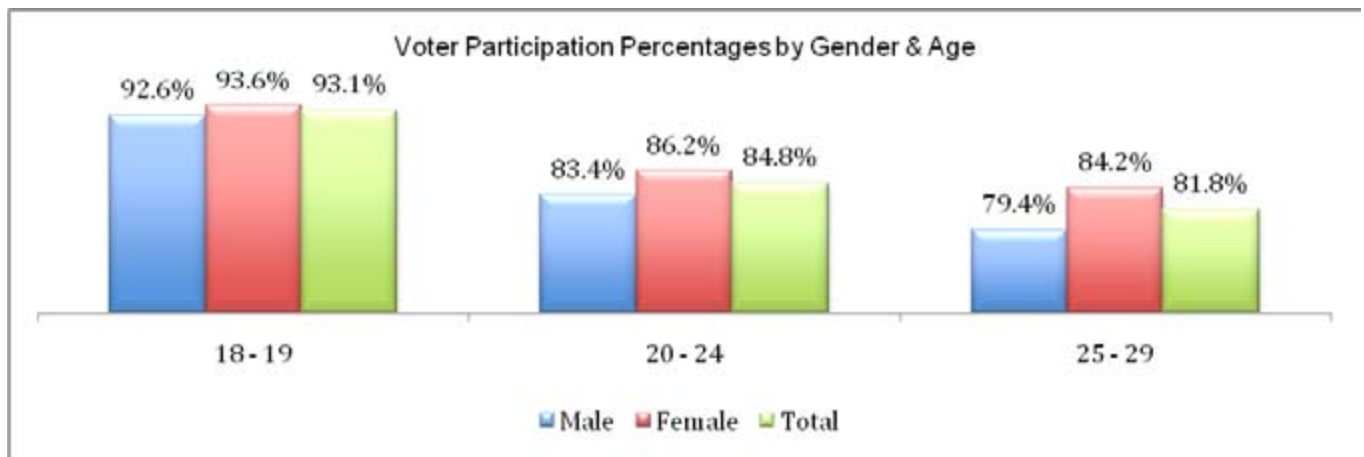
Television commercial 'You're the Voice' campaign.

## ADVERTISING AND PUBLIC AWARENESS CAMPAIGN

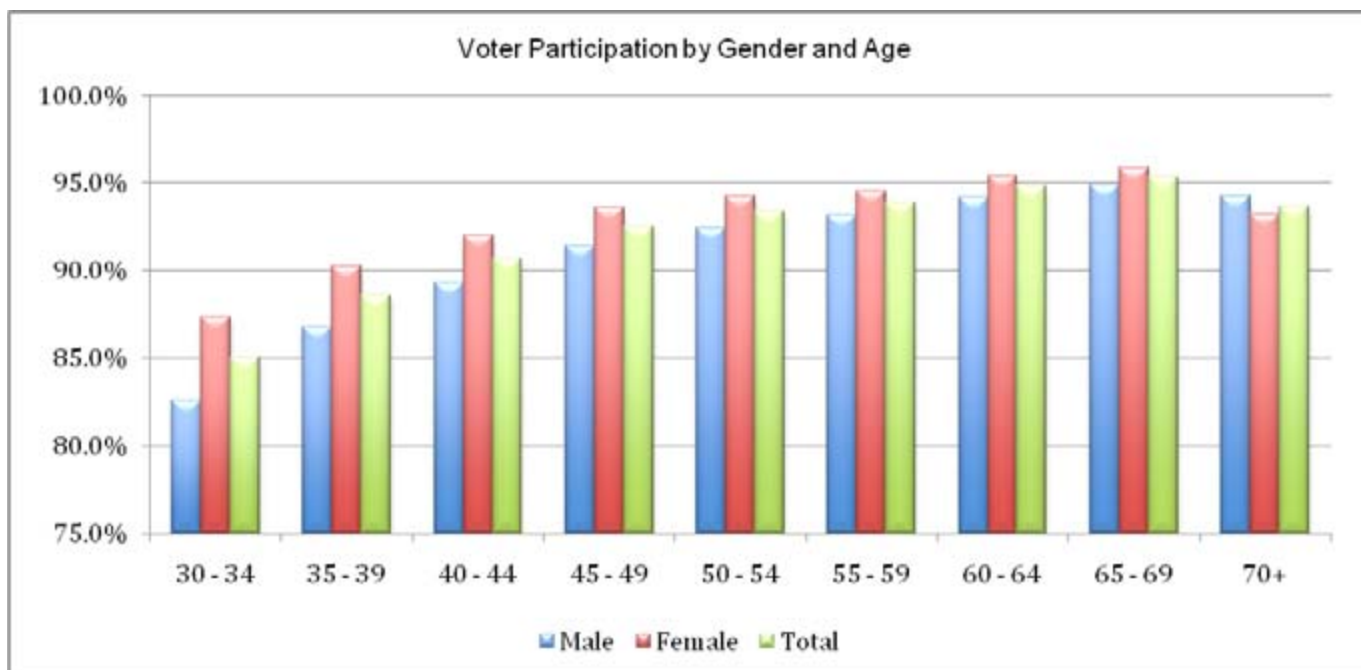
The Commission notes the pronounced divergence in male and female participation rates within these age groups. This divergence is not confined to the younger demographic with similar trends observed in the 30–34, 35–39 and 40–44 year old demographic (Chart 12).

In respect to the 30–34 age group, male and female participation figures are 82.5 and 87.3 per cent respectively. Similar figures are observed in the 35–39 demographic (86.7 and 90.2 per cent) and 40–44 demographic (89.2 and 91.9 per cent). The Commission will further investigate this in the lead up to the next State election.

**Chart 11:**  
Voter Participation Percentages – 18 to 29 Year Olds and Gender 2013



**Chart 12:**  
Voter Participation Percentages – 30 to 70+ Year Olds and Gender 2013



## ADVERTISING AND PUBLIC AWARENESS CAMPAIGN

### Advertising and the use of social and other media

The change to fixed date elections in Western Australia enabled all statutory advertisements, to the extent that it was possible, to be prepared in advance, leaving the Commission's Policy, Compliance and Community Information branch to focus on creative advertising and development of a comprehensive media placement plan.

In 2008 the Commission trialled online advertising for the first time with the use of 'pop-up' banners being placed on a number of popular Internet sites and video streaming television advertisements on MySpace. For the 2013 election the Commission expanded its digital presence with key messages and content being provided through popular social media.

- ✓ [www.twitter.com/WAElections](http://www.twitter.com/WAElections)
- ✓ [www.facebook.com/WAElections](http://www.facebook.com/WAElections)
- ✓ [www.youtube.com/WAElections](http://www.youtube.com/WAElections)

In a first for the Commission, images of the election writs for Legislative Assembly and Legislative Council were displayed on the Commission's official Facebook page.

The public awareness campaign continued in earnest following the issue of the writs on 6 February 2013. The first *Government Gazette* notice appeared the same day, and the first advertisements in *The West Australian* newspaper appeared on Saturday 9 February 2013.

### Media Placement

The placement of media, used to reinforce the Commission's general community awareness campaign, had two discrete phases. The first focused on enrolment awareness and the second focused on election awareness. At the core of the campaign was an engagement and activation strategy that intended firstly to grab people's attention and then to motivate them to enrol and vote.

#### Phase 1 – Enrolment Awareness

Phase one of the media campaign began in October 2012 and ran until the roll closed on 14 February 2013. Key groups and/or geographical areas targeted during this phase included:

- ✓ first-time voters and young voters 17–23 years (new enrolments)
- ✓ new citizens (new enrolments)
- ✓ 18–25 year olds (engagement/awareness/influence)
- ✓ transient population (Travellers/Fly-in fly-out workers)
- ✓ recent residential movement/renters/purchasers
- ✓ Perth Metropolitan Area
- ✓ indigenous electors
- ✓ non-English speaking individuals
- ✓ previous non-voters (engagement/awareness/influence)
- ✓ people with disabilities
- ✓ country/regional areas
- ✓ remote communities.

## ADVERTISING AND PUBLIC AWARENESS CAMPAIGN

Table 11:  
Media Placement Categories and Respective Target Group – Phase 1 Enrolment

| Statutory Press                        | Target                                      | Digital  | Target                              |
|--|---|--|-------------------------------------|
| The West Australian                    | All   | <b>Online Music Streaming</b>                  |                                     |
| <b>Radio</b>                           | <b>Target</b>                               | Spotify  | WA, age 17–25<br>(Newbies & Nevers) |
| Nova 93.7                              | Perth, age 17–25<br>(Nomads/Newbies/Nevers) | <b>Student Services</b>                        |                                     |
| 92.9                                   | Perth, age 17–25<br>(Nomads/Newbies/Nevers) | Student Edge                                   | WA, age 17–25<br>(Newbies & Nevers) |
| Aust Traffic Network                   | Perth, Broad target inc<br>influencers      | <b>Website Display Banners</b>                 |                                     |
| RTR FM                                 | (Newbies/Nevers)                            | Realestate.com.au                              | WA, Movers/Renters,<br>New Citizens |
| WA State-wide FM Radio Signal          | WA, age 17–25, FIFO                         | Fairfax Digital Network<br>(inc WAtoday)       | WA, age 17–25, Influencers          |
| Noongar Radio                          | WA Indigenous                               | News Digital Media<br>(inc PerthNow)           | WA, age 17–25, Influencers          |
| Goolarri Radio                         | WA Indigenous                               | Yahoo!7<br>(inc thewest.com.au)                | WA, age 17–25, Influencers          |
| 6BDY Derby                             | WA Indigenous                               | YouTube  | WA, age 17–25                       |
| Radio Mama Carnarvon                   | WA Indigenous                               | Foreign Language Sites                         | WA, Non-English Speaking            |
| Radio Mama Geraldton                   | WA Indigenous                               | NineMSN Network                                | WA, age 17–25                       |
| PRK Radio Halls Creek                  | WA Indigenous                               | <b>Social Media Placement</b>                  |                                     |
| 6WR Kununurra                          | WA Indigenous                               | Facebook Marketplace Ads                       | WA, age 17–25<br>(Newbies & Nevers) |
| Headland Community Radio               | WA Indigenous                               | Facebook Sponsored Stories /<br>Promoted Posts | WA, age 17–25<br>(Newbies & Nevers) |
| 6FX Wangki Radio - Fitzroy<br>Crossing | WA Indigenous                               | Google Adwords                                 | WA Broad Target                     |

*This particular post, a week out from polling day, generated 246 likes; 134 comments; five shares and was viewed by 208,949 people.*



## ADVERTISING AND PUBLIC AWARENESS CAMPAIGN

### Phase 2 – Election Awareness

Phase two of the media placement campaign began in January 2013 and ran until polling day on 9 March 2013. Key groups and/or geographical areas targeted during this phase included:

- ✓ 18–44 year olds  
(engagement/awareness/influence – particularly males)
- ✓ Metropolitan Areas

- ✓ 20–29 year olds  
(engagement/awareness/influence)
- ✓ Mining and Pastoral Region (to address low participation rates from 2008)
- ✓ transient population – Fly-in fly-out workers  
(early voting facilities)
- ✓ Indigenous electors
- ✓ non-English speaking individuals.

*Table 12:  
Media Placement Categories and Respective Target Group – Phase 2 Election*

| Statutory Press     | Target  | Radio                                | Target           |
|---------------------|---|--------------------------------------|------------------|
| The West Australian | All   | Nova 93.7                            | Perth, age 18–44 |
| The Sunday Times    | All   | 92.9                                 | Perth, age 18–44 |
| Television          | Target  | 94.5                                 | Perth, age 18–44 |
| TVW7                | Perth, Primary: aged 20–29;<br>Secondary: 18–44 | 96fm                                 | Perth, age 18–44 |
| 7mate/7TWO          | Perth, Primary: aged 20–29;<br>Secondary: 18–44 | Aust Traffic Network                 | Perth, age 18–44 |
| STW9                | Perth, Primary: aged 20–29;<br>Secondary: 18–44 | WA State-wide AM/FM Radio<br>Signal  | WA, age 18–44    |
| GO!/GEM             | Perth, Primary: aged 20–29;<br>Secondary: 18–44 | Outdoor (Bus Shelters)               | Target           |
| NEW10               | Perth, Primary: aged 20–29;<br>Secondary: 18–44 | AdShel                               | Perth, age 18–44 |
| Eleven/ONE HD       | Perth, Primary: aged 20–29;<br>Secondary: 18–44 | Digital                              | Target           |
| SBS WA              | Perth, Primary: aged 20–29;<br>Secondary: 18–44 | Catch-up TV & Video                  |                  |
| GWN/7mate/7TWO      | WA, Primary: aged 20–29;<br>Secondary: 18–44    | Plus7 Catch-up TV                    | Perth, age 18–44 |
| WIN/GO!/GEM         | WA, Primary: aged 20–29;<br>Secondary: 18–44    | Ch10 Catch-up TV                     | Perth, age 18–44 |
| Cinema Advertising  |   | The Video Network.tv                 | Perth, age 18–44 |
| Val Morgan          | Perth, age 18–44                                | YouTube                              | Perth, age 18–44 |
|                     |   | Premium Display – Homepage Takeovers |                  |
|                     |   | WAtoday                              | Perth, age 18–44 |
|                     |   | PerthNow                             | Perth, age 18–44 |
|                     |   | thewest.com.au                       | Perth, age 18–44 |
|                     |   | Google Adwords                       | WA Broad Target  |

## ADVERTISING AND PUBLIC AWARENESS CAMPAIGN

The Commission's media placement campaign in 2013 was the most sophisticated and widespread ever undertaken. Some 2,000 commercials were broadcast on radio, over 100 election advertisements were screened in cinemas and over 3,000 television advertisements were aired.

In the digital realm, in particular during the enrolment awareness campaign (phase one), 'display banners' achieved significant audience reach across multiple channels.

Research undertaken by 303Lowe on the extent of audience reach, measured by the number of 'unique impressions', indicate over five million devices in Western Australia were exposed to Commission advertising in the form of display banners.

The volume of traffic observed on one of Australia's premier real estate websites was an invaluable resource for the Commission. It had the potential to reach new electors relocating to the State and those on the roll who may be relocating to a new residential address. Similar 'unique impression' rates were observed at a number of other premium websites.

The home pages of *PerthNow*, *WAtoday* and *thewest.com.au* were 'taken-over' and the Commission's election 'display banners' were prominently located and easily visible to their users.

Social media was an important medium for the Commission in the dissemination of key messages at critical times in the election cycle, in particular to the younger electors. The Commission created a presence on a number of social media sites.

In the main communication was one way with the Commission acting as a 'curator' transmitting

messages to an audience. It did receive correspondence from a number of electors, which tended to be questions seeking clarification on available voting options, the 'cut off' for enrolment and on occasion requests for information pertaining to policy platforms of candidates and or political parties. On these occasions, the Commission explained that its role as an impartial organisation prohibited it from commenting on policy positions.

The Commission was pleased with the level of exposure this and other posts generated across all three social media platforms.



Examples of 'display banners' advertising on a number of websites.

# ADVERTISING AND PUBLIC AWARENESS CAMPAIGN

The final aspect of the Commission’s public awareness campaign, and certainly the most direct component, was the mail-out of a personally addressed ‘EasyVote Card’ to every registered Western Australian elector. The EasyVote Card provided multiple messages and informed recipients of:

- ✓ date of the election & polling times
- ✓ district and region in which recipient was enrolled
- ✓ available SMS ‘vote reminder’ service
- ✓ reminder of the compulsory nature of the election
- ✓ list of polling places in the recipient’s district
- ✓ Commission’s new web address
- ✓ Commission’s elector help line number
- ✓ information on interpreter services
- ✓ information on how to correctly complete ballot papers
- ✓ information on early voting options.

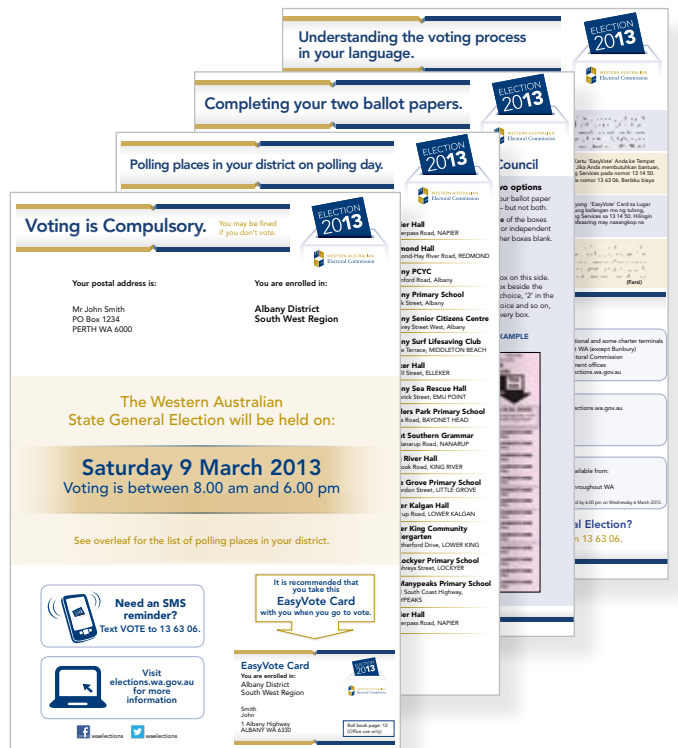
The front page of an EasyVote Card has been produced below. The reverse side contained detailed information on polling places in the elector’s district as well as information on various early voting options. A secondary sheet illustrated how to correctly complete the two ballot papers as well as information on alternative language services available to electors for whom English is not their first language.



In conjunction with the mail-out, a three-day radio awareness campaign was launched on 20 February to inform electors of the EasyVote Card (Table 13). A simultaneous public awareness campaign was also instigated on social media to inform electors to expect an important letter from the Commission and to distinguish it from other electioneering material being distributed.

**Table 13:**  
*Media Placement Categories and Respective Target Group – EasyVote Card Direct Mail Out*

| Radio                                    | Target          |
|--|-----------------|
| 96fm                                     | Metro, age 18 + |
| 6PR                                      | Metro, age 18 + |
| 92.9fm                                   | Metro, age 18 + |
| 94.5fm                                   | Metro, age 18 + |
| Nova                                     | Metro, age 18 + |
| All WA Regional AM/<br>FM Radio Stations | WA, age 18+     |





## ADVERTISING AND PUBLIC AWARENESS CAMPAIGN

### Public Relations

The public relations campaign ran concurrently with the phases of the advertising campaign, and the Commission engaged an experienced individual with a background in journalism to manage public relations and promotional activities, particularly interaction with the media.

The appointment of a media manager was enormously successful with numerous opportunities generated to engage with various media organisations to get the core message of engagement into the public realm.

The Commission received extensive media coverage in both the print and electronic media. On the whole media coverage was factual, accurate and well balanced and the Commission developed a professional working relationship with many of Western Australia's premier media organisations. The availability of the Electoral Commissioner and other senior Commission staff, to provide background information and statistical data, was pivotal in the development of noteworthy and factual election information relevant to Western Australian electors.

### Election Website

A new website was created for the 2013 election with a more marketable URL ([www.elections.wa.gov.au](http://www.elections.wa.gov.au)). The website's design stemmed in large part from past stakeholder feedback in order to ensure ease of access and navigation.

One of the site's key functions was to operate as a virtual tally room on election night and thereafter, as the primary source of detailed election results data. The website received considerable praise in the terms of its functionality, breadth of information and design.

### Media Centre

In 2008 the Commission introduced a media centre on its website that proved to be a great success. In 2013 this initiative was used again but was given a sharp makeover to make it more relevant to key stakeholders. It addressed many of the media's frequently asked questions, was readily accessible and contained media releases, statistics and other information such as electoral boundary maps, in the one location.

Additions to the Media Centre for the 2013 election included:

- ✓ a **what's new** section
- ✓ an enhanced **information kit**
- ✓ a **media responsibilities** section for media organisations and journalists
- ✓ a copy of the Commission's **Strategy and Service Commitments** publication
- ✓ an **election facts and figures** section that provided background information on Western Australia's first 'fixed term' election, a copy of the official election time line, background information on the most recent changes to electoral boundaries and historical facts and figures on the 2008 State election.



*The Electoral Commissioner, Warwick Gately, participating in a radio talk back session.*

## ADVERTISING AND PUBLIC AWARENESS CAMPAIGN

### Call Centre and Public Enquiry Line

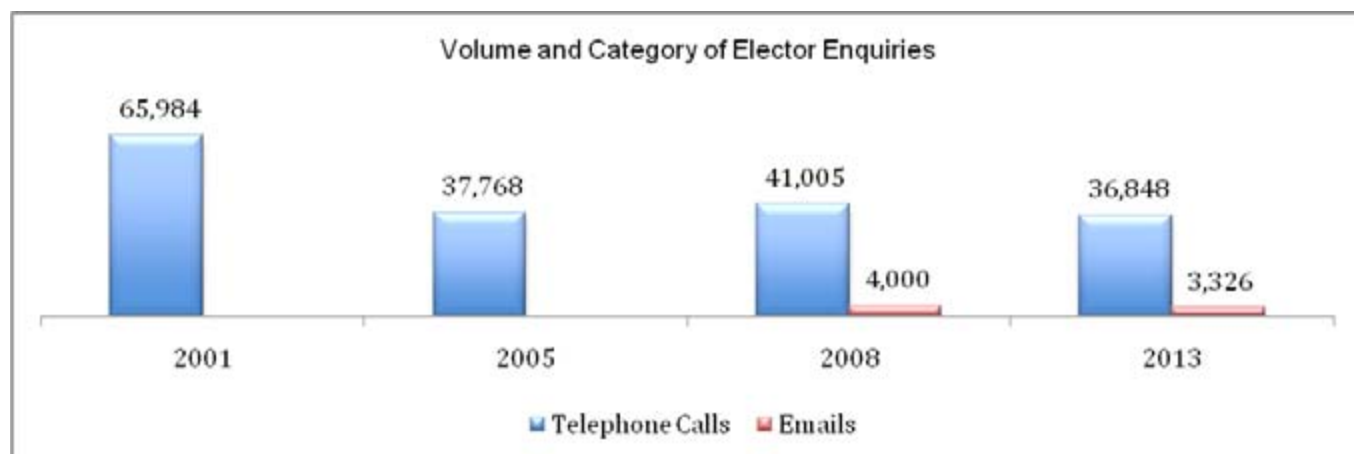
The provision of a call centre facility has become an integral part of a State election. A call centre was commissioned to provide electors with advice and support. Stellar Asia Pacific was once again the business partner chosen to provide this important service to electors. The main purpose of the enquiry line was to answer queries on election matters and to assist people to participate fully in the election process.

In 2013 there was a significant increase in the number of days the enquiry line was operational, 54 days compared to 28 days in 2008. The extension of services was a strategic decision based on historical call data that confirmed a growing trend in the number of calls received from electors and the fact that this was the first fixed date election. The Commission's community awareness campaign, and the EasyVote Card, encouraged electors to telephone the call centre with any queries, and all calls to the Commission's normal telephone number were diverted to this service.

The 8 am – 5 pm enquiry line commenced operation on Monday 21 January 2013 and operated through to Friday 15 March 2013. Supplementary services were provided on Monday 4 March 2013, a public holiday in Western Australia, and Saturday 9 March 2013, polling day. The enquiry line responded to 36,848 calls over the 54 days the call centre was operational, representing an approximate 10 per cent decrease in the volume of calls received compared to 2008 (Chart 13).

The reduction in calls observed in 2013 is considered to be the result of the provision of information through the EasyVote Card mail-out and the Commission's election specific website. This website was developed for the 2013 election and incorporated many years of election based corporate knowledge uniquely tailored to assist electors and other stakeholders to find timely, relevant and succinct information. In addition, this was the first 'fixed date' election for the State, and the high prominence and media coverage this received meant a considerable number of electors knew in advance when polling would take place.

**Chart 13:**  
*Enquiry Panel Operational Data 2005 – 2013*



## ADVERTISING AND PUBLIC AWARENESS CAMPAIGN

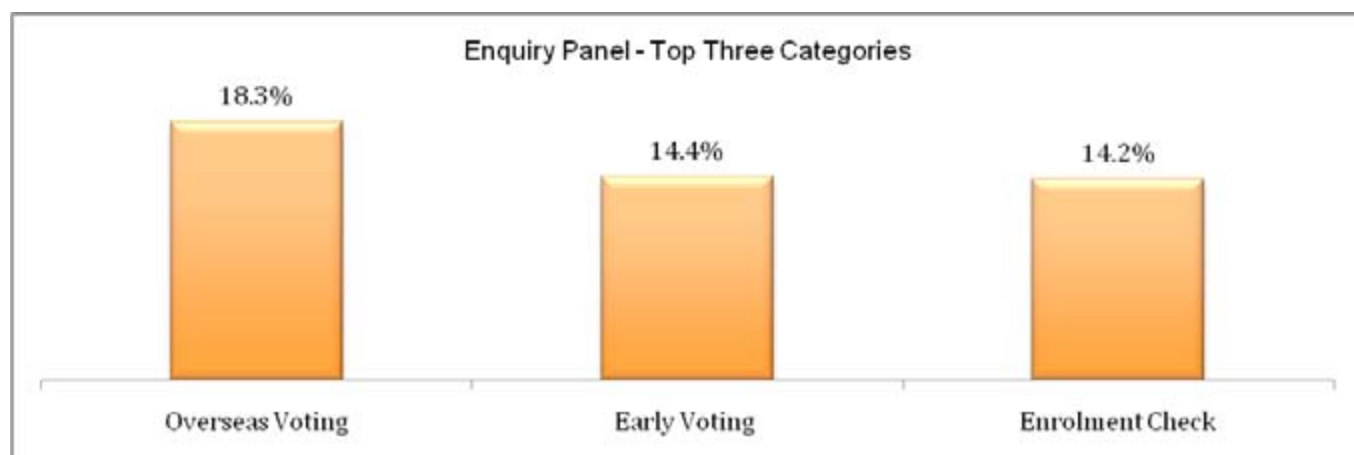
During the 2008 State General Election the Commission received approximately 4,000 emails seeking information. This was a significant increase compared to previous elections. Historically, responding to emails has been undertaken in-house and firm statistics on email numbers were not recorded for 2001 and 2005. In 2013 the management of email enquiries from electors formed part of the call centre project and were managed by dedicated Commission staff at the Call Centre, and as a result statistics were recorded. The growth in email communication is likely to continue and in all probability so will the growth of communication through social media platforms such as Twitter and Facebook.

In keeping with previous elections the most common questions posed by electors were concerned with three topics:

- ✓ overseas voting
- ✓ early voting
- ✓ confirmation that an elector is in the roll (Chart 14).

As with past practice the Commission had subject matter experts located at the call centre to respond to complex queries. Questions that could not be answered by a subject matter expert were referred to the Commission's office in central Perth for follow up and action as necessary.

**Chart 14:**  
*Enquiry Panel Top Three Elector Information Categories*



# Polling Arrangements

## Polling Locations

Voting in a Western Australian State General Election is compulsory and polling places must be convenient to visit on polling day. For the 2013 State election 794 ordinary polling places were identified as suitable, comprising:

- ✓ 757 single polling places
- ✓ 14 dual polling places (28)
- ✓ 9 drive-in polling places.

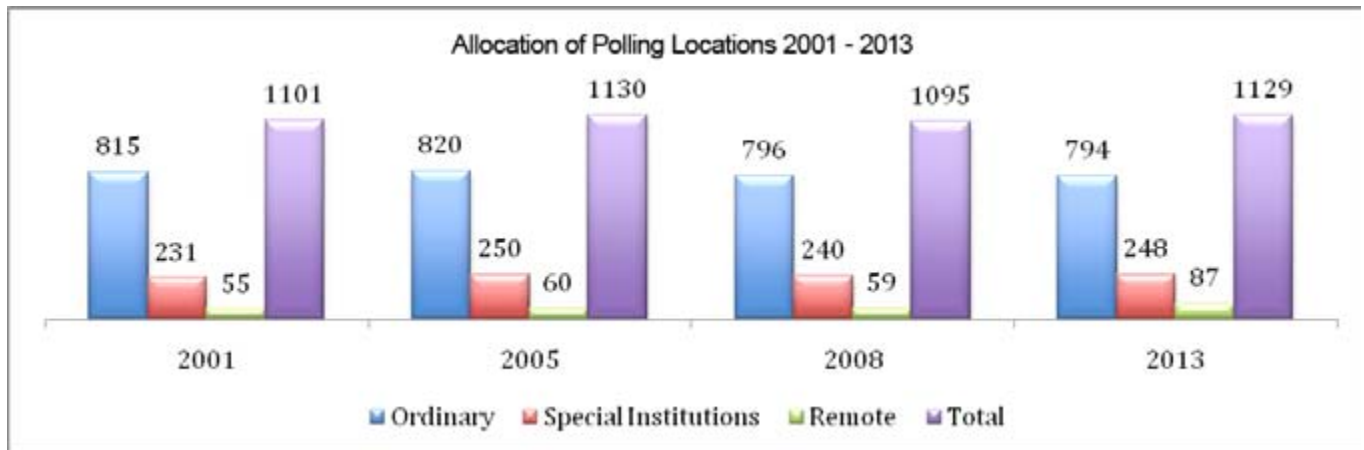
In addition, 248 special institutions and 87 remote polling locations were identified as suitable (Chart 15).

In 2013 there was a marginal decrease in the number of ordinary polling places, from 796 in 2008 to 794. In respect to remote polling locations, and in accordance with the Commission’s stated aim of increasing participation in remote and regional areas, there was a significant increase, from 59 in 2008 to 87 in 2013.

In the lead up to polling day the Commission operated 79 early voting centres within Western Australia, interstate and overseas.

Including ordinary polling places, special institutions, remote polling locations and early voting centres, Western Australians were able to attend over 1200 venues to cast their vote in-person.

**Chart 15:**  
Number and Category of Polling Locations 2001 – 2013



Remote polling.

## POLLING ARRANGEMENTS

### Staffing

For the 2013 election 7,342 staff were recruited to work at polling places, compared with 6,937 in 2008. Approximately a six per cent increase (Chart 16).

**Chart 16:**  
Polling Place Staffing Numbers 2001 – 2013

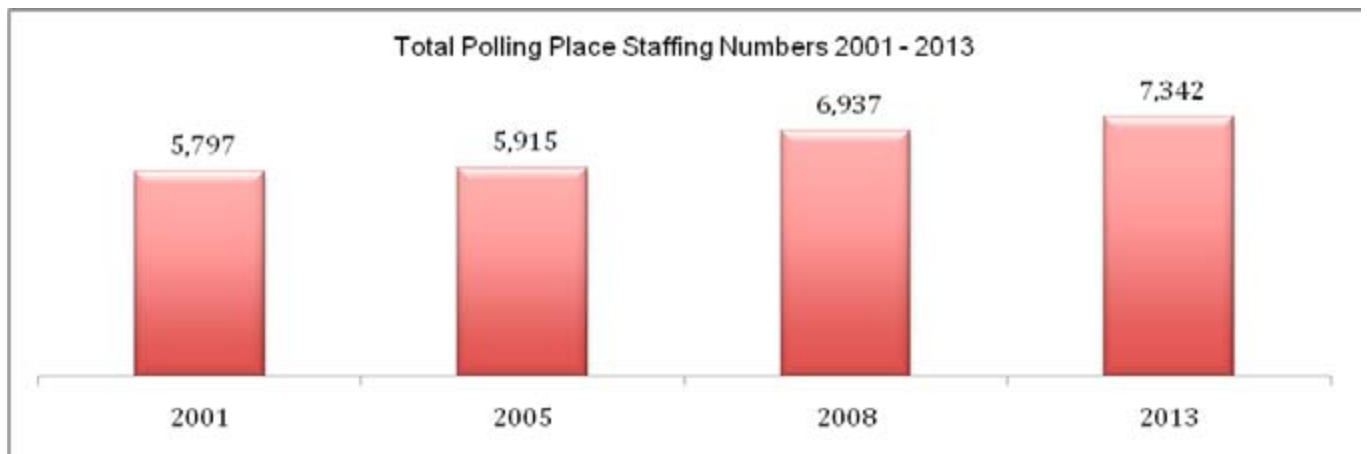


Table 14 outlines the categories and numbers of staff employed at polling places for the 2013 election.

**Table 14:**  
Polling Place Staff by Category 2013

| Polling Place Staff Category     | Number Employed |
|----------------------------------|-----------------|
| Assistant Polling Place Managers | 314             |
| Ballot Box Guards                | 591             |
| Declaration Issuing Officers     | 1,793           |
| General Assistants               | 751             |
| Ordinary Issuing Officers        | 2,563           |
| Polling Place Managers           | 794             |
| Queue Controller                 | 405             |
| Returning Officers Assistants    | 131             |
| <b>Total Polling Place Staff</b> | <b>7,342</b>    |

There was an approximate 34 per cent increase in the number of mobile polling staff compared to 2008, reflecting the Commission's stated aim of encouraging greater participation in remote and regional areas (Table 15).

**Table 15:**  
Mobile and Remote Polling Staffing Numbers 2013

| Polling Place Staff Category     | Number Employed |
|----------------------------------|-----------------|
| Mobile Polling Manager           | 114             |
| Mobile Polling Officials         | 223             |
| <b>Total Polling Place Staff</b> | <b>337</b>      |

Excluding early voting centres, a total of 7,679 polling staff were employed for the 2013 election compared to 7,188 in 2008. This represented an overall increase of approximately 7 per cent.

## POLLING ARRANGEMENTS

### Polling Place Staff Training

Returning Officers are responsible for training many of the individuals employed to work as polling officials. The Commission produced a number of training aids to assist ROs in this task, ranging from online tests, guides and short videos to checklists and manuals. The online tests were not intended as a rigorous assessment of an individual's capacity to undertake a given role, but rather as a communication aid to convey legislative requirements expected of polling place staff, such as the mandatory three questions asked of all electors.

Of particular note in 2013 was the production of three short films produced to illustrate to staff the complexity of working at a polling place. The films were made publicly available on the Commission's website and via social media such as Facebook and YouTube. Post election, polling officials were asked to provide feedback on the three films using a ranking scale.

Respondents were asked to rank the three films from 1 to 10 (1 being 'extremely uninformative' and 10 'extremely informative'). In respect of the main film, WA Speaks, a total of 1,487 individuals provided a rating. Of this number only 23 per cent

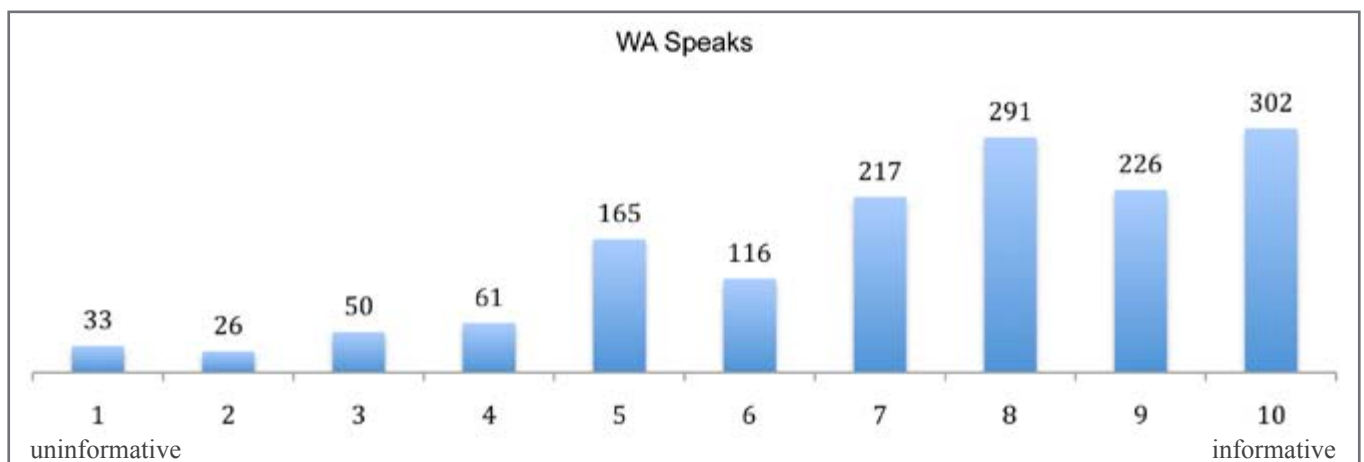
of respondents rated the film between 1 & 5 whilst approximately 70 per cent rated the film between 7 & 10 (Chart 17). Encouragingly similar response figures were recorded in relation to the other two training films produced by the Commission.

All other training requirements for general polling place staff was provided by Polling Place Managers on polling day. Whilst this 'on the job' training may not be ideal, it is not logistically feasible, nor financially responsible, for the Commission to deliver training seminars to several thousand individuals prior to polling day. Consequently the Commission assists ROs to adequately train Polling Place Managers to undertake this task. To this end, all polling officials were sent a specific instruction manual, unique to the role that they were appointed to undertake, in the weeks prior to polling day.

Post election, ordinary issuing officers were asked to provide feedback on the training and resources they received. Respondents were asked if they agreed, or disagreed, that the Ordinary Issuing Officer Manual and the pre-polling briefing by the Polling Place Manager enabled them to carry out their duties effectively.

**Chart 17:**

*Polling Official Post Election Feedback – Training Film WA Speaks*



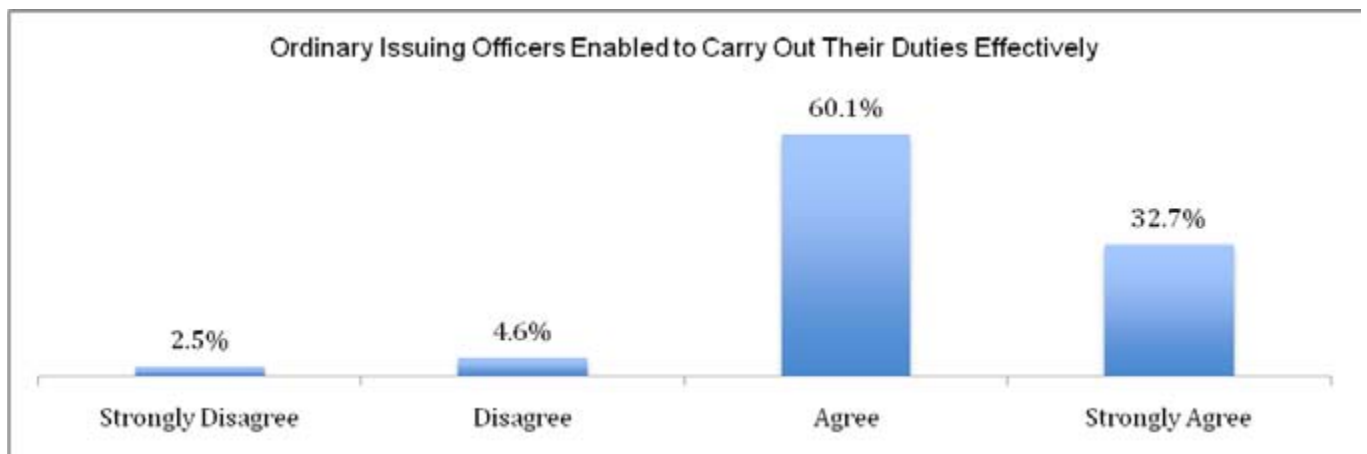
## POLLING ARRANGEMENTS

A total of 1,643 individuals provided a response, with 93 per cent agreeing that that the Ordinary Issuing Officer Manual and the pre-polling briefing

by the Polling Place Manager enabled them to carry out their duties effectively (Chart 18).

**Chart 18:**

*Ordinary Issuing Officers Post Election Feedback – Manual and Polling Place Training*



### Polling Place Manager & Declaration Issuing Officer Training

Returning Officers provide training to polling place managers and declaration issuing officers in the weeks immediately preceding polling day. These individuals and the roles they undertake are integral to a successful outcome on polling night. The Commission recognises that the provision of training to individuals is not necessarily a straight forward task and on occasion ROs may find the process challenging.

To assist ROs with the delivery of training, and in addition to the previously mentioned short films, senior polling place staff such as polling place managers and declaration issuing officers were required to complete a number of mandatory online training modules. The modules were intended to help individuals prepare for their face-to-face training session with their respective RO.

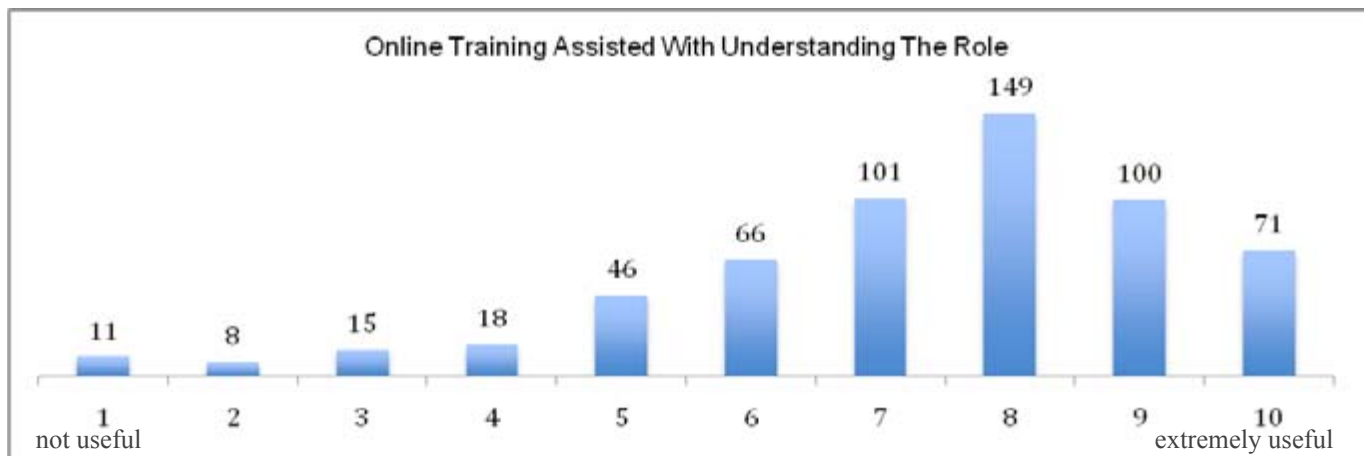
## POLLING ARRANGEMENTS

### Polling Place Managers' Post Election Feedback

Post election, polling place managers were asked to provide feedback on the online training modules using a ranking scale. Respondents were asked to rank from 1 to 10 (1 being 'not at all useful' and 10 being 'extremely useful') the online training as a tool to assist them understand their role.

A total of 585 individuals provided a rating. Of this number 17 per cent of respondents rated the online training between 1 & 5 whilst approximately 72 per cent of respondents rated the online training between 7 & 10 (Chart 19).

**Chart 19:**  
*Polling Manager Post Election Feedback – Online Modules*



Informed by previous feedback the Commission produced a 'Training Companion Workbook' for the 2013 election. The Workbook was produced specifically for Returning Officers to use as a resource to train polling place staff. Returning Officers were able to pick and choose which exercises they would utilise and the mode of delivery. Consequently its usage varied greatly.

Post election polling place managers were asked how effective were the training packs of ballot papers that were used to illustrate the three polling place counts. A total of 592 individuals provided a rating. Approximately 58 per cent rated the ballot paper packs as extremely/very effective and

approximately 36 per cent rated the ballot paper packs moderately/slightly effective. Approximately 6 per cent of respondents thought the ballot paper packs were not at all effective (Chart 20).

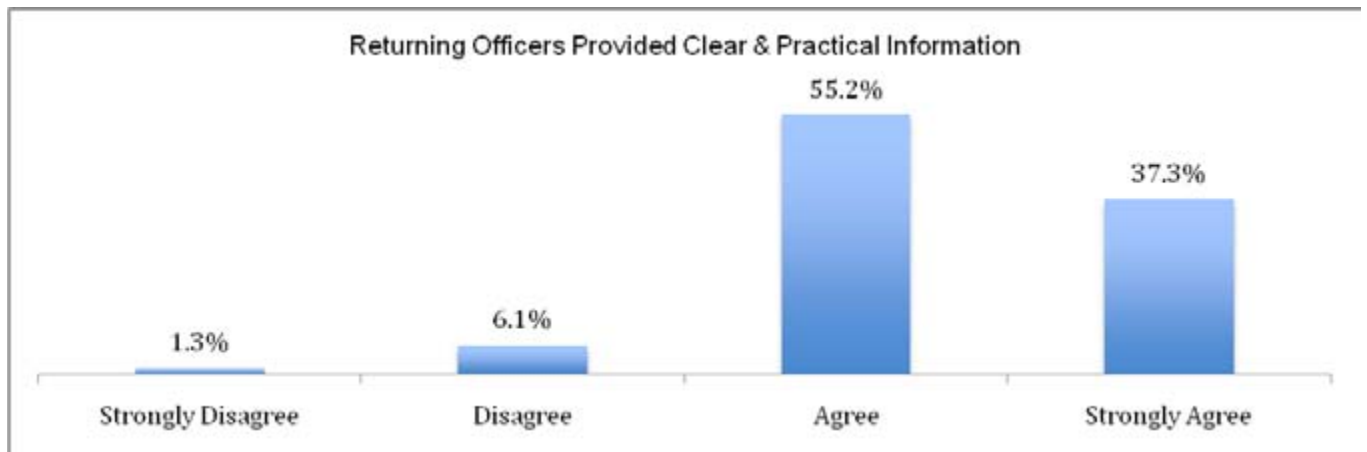
Post election, polling place managers were asked to provide feedback on the performance of ROs in relation to whether they provided clear & practical information and delivered training sessions in a professional manner.

A total of 603 individuals provided a response, with a very pleasing 93 per cent agreeing that that the RO provided clear, concise and practical information (Chart 20).



## POLLING ARRANGEMENTS

**Chart 20:**  
*Polling Manager Post Election Feedback – Returning Officer Performance*

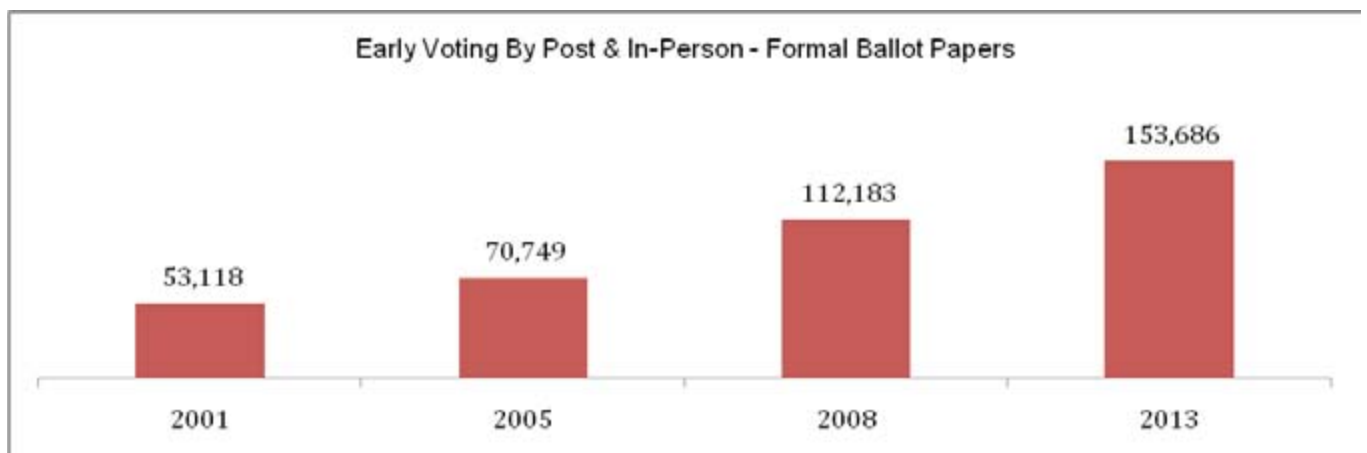


### Early Voting

Early voting enables electors to cast their vote prior to polling day. An elector can cast an early vote either in-person or by post. In Western Australia, early voting continues to grow in

popularity. In this election 153,686 formal early votes were admitted to the count, an increase of 41,503, or 37 per cent on the 2008 election (Chart 21).

**Chart 21:**  
*Formal Combined Early Voting Ballot Papers Admitted to the Count – Legislative Assembly 2013*



## POLLING ARRANGEMENTS

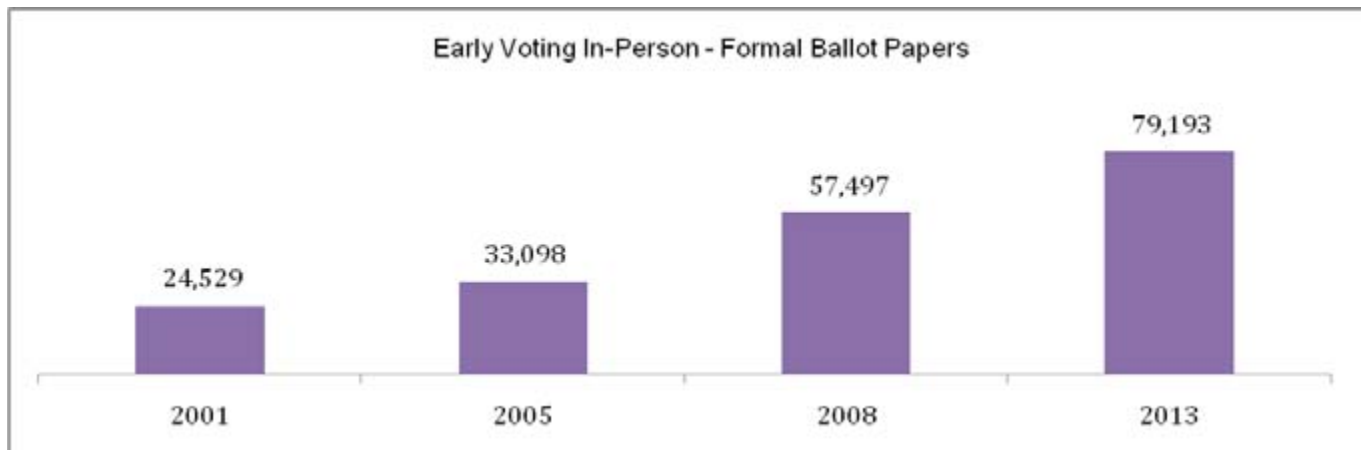
### Early Voting (In Person)

Eligible electors were able to cast an in-person early vote by visiting a nominated issuing office between 20 February and 8 March 2013. For the 2013 election 79 early voting issuing offices were available for this purpose, including 16 in the following countries: Canada; China (2); France; Indonesia (2); Japan; New Zealand; Singapore; Thailand; United Arab Emirates; United Kingdom; United States of America (3) and Vietnam.

In the 2013 election 79,193 formal early votes (in person) were admitted to the count, an increase of 21,696, or 37.73 per cent, on the 2008 election (Chart 22).

**Chart 22:**

*Formal Early Voting (in Person) Ballot Papers Admitted to the Count – Legislative Assembly 2013*



### Early Voting (By Post)

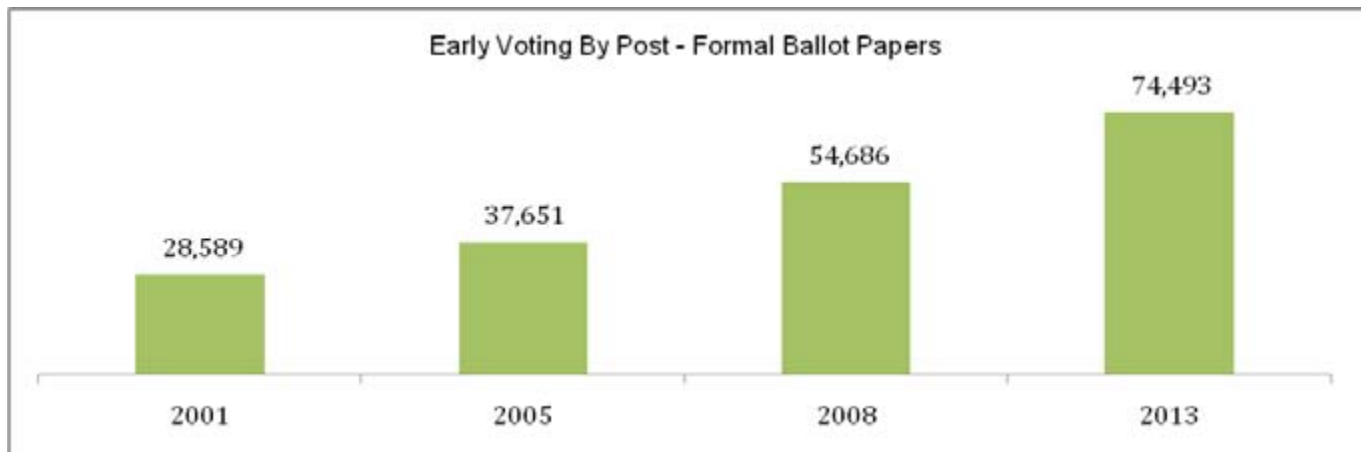
Eligible electors were able to apply for a postal vote by completing an application form, which could be downloaded from the Commission's website or obtained from other locations including Australia Post offices. Electors registered at the Commission as a General Early Voter were automatically sent ballot papers. Processing of postal vote applications commenced on 20 February and ceased on 6 March 2013. In the 2013 election 74,493 formal early votes (by post) were admitted to the count, an increase of 19,807, or 36.22 per cent, on the 2008 election (Chart 23).

Increases in early voting can be attributed to a greater awareness amongst electors of the availability of such services and demand is likely to continue to grow in future. Another contributory factor in the rise of early voting, in particular by post, is the practice of some political parties to encourage postal voting in the literature they send to electors.

## POLLING ARRANGEMENTS

**Chart 23:**

*Formal Early Voting (by Post) Ballot Papers Admitted to the Count – Legislative Assembly 2013*



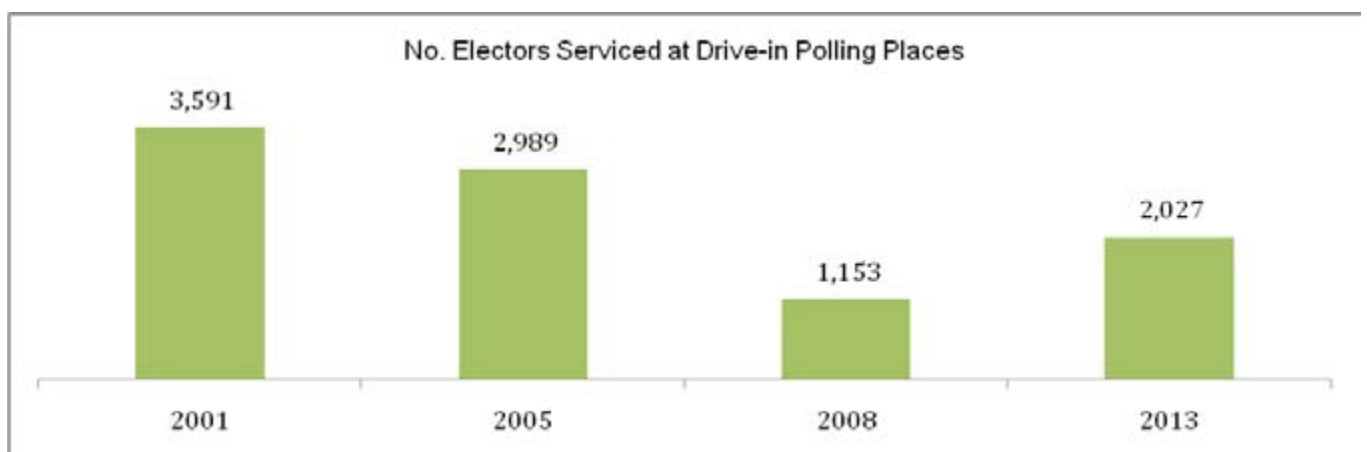
### Drive-In Polling Places

In accordance with the Commission's aim to provide easy access to voting for all electors nine drive-in polling places were established for electors with disabilities. Although the Commission provided only nine specifically designated drive-in polling places, at all the other ordinary polling

places, polling officials were able, upon request, to take ballot papers out to an elector who had difficulty leaving their car. This is the fourth election where the Commission has provided such a service.

**Chart 24:**

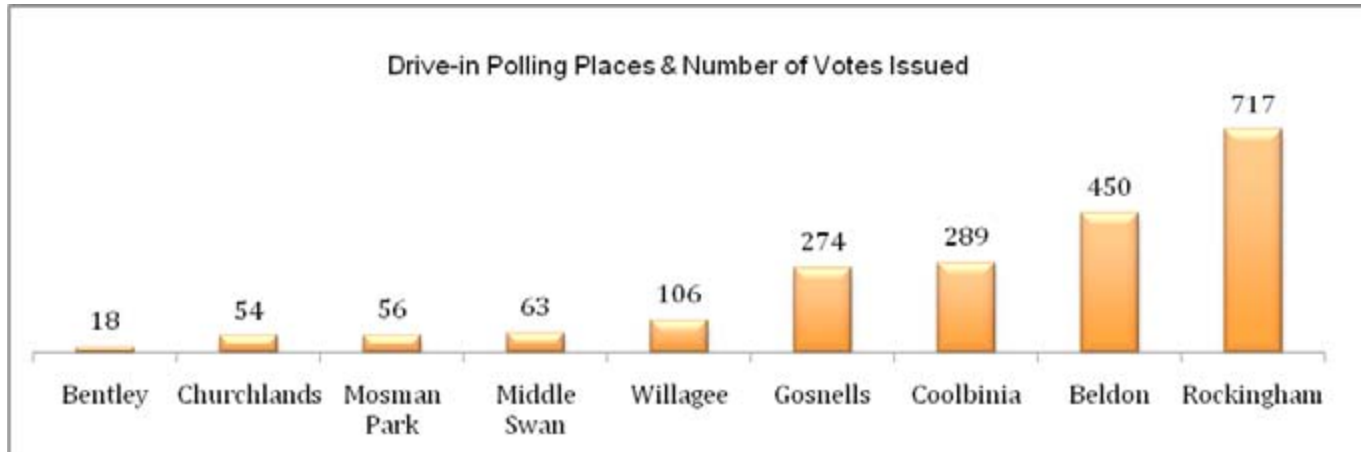
*Number of Ballot Papers Issued at Drive-in Polling Places*



## POLLING ARRANGEMENTS

**Chart 25:**

*Drive-in Polling Place Locations & Number of Votes Issued 2013*



The increase in elector patronage over 2008 is pleasing from the Commission's perspective, but given the cost of establishing stand alone drive-in polling places, the continuation at future elections of sites that took fewer than 100 votes will be reviewed.

### Mobile Polling

Mobile polling is carried out at declared special institutions and in remote areas around the State. In 2013 a total of 248 hospitals and selected institutions were included in the Commission's mobile polling visitation program and approximately 8,760 electors were provided with an opportunity to exercise their franchise (Chart 26).

### Remote Area Polling

Mobile polling teams visited a number of remote towns and communities in the five districts that constitute the Mining and Pastoral Region as part of the Commission's remote polling strategy. In some instances polling places located in remote communities were operational for the duration of polling day. In total there were 87 remote polling visitations and/or locations resulting in 2,656 votes being issued (Chart 27).

It's pleasing to note that the 2013 remote polling program was successful in achieving its intended aim of increasing participation and engagement of voters living in remote and regional parts of Western Australia, including the main target group of Indigenous voters.

## POLLING ARRANGEMENTS

Of particular note is the Kimberley district, spread across 419,452 square kilometres and home to a large number of remote Indigenous communities. Notwithstanding the challenges represented by 'Cyclone Rusty' across the northern parts of Western Australia during the early voting period, a notable number of votes were issued. An arrest in the decline of voter turnout figures was a pleasing observation and a trend the Commission is keen to maintain in the future. In relation to the five electoral districts located in the Mining and Pastoral Region all observed an increase in voter turnout compared to 2008 (Chart 28).

The increase in voter turnout ranged significantly across districts, from 3.60 per cent in Eyre to 10.97 per cent in the Kimberley. The Pilbara observed a healthy 7.46 per cent increase whilst North West Central and Kalgoorlie increased 3.94 and 4.27 per cent respectively. Identifying correlations between services offered by the Commission and observed increases in participation rates can be problematic, especially in the context of an event such as a State General Election that occurs every four years. Nevertheless the Commission views the significant increase in the number of remote voting locations as a contributory factor.

### Ordinary Polling

Voting commenced at 8 am Saturday 9 March 2013 with many polling places reporting voters already queuing to cast their votes. The poll closed at 6 pm and counting commenced soon after at polling places and at the Commission's central Count Centre in East Perth.

At the close of polls, polling place managers were required to:

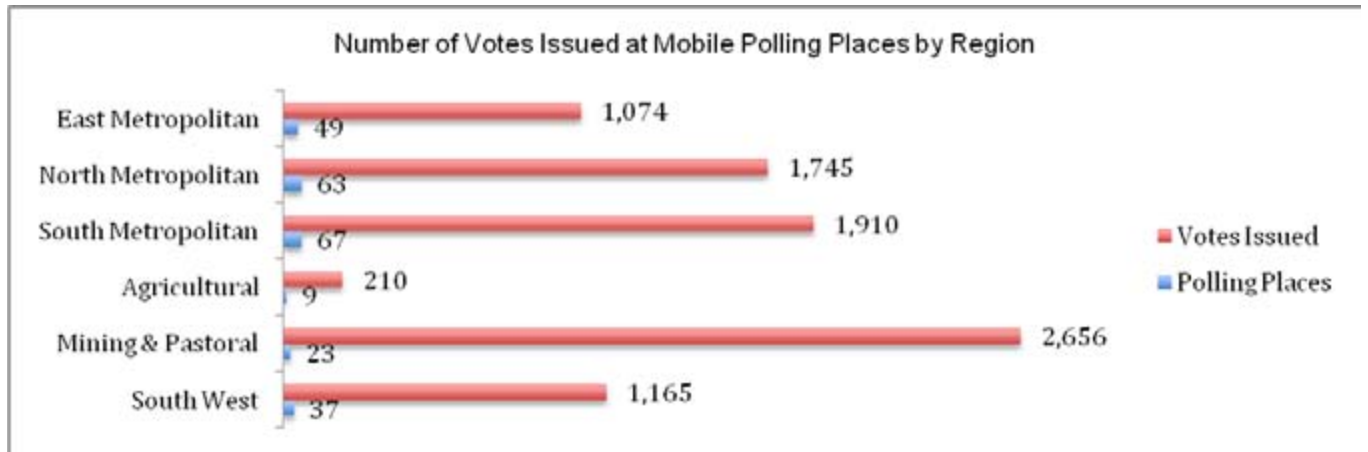
- ✓ count the first preferences of ordinary votes for each Legislative Assembly candidate
- ✓ conduct a notional distribution of preferences for the two preferred Legislative Assembly candidates, as identified in advance by the Electoral Commissioner
- ✓ sort the Legislative Council ballot papers into ticket and non-ticket ordinary votes and count the first preference votes
- ✓ progressively report the results of these indicative ballot paper counts to the respective Returning immediately following the conclusion of each count.



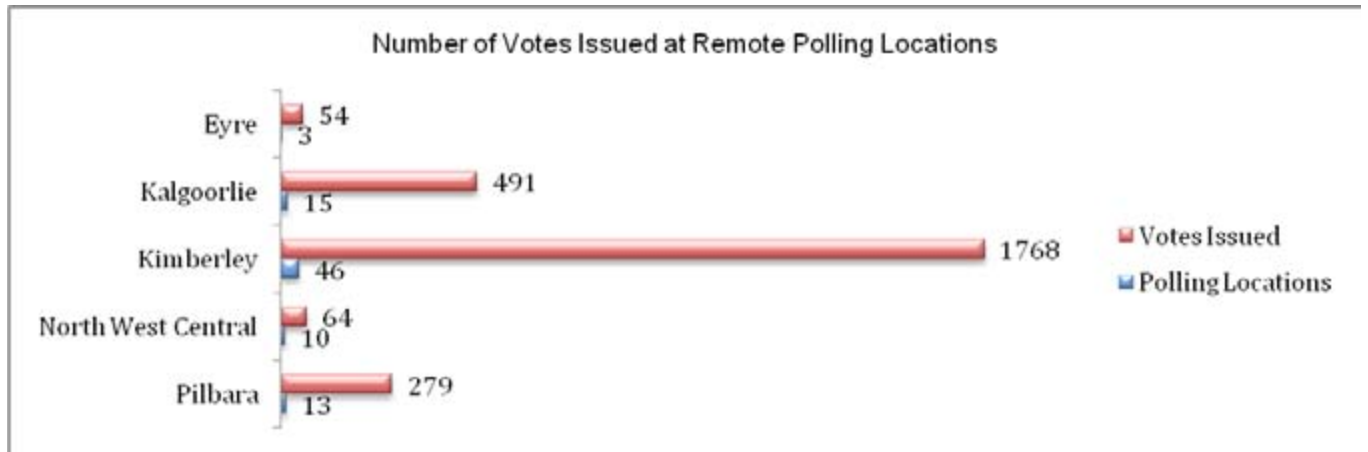
*A polling place on election day.*

## POLLING ARRANGEMENTS

**Chart 26:**  
*Mobile Polling by Region and Votes Issued*

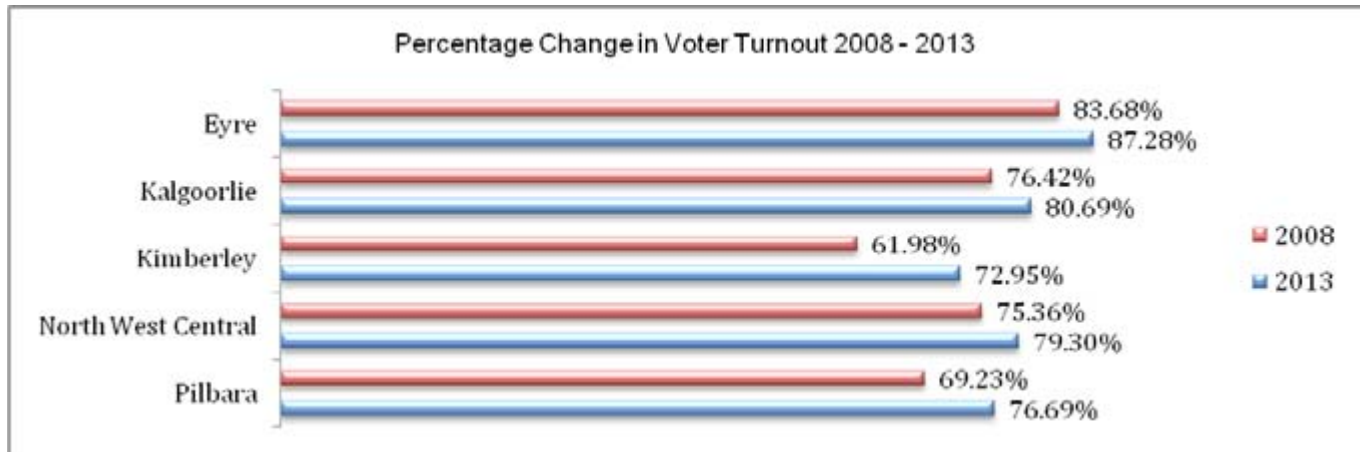


**Chart 27:**  
*Remote Polling by District and Valid Votes*



# POLLING ARRANGEMENTS

**Chart 28:**  
*Percentage Change in Voter Turnout, Mining and Pastoral Districts 2008 – 2013*



*Kunawarritji mobile polling.*



*A 'near miss' for remote polling staff when returning to Broome.*



*Location for polling at the Wagin Woolorama show grounds.*

# Election Night

## Centralised Results Reporting

Previously the Commission has, at a great expense, constructed a temporary 'tally room' for the purpose of providing a venue for interested media organisations to undertake election night reporting activities. Historically the concept of a 'tally room' had a tangible role as results were, quite literally, tallied at the location as and when they became known. In addition prominent candidates, such as leaders of the major political parties, have historically attended the tally room to accept or concede defeat when the outcome of an election was determined.

In Western Australia, the practice of major party leaders attending the tally room ceased some elections back and advances in telecommunications have long since made a traditional tally board redundant.

Contemporary telecommunication platforms that are convenient and graphic rich, such as smart phones and tablets, have irrevocably changed the way information is consumed and shared. Accordingly the Commission made a strategic policy decision to discontinue with the costly, and for the most part irrelevant, provision of a conventional tally room for the 2013 election.

In its place a centralised results reporting team was established at the Commission's count centre. The results team monitored the flow of results as and when they were provided from district Returning Officers. Results were then disseminated directly to the public via the Commission's dedicated election website and to certain media organisations that had arranged direct data feeds of the results.

ABC Television for example hosted a comprehensive televised election night special from their studios in east Perth, utilising a regularly updated data feed from the Commission.

## Election Night Results Transmission

Progressive first preference results for the Legislative Assembly, notional distribution of preferences and first preference results for the Legislative Council were transmitted directly to the results team by the Returning Officers, using an encrypted remote connection to the Commission's results system. Redundancy provisions were put in place in the event Returning Officer's experienced connectivity and/or transmission problems on the night.

The Commission's election management system (EMSWA) performed as expected and in a pleasing first for the Commission, all 59 district Returning Officers directly entered their results with no reportable operational deficiencies observed.

The decision to allow ROs to directly enter their results into EMSWA was part of the overall results dissemination review that took place in early 2012. A major driver for change was a desire to expedite the dissemination of results and streamline the transmission process. It was intended to reduce the potential for transcription errors and enable a more seamless integration of results from EMSWA to the Commission's dedicated election website and direct data feeds to media organisations on polling night.



## ELECTION NIGHT

### Results Website

The Commission launched a completely re-engineered website, specifically designed for the 2013 election, that acted as a virtual tally room. The website provided results in real-time over the course of the evening and enabled interested members of the public, media organisations and candidates to view the same results information that was previously only available at the tally room.

The website was linked to EMSWA, providing results updates every two minutes on election night and every hour in the following days until each seat was declared. Additional information was also available on the website, including close seats, enrolment details for each district and region, an election time line, location of polling places, ticket vote preferences and candidate details.



*The Electoral Commissioner, Warwick Gately, interviewed for television.*

# Results

## Legislative Assembly

The Commission measures elector turnout by the number of votes admitted to the count. In 2013, turnout was measured at 89.21 per cent. This equates to 1,260,089 electors voting for candidates in the Legislative Assembly. This is the first observed increase in turnout since the 2001 State General Election.

Of the 59 Legislative Assembly electoral districts, 28 candidates were elected with an absolute majority of first preference votes.

**Table 16:**  
*Districts where Candidate elected by Absolute Majority of First Preference Votes*

| Electoral District | Number of Candidates | Electoral District | Number of Candidates |
|--------------------|----------------------|--------------------|----------------------|
| Alfred Cove        | 5                    | Mandurah           | 7                    |
| Armadale           | 4                    | Mount Lawley       | 5                    |
| Balcatta           | 7                    | Nedlands           | 5                    |
| Bateman            | 3                    | Ocean Reef         | 5                    |
| Bunbury            | 7                    | Riverton           | 4                    |
| Carine             | 4                    | Rockingham         | 5                    |
| Churchlands        | 7                    | Scarborough        | 4                    |
| Cottesloe          | 5                    | South Perth        | 4                    |
| Darling Range      | 4                    | Southern River     | 4                    |
| Dawesville         | 6                    | Swan Hills         | 5                    |
| Hillarys           | 4                    | Vasse              | 7                    |
| Jandakot           | 3                    | Wagin              | 5                    |
| Joondalup          | 4                    | Wanneroo           | 5                    |
| Kingsley           | 4                    | Warnbro            | 3                    |

The remaining 31 districts required a distribution of preferences to determine the final result (Table 17).

**Table 17:**  
*Districts where Candidate elected following a Distribution of Preferences*

| Electoral District | Number of Distributions | Number of Candidates | Electoral District | Number of Distributions | Number of Candidates |
|--------------------|-------------------------|----------------------|--------------------|-------------------------|----------------------|
| Albany             | 6                       | 4                    | Kimberley          | 6                       | 4                    |
| Bassendean         | 4                       | 2                    | Kwinana            | 5                       | 3                    |
| Belmont            | 4                       | 2                    | Maylands           | 4                       | 2                    |
| Butler             | 4                       | 2                    | Midland            | 4                       | 2                    |
| Cannington         | 4                       | 2                    | Mirrabooka         | 4                       | 2                    |
| Central Wheatbelt  | 6                       | 4                    | Moore              | 5                       | 3                    |
| Cockburn           | 4                       | 2                    | Morley             | 5                       | 3                    |
| Collie-Preston     | 6                       | 4                    | Murray-Wellington  | 6                       | 4                    |
| Eyre               | 5                       | 3                    | North West Central | 5                       | 3                    |
| Forrestfield       | 5                       | 3                    | Perth              | 5                       | 3                    |
| Fremantle          | 6                       | 4                    | Pilbara            | 5                       | 3                    |
| Geraldton          | 5                       | 3                    | Victoria Park      | 3                       | 1                    |
| Girrawheen         | 5                       | 3                    | Warren-Blackwood   | 7                       | 5                    |
| Gosnells           | 6                       | 4                    | West Swan          | 4                       | 2                    |
| Kalamunda          | 6                       | 4                    | Willagee           | 6                       | 4                    |
| Kalgoorlie         | 5                       | 3                    |                    |                         |                      |

A total of 14 new members were elected to the Legislative Assembly, eight members of the Liberal Party, three members of The Nationals and three members of the Australian Labor Party.

# RESULTS

## Re-counts of Close Districts

The Commission developed a close seat protocol for the 2013 election and communicated to all stakeholders that “if after the full distribution of preferences for a Legislative Assembly seat, the margin between the two highest polling candidates is 100 votes or fewer, the Returning Officer will be advised to automatically offer the candidates another full distribution of preferences before declaring the result.”

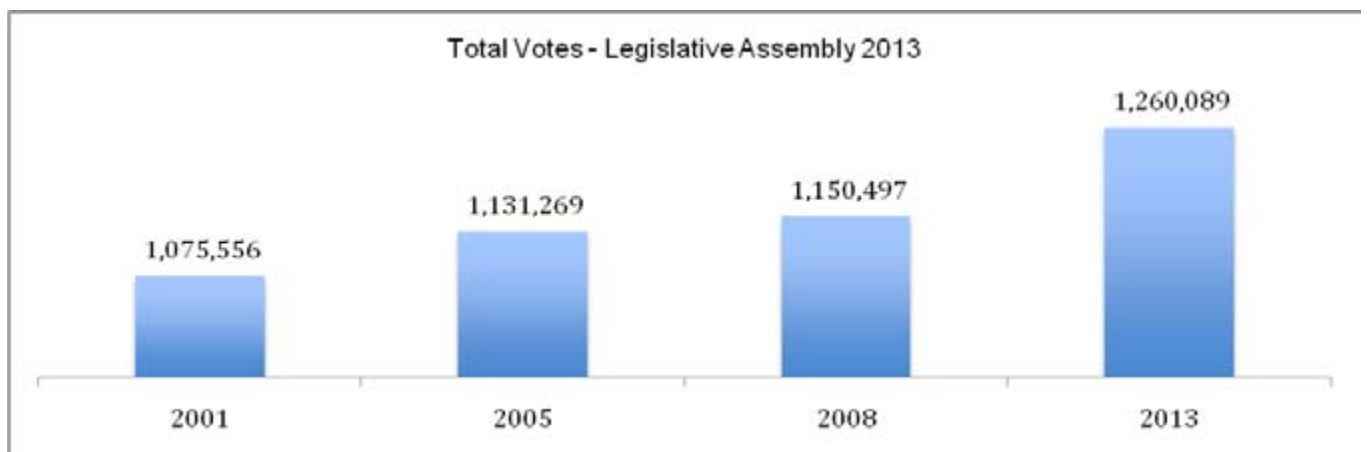
This offer was made in relation to the districts of Collie-Preston and Midland following the initial full distribution of preferences. In Collie-Preston Labor’s candidate Mick Murray had a margin of 59 votes and in Midland Labor’s candidate, Michelle Roberts, had a majority of just 23 votes.

Following exhaustive re-counts, overseen by party scrutineers, the second full distribution of preferences confirmed that Mick Murray had retained the district of Collie-Preston, by 56 votes, and Michelle Roberts had retained the district of Midland by 24 votes.

## Total Votes Counted

The number of votes accepted for the 2013 election increased by 109,592 or 9.53 per cent when compared to the 2008 election (Chart 29). Total votes include both formal and informal ballot papers.

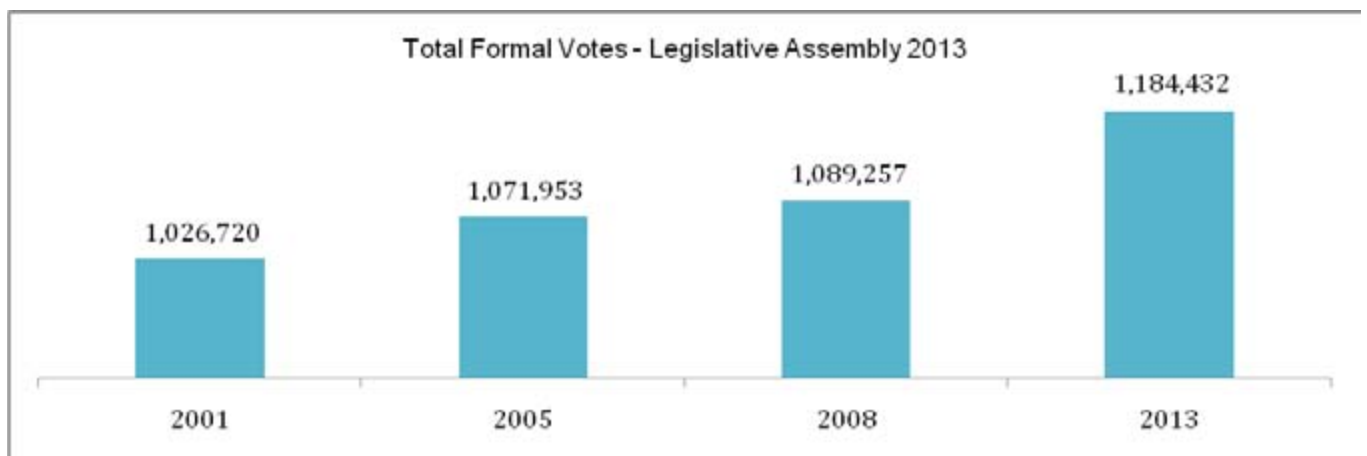
**Chart 29:**  
*Total Votes Legislative Assembly 2013*



## RESULTS

Formal votes increased by 95,175, or 8.74 per cent when compared to the 2008 election (Chart 30). These figures exclude informal ballot papers.

**Chart 30:**  
Total Formal Votes Legislative Assembly 2013



### Party Representation in 39<sup>th</sup> State Parliament

In 2013 the Liberal and The Nationals alliance consolidated their hold of Executive Government in the 39<sup>th</sup> State Parliament, with a combined majority of 38 seats in the Legislative Assembly (Table 18).

**Table 18:**  
Composition of the Legislative Assembly

| Party         | Before 9 March 2013 | After 9 March 2013 |
|---------------|---------------------|--------------------|
| Independent   | 4                   | 0                  |
| Labor         | 26                  | 21                 |
| Liberal       | 24                  | 31                 |
| The Nationals | 5                   | 7                  |
| <b>TOTALS</b> | <b>59</b>           | <b>59</b>          |

# RESULTS

## First Preference Votes

The Liberal and The Nationals parties both recorded healthy increases in their first preference votes, with approximately 33 and 35 per cent respectively, while the Labor Party had a marginal increase of 0.5 per cent. First preference votes for Independent candidates reduced by a significant 30 per cent. Similarly, votes for the Australian Christians and The Greens (WA) decreased by approximately 23 per cent. Family First recorded the greatest reduction in first preference votes at 67 per cent (Table 19).

**Table 19:**  
*Selected First Preference Votes Legislative Assembly 2013*

| Party                  | 2008    | 2013    |
|------------------------|---------|---------|
| Australian Christians* | 28,079  | 21,451  |
| Family First           | 21,204  | 7,039   |
| Independent            | 47,304  | 33,027  |
| Labor                  | 390,339 | 392,448 |
| Liberal                | 418,208 | 557,903 |
| The Greens (WA)        | 129,827 | 99,431  |
| The Nationals          | 53,086  | 71,694  |

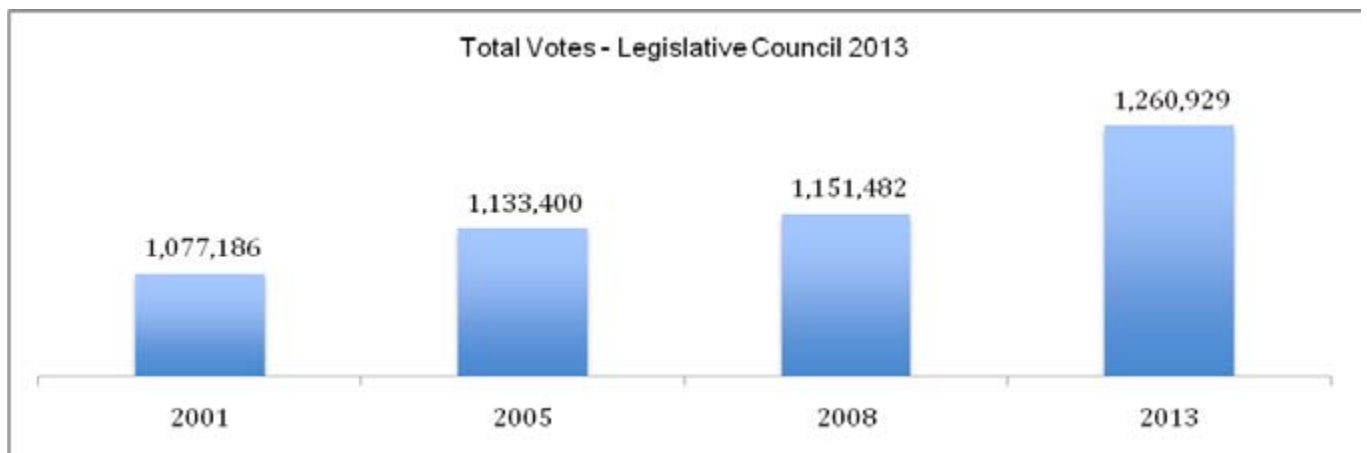
\*The 'Australian Christians' were previously registered as the Christian Democratic Party.

## Legislative Council

### Total Votes Counted

The number of votes accepted for the 2013 election increased by 109,447 or 9.50 per cent when compared to the 2008 election (Chart 31). Total votes include both formal and informal ballot papers.

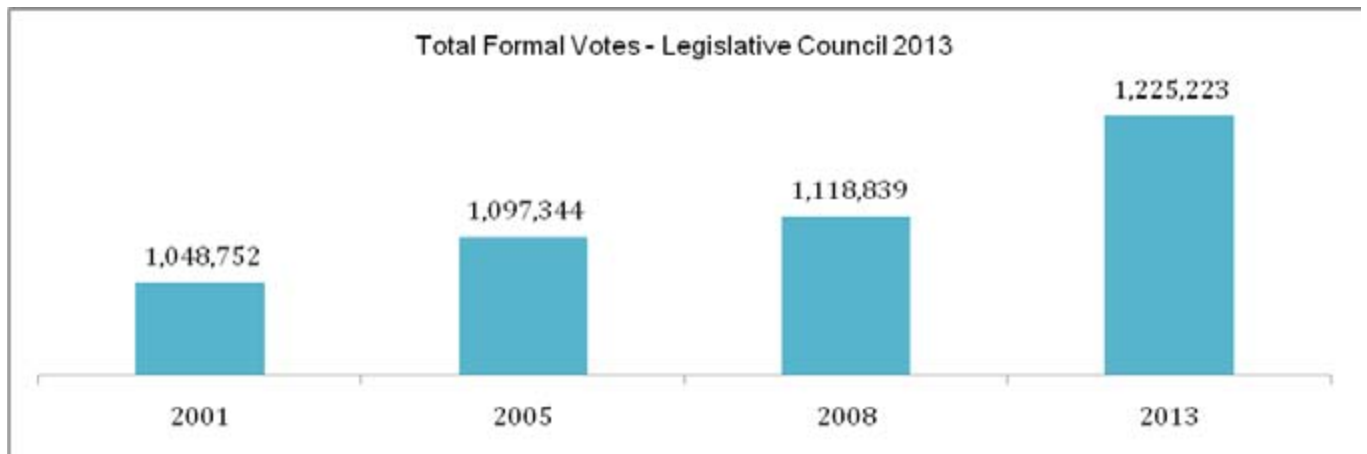
**Chart 31:**  
*Total Votes Legislative Council 2013*



## RESULTS

Formal votes increased by 106,384, or 9.51 per cent when compared to the 2008 election (Chart 32). These figures exclude informal ballot papers.

**Chart 32:**  
Total Formal Votes Legislative Council 2013



### Party Representation in 39<sup>th</sup> State Parliament

In 2013 the Liberal and The Nationals alliance increased their representation in the Legislative Council achieving a majority of 22 seats in the 36 seat chamber. Of particular note in 2013 was the election of Rick Mazza for the newly formed Shooters and Fishers Party, who successfully won the sixth vacancy in the Agricultural Region (Table 20).

**Table 20:**  
Composition of the Legislative Council

| Party                | Before 9 March 2013 | After 9 March 2013 |
|----------------------|---------------------|--------------------|
| The Greens           | 4                   | 2                  |
| Labor                | 11                  | 11                 |
| Liberal              | 16                  | 17                 |
| The Nationals        | 5                   | 5                  |
| Shooters and Fishers | N/A                 | 1                  |
| <b>TOTALS</b>        | <b>36</b>           | <b>36</b>          |

# RESULTS

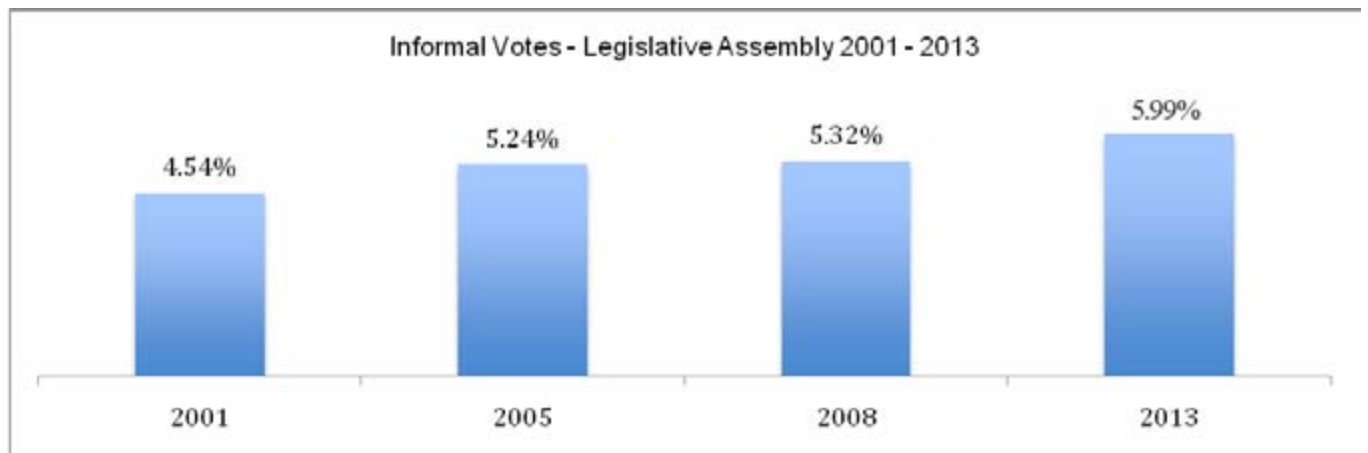
## First Preference Votes

The Liberal Party recorded a considerable 31.7 per cent increase in their first preference vote, whilst their alliance partners, The Nationals, recorded a small 0.5 per cent increase. The Labor Party recorded a small 1.5 per cent decrease in their first preference vote while The Greens (WA) recorded a significant 18.8 per cent decrease. Independent candidates recorded a significant 20.9 per cent increase and the Shooters and Fishers Party, contesting their first election in Western Australia, successfully won a vacancy in the Agricultural Region, obtaining 1.78 per cent first preference votes (Table 21).

**Table 21:**  
*Selected First Preference Votes  
Legislative Council 2013*

| Party                | 2008    | 2013    |
|----------------------|---------|---------|
| Independent          | 16,253  | 19,658  |
| Labor                | 404,389 | 398,260 |
| Liberal              | 443,064 | 583,500 |
| Shooters and Fishers | N/A     | 21,765  |
| The Greens (WA)      | 123,942 | 100,624 |
| The Nationals        | 59,505  | 59,804  |

**Chart 33:**  
*Legislative Assembly Informality Levels 2001–2013*



## Ballot Paper Formality

Ballot papers that are blank, do not show preferences in accordance with instructions and/or legislative requirements, or do not make the voter’s intention clear, are classified as informal. A ballot paper is also regarded as informal if the voter can be identified through a marking on it. Informal ballot papers do not contribute to the election of a candidate and are not included in calculating the quota or absolute majority required for election.

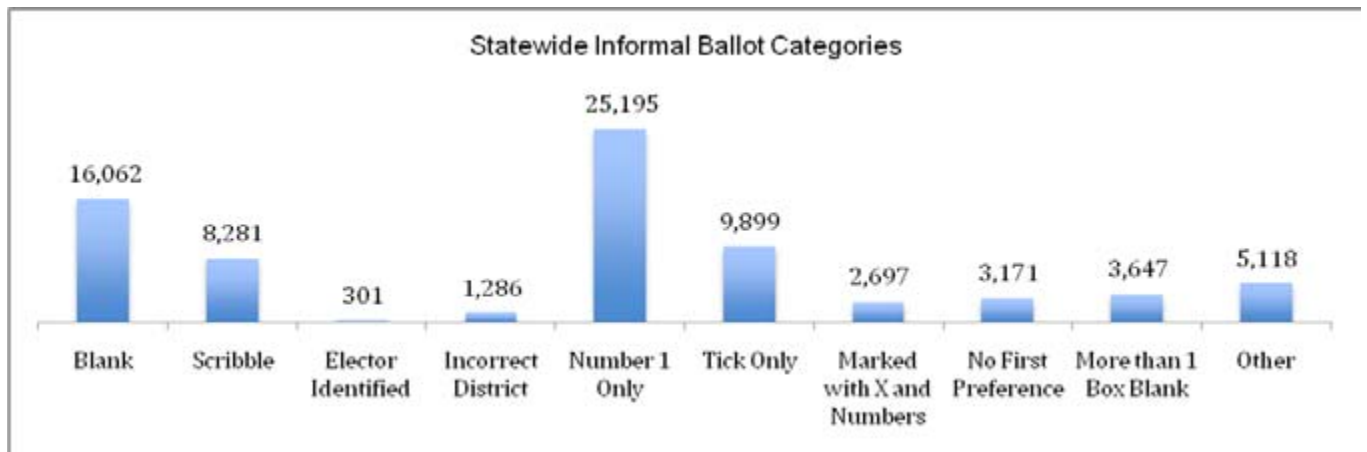
## Legislative Assembly

The percentage of informal votes for the Legislative Assembly in the 2013 election was 6 per cent, an increase of 0.67 per cent when compared to the 2008 election (Chart 33). This gradual but consistent rise in informal votes is of considerable concern for the Commission.

A closer analysis of the informal ballot papers reveals that the single largest contributor, at approximately 33 per cent, were ballot papers marked with a Number 1 Only. Followed by Blank at 21 per cent and Tick Only at 13 per cent (Chart 34). Collectively these three categories constituted approximately 67 per cent of all informal ballot papers identified in 2013.

# RESULTS

**Chart 34:**  
Legislative Assembly Informality Levels 2001–2013

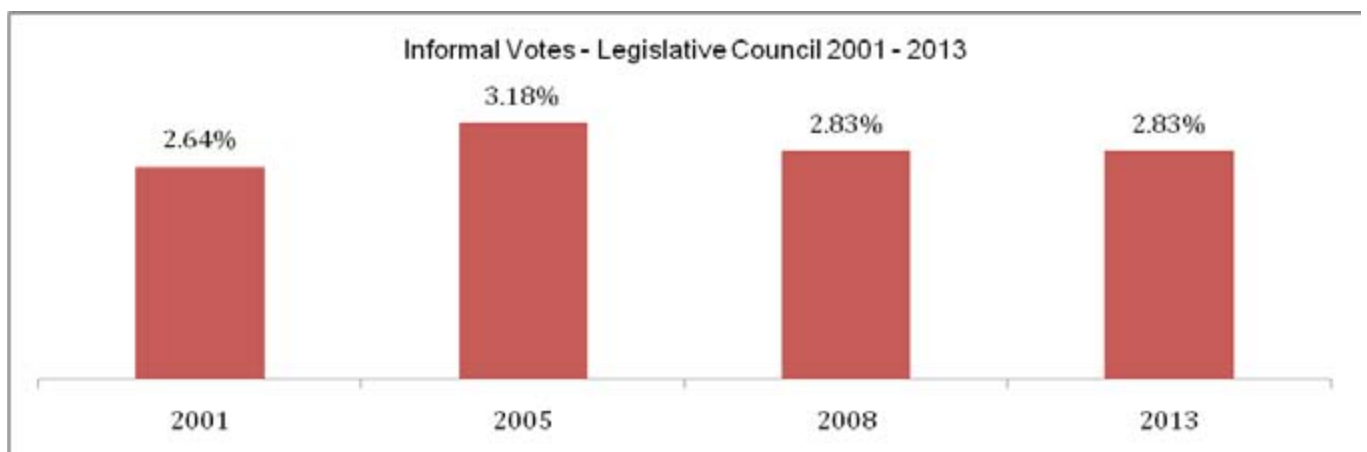


## Legislative Council

In the Legislative Council, and in contrast to the Assembly where an elector is required to cast a full preferential vote, electors have the option of ticket voting (marking a single preference on the left-hand side of the ballot paper). It is generally

accepted that ticket voting assists with reducing the level of informality, and in 2013 it would appear that this assumption held true with informality holding at 2.83 per cent (Chart 35).

**Chart 35:**  
Legislative Council Informality Levels 2001–2013

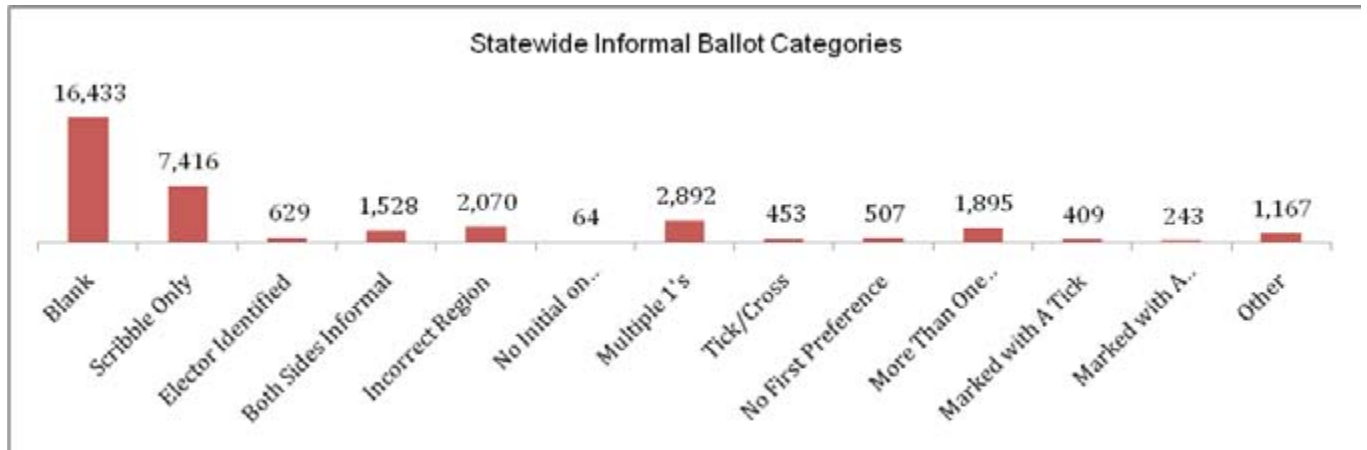




## RESULTS

**Chart 36:**

Statewide Breakdown of Legislative Council Informal Ballot Papers Cast at the 2013 State Election



A closer analysis of the informal ballot papers reveals that the largest contributor, at approximately 46 per cent, were *Blank* ballot papers. Followed by *Scribble Only* at 21 per cent and *Multiple 1's* at 8 per cent (Chart 36). Collectively these three categories constituted approximately 75 per cent of informal ballot papers identified in 2013 for the Legislative Council.

### Return of the Writs

Friday 5 April 2013, the Electoral Commissioner returned the writs to the Governor and advised the Clerk of the Legislative Assembly and the Clerk of the Legislative Council of the names of the elected members and gave each of them a copy of the relevant certified writ.

The level of informal ballots observed in relation to the Legislative Assembly is an area of concern. One option put forward as a means of addressing the high informality rate is to consider adopting optional preferential voting for the Legislative Assembly. In states where optional preferential voting applies the informality rate is about half that of Western Australia.

### Declaration of the Polls

District and regional Returning Officers were required under the *Electoral Act 1907* to declare the result of the election at a nominated place after the result of the election had been ascertained. The public declaration of the elected candidates took place at various times, with all the seats having been declared by Friday 29 March 2013.



The Deputy Electoral Commissioner, Chris Avent, holding the 'Writs'.

# Post Election Procedures

## Compulsory Voting and Non-Voter Scrutiny

In Western Australia voting is compulsory at a State General Election and penalties are imposed on electors who do not provide a valid and sufficient reason for not voting. Prior to analysis of all available information sources, the scan of electoral rolls used at the election indicated there were 133,954 apparent non-voters.

These electors are then checked against various Commission records to ascertain if non-voter notices are to be issued. Key sources of that information are *Certificates of Attendance* forms and *Elector Information Reports* that are completed at polling places and passed on to Commission staff.

A *Certificate of Attendance* is issued by polling officials to electors who are not correctly enrolled for their current address when they attempt to vote. *Elector Information Reports* are completed by family members or friends about other electors who may have recently passed away or moved out of the State. Consequently, these electors are not sent a notice.

In June 2013 the Commission posted an *Apparent Failure to Vote Penalty Notice* to 89,231 electors seeking an explanation as to why they did not vote. The 44,723 electors from the initial roll scan who did not receive *Apparent Failure to Vote Penalty Notice* had either supplied acceptable reasons for not voting or another information source had validated their removal from the list.

Following payments and responses from the *Apparent Failure to Vote Penalty Notice*, 61,760 *Failure to Vote Infringement Notices* were posted to electors in July 2013.

After payments and further responses to the *Failure to Vote Infringement Notices*, 36,459 *Final Demand Notices* were sent to electors in September 2013.

Electors who fail to pay the penalties imposed on them for not voting are ultimately referred to the Fines Enforcement Registry for further action.

## Multiple Voters

Post election the Commission undertakes a vigorous audit of the electoral rolls used at polling places to identify cases of apparent multiple voting and/or administrative errors. After the completion of this audit the Commission identified a total of 345 possible cases of multiple voting that warranted further investigation.

Preliminary investigation by the Commission confirmed that 208, of the initial 345 possible cases of multiple voting, had not voted more than once. These electors were initially thought to be a multiple voter for a number of reasons, including:

- ✓ polling officials marking the wrong electors off the roll
- ✓ the misreading of marks by the electronic scanner due to poor roll marking
- ✓ double entries made during declaration processing.

Following the conclusion of preliminary investigations 137 warning letters were posted to apparent multiple voters. At the time of writing, and after consideration of responses to the letters posted, no electors are subject to further action.

## POST ELECTION PROCEDURES

The most common factors leading to the casting of a second vote were:

- ✓ the forgetfulness of the aged
- ✓ concern that a declaration vote already cast would not count or arrive on time
- ✓ misunderstanding, particularly from people from culturally and linguistically diverse backgrounds.

The Commission was satisfied upon completion of its audit process that the extremely small proportion of multiple voters was so few as not to distort the outcome of the election in any of the 59 Legislative Assembly districts or six Legislative Council regions. Based on Commission investigations there were no apparent cases of an elector deliberately setting out to cast multiple votes.

### Political Finance

Under Part VI of the *Electoral Act 1907*, all political parties, associated entities, individual candidates, non-party groups and other persons are required to provide the Electoral Commissioner with details of gifts received and expenditure incurred for electoral purposes.

General information regarding financial disclosure was included in the candidate guides produced for Legislative Assembly and Legislative Council candidates. Separate guidelines booklets were also prepared, setting out more specific information for candidates and groups. These booklets and relevant forms were distributed to candidates who were not from the registered parties.

In the case of the seven registered parties that contested the election, sufficient information packs and forms were given to the party secretary or agent for distribution to party candidates.

### Agents

All political parties must appoint an agent, while individual candidates, non-party groups and other persons may appoint an agent or otherwise remain responsible for lodging their own return. Those wishing to appoint an agent must do so before 6 pm on the day before polling day.

### Party and Candidate Liaison

An information package was provided to all political parties registered in Western Australia that included information on nominations, advertising, financial disclosure requirements and electoral boundary maps.

Briefings for potential candidates and interested persons were also conducted at advertised locations throughout the State.

Independent candidates received the relevant election information in their candidate packs, from the Commission's website or by contacting the Commission Electoral Liaison Officer.

### Election-Related Disclosure Returns

Political parties are required to disclose expenditure incurred in an election. Candidates and groups are required to disclose all gifts received and expenditure incurred during the disclosure period for the election.

Persons other than political parties, associated entities, candidates and groups, who incur expenditure for political purposes are required to disclose all gifts received and expenditure incurred during the disclosure period for the election. If the total amount of expenditure does not exceed \$500, a return is not required.

Election returns were due within 15 weeks after polling day, by Monday 24 June 2013.

## POST ELECTION PROCEDURES

### Annual Disclosure Returns

All political parties and associated entities are required to lodge a return annually by 30 November, disclosing all gifts and other income received for the preceding financial year. Copies of all returns received may be viewed online at [www.elections.wa.gov.au](http://www.elections.wa.gov.au) or in hard copy at the Commission's head office.

### Electoral Funding

*The Electoral Reform (Electoral Funding) Act 2006* provides for public funding, related electoral expenditure, for Western Australian political parties and candidates. Funding is only available to those candidates who receive a minimum of four per cent of valid first preference votes in an election, and in doing so were entitled to be paid \$1.73302 for each valid vote received. Registered political parties, whose candidates achieve four per cent on a State-wide basis, are entitled to public funding for all of their candidates.

Funding is not automatically provided to either candidates or political parties. They must first provide evidence of incurring electoral expenses. If actual expenditure incurred by the candidate or party is less than the amount that would be paid under the above calculation, then the lesser amount is the amount paid to the candidate or party. Following a review of electoral expenses submitted to the Commission approximately \$4 million was paid out in public funding (Table 22).

**Table 22:**  
*Electoral Expenditure Declared and Funding Review*

| Political Party   | Expenditure           | Reimbursement         |
|---|-----------------------|-----------------------|
| Australian Christians (WA)                                | \$60,460.00           | \$6,084.63            |
| Australian Labor Party (Western Australian Branch)        | \$2,756,512.71        | \$1,370,312.78        |
| The Liberal Party of Australia (WA Division) Incorporated | \$5,141,459.31        | \$1,978,074.23        |
| National Party of Australia (WA) Inc                      | \$323,692.38          | \$227,888.66          |
| Shooters and Fishers Party (WA) Inc                       | \$61,355.52           | *Not Eligible         |
| The Greens (WA) Inc.                                      | \$446,010.00          | \$346,699.32          |
| Family First Party WA Inc                                 | \$13,161              | *Not Eligible         |
| Socialist Alliance  | \$1,792.76            | *Not Eligible         |
| Upper House Groups  | \$73,035.65           | \$7,264.82            |
| Independent Candidates                                    | \$792,392.35          | \$43,030.65           |
| <b>TOTALS</b>   | <b>\$9,669,871.68</b> | <b>\$3,979,355.09</b> |

*\*Did not receive more than 4% of first preferences*

# Performance Review

## Strategy and Service Commitments

A State general election is a significant event. While not only instrumental in determining Western Australia's parliamentary representatives and who will govern the State, it consumes considerable financial, logistical, human and administrative resources, under a strict statutory regime.

To that end the Commission produced a 'Strategy and Service Commitments' document that outlined the Commission's approach to the delivery of the

2013 State General Election, including identifying activities deserving particular consideration and how the Electoral Commission's performance might be assessed.

The following key performance indicators were specifically developed as a means for the Commission, and other interested stakeholders, to evaluate organisational performance in the delivery of the 2013 State General Election.

## Key Performance Indicators

**Table 23:**  
*Election Preparations KPIs*

| Indicator   | Measure                     | Target                   | Performance | Notes  |
|---|-----------------------------|--------------------------|-------------|--|
| Every Returning Officer completes online training and attends face to face training   | % of the total number       | 100%                     | 100%        |  |
| Polling Place Managers complete both online training and attend face to face training                                       | % of the total number       | 98%                      | Est. 87%    | Due to localised circumstances, particularly in the North West, some PPMs did not undertake both online and face to face training  |
| Polling places and early voting centres receive their full allocation of election materials on time                         | % of the total number (873) | 100%                     | Est. 99%    | 7 overseas Early Voting Centres did not receive ballot papers on time; several WA polling places may not have received a full allocation of materials like cardboard equipment |
| Every electoral district roll is produced and available for distribution to Returning Officers within 10 days of roll close | 100% by specific date       | 100% by 24 February 2013 | 100%        |  |
| All early voting centres are open and ready to operate from the Wednesday following close of nominations                    | 100% by specific date       | 100% by 20 February 2013 | 91%         | 72 of 79 Early Voting Centres were fully operational. 5 overseas EVCs received ballot papers on 21.2.13 and 2 on 22.2.13   |

## PERFORMANCE REVIEW

**Table 24:**  
*Election Conduct KPIs*

| Indicator  | Measure                        | Target                            | Performance | Notes  |
|--|--------------------------------|-----------------------------------|-------------|--|
| Percentage of Legislative Assembly first preference count results received from ordinary polling places by 8.00 pm         | % of the total number (794)    | 60%                               | 77%         | 95% of polling places had submitted their LA first preference count by 9.00pm  |
| All complaints received or election enquiries are responded to or acknowledged within 24 hours or by the next business day | % of the total number          | 100%                              | 99%         | 5 of 597 were not responded to within 24 hours   |
| All advertised polling places are open and ready for polling at 8.00 am and remain open until 6.00 pm on polling day       | % of the total number          | 100%                              | 100%        | The WAEC received no reports from polling officials, party workers or electors of polling places not being open during the specified hours |
| Return of the Writs  | Returned by due date specified | By date on the Writ<br>6 May 2013 | Yes         | The Writs were returned to the Governor on 5.4.13  |

**Table 25:**  
*Election Outcomes KPIs*

| Indicator   | Measure  | Target | Performance | Notes  |
|---|--|--------|-------------|--|
| Average State-wide elector participation rate – ie % of eligible electors on the roll                           | % of the total eligible (Dec 2011 – 89%)           | 91%    | Est. 88.8%  | This estimate is as at roll close on 14.2.13. The AEC's estimate for the March 2013 quarter for WA is 89.3%          |
| Elector participation rate for 18–25 year olds equals or betters the national target of 80%                     | % of the total eligible (Dec 2011 – 71%)           | 80%    | Est. 74%    | This estimate is as at roll close on 14.2.13. The AEC's estimate for the March 2013 quarter for WA is 75.8%          |
| Average State-wide voter turn-out – ie % of those on the roll who vote  | % of the total enrolled (2008 – 86.5%)             | 91%    | 89.2%       | A 2.7% increase over the 2008 State general election   |
| Lowest electoral district voter turn-out figure   | Compared to the last general election (2008 – 62%) | 75%    | 72.95%      | The lowest recorded district turn-out was 73% for the Kimberley – an 11% increase over 2008                          |
| Informality rate – Legislative Assembly   | % of votes cast (2008 – 5.32%)                     | 4%     | 5.99%       | Figures ranged from 3.47% in Cottesloe to 9.96% in Mirrabooka  |
| Informality rate – Legislative Council  | % of votes cast (2008 – 2.83%)                     | 2%     | 2.83%       | Exactly the same figure as at the 2008 State general election  |
| The number of invalidity complaints stemming from WAEC processes that are upheld by a Court of Disputed Returns | Number of successful complaints (2008 – 0)         | 0      | 0           | Invalidity complaints could be lodged at any time till 14.6.13 – 40 days from the specified return of the writs date |

# Resource Allocation

## Cost of Election

The 2013 State General Election was conducted at a cost of approximately \$17.5 million to 30 June 2013. Additional costs in the order of \$1 million were incurred in 2011–2012 in relation to pre-election planning activities and in the first few months of 2013–2014 in relation to non-voter processing, report production and post election evaluation.

The following table provides a breakdown of the main resource areas utilised during the election, followed by a brief description of these items.

**Table 26:**  
*Resource Allocation*

| Resource                  | \$, 000       | %           |
|---------------------------|---------------|-------------|
| Staffing                  | 9,728         | 55.6%       |
| Contracts and Expenses    | 1,167         | 6.7%        |
| Advertising and Website   | 1,682         | 9.6%        |
| Printing and Stationery   | 1,856         | 10.6%       |
| Communication and Freight | 1,305         | 7.5%        |
| Equipment                 | 581           | 3.3%        |
| Travel                    | 396           | 2.3%        |
| Other                     | 785           | 4.5%        |
| <b>TOTALS</b>             | <b>17,500</b> | <b>100%</b> |

## Staffing

This cost includes all expenses associated with the employment of:

- ✓ 59 district Returning Officers
- ✓ 6 region Returning Officers
- ✓ 7,679 polling staff
- ✓ 1,216 casual staff for post-election counting and processing
- ✓ additional contract staff to assist with specific election projects.

## Contracts and Expenses

This item covers a range of expenses including systems development, centralised results and count centre operations, and roll scanning.

## Advertising and Website

These costs relate to the advertising campaign including statutory advertising, campaign development, media spend, public relations and development of election specific website.

## Printing and Stationery

The cost of printing ballot papers, voting screens, ballot boxes and other polling place equipment, printed rolls, manual and forms are included in this item.

## Communication and Freight

Included in this item are the provision of telephony service (fixed & mobile), call centre services, postage, courier and general freight costs.

## Equipment

This item includes the cost of purchase or hire of additional equipment needed for polling place, centralised results and count centre operations.

## Travel

Travel costs incurred by Returning Officers and other staff in providing services across the state are included in this item.

## Other

Miscellaneous costs and charges, including venue hire.

# Election Review and Future Issues

## Review Activity

Following the election, the Commission has sourced feedback from all major stakeholders including electors, candidates, party agents, the media, election officials and returning officers. Both quantitative and qualitative feedback has been gathered via telephone and online surveys, as well as face-to-face interviews.

In addition, the observations and recommendations of returning officers and over 70 project leaders and managers will be gleaned from election related reports. All of this information, along with KPI results, will feed into the post election review process which will include several workshops and focus group meetings.

This review activity is a critical component of the Commission's philosophy and strategy of 'continuous improvement' and will help frame the changes and new initiatives that will be implemented at the next general election.

## Issues to be Addressed

Some of the issues that will be a focus of the post election review and subsequent work over the next two years or so include:

- ✓ the comparatively high informality rate for Legislative Assembly ballot papers
- ✓ how to better support electors from culturally and linguistically diverse backgrounds
- ✓ the lower participation rate of younger adults
- ✓ how to further capture the efficiencies that electronic roll mark-off can provide in polling places
- ✓ consideration of e-voting options to better service particular groups of electors
- ✓ how to further enhance the quality and consistency of training delivered to around 8,000 polling officials
- ✓ the harmonisation of enrolment provisions between the State and Commonwealth to ensure all eligible Western Australians are on the electoral roll at the next State election.

Some of the above may require policy decisions on the part of the State Government and/or changes to electoral legislation. Others require the development and testing of new technologies and a detailed assessment of the associated resourcing implications.



# Appendix 1 – Election Projects

## Stakeholder Communications

- ✓ Advertising
- ✓ Information Kits
- ✓ Website Maintenance & Internet Information
- ✓ Media Liaison
- ✓ Political Party/Candidate Liaison; Potential Candidate and Political Party Briefings
- ✓ Call Centre & Email Enquiries
- ✓ Legislation
- ✓ EasyVote Card

## Vote Checking, Counting and Reporting

- ✓ Declaration Vote Receipt
- ✓ Declaration Vote Processing & Checking
- ✓ Ballot Paper Removal from Declaration Envelopes
- ✓ Declaration Vote Counting
- ✓ Legislative Council Count
- ✓ Election Night Management of Results System Operations
- ✓ Election Night Results Management & Validation
- ✓ Checking Material Returned by Returning Officers
- ✓ Information Integrity & Post Election Results
- ✓ Election Reports & Statistics
- ✓ Feedback & Complaints

## Voting Services

- ✓ Elector Recording System (ERS)
- ✓ Early Voting (in person)
- ✓ Early Voting (by post)
- ✓ Polling Places Selection (Ordinary, Mobile & Remote)
- ✓ Polling Place Maps
- ✓ Determination of Polling Place Equipment & Resources
- ✓ Enhancing Access to Voting
- ✓ Drive-in Polling Places
- ✓ Management of Central Counting Centre & Recounts
- ✓ Assisted Voting System for Vision Impaired

## Accommodation, Materials and Equipment

- ✓ Count Centre Sourcing & Booking
- ✓ Cardboard Equipment – Design, Production, Storage, Distribution, Retrieval & Destruction
- ✓ Ballot Papers – Tender & Contract Award, Qty. Determination, Proofing, Printing & Distribution
- ✓ Count Centre Facilities – Operational Setup, Management & Security
- ✓ Forms & Manuals – Audit, Review, Design, Production & Printing
- ✓ Forms – Electronic
- ✓ Creation & Distribution of Polling Place Materials
- ✓ Return, Sort & Secure Storage of Materials

## Appendix 1 – Election Projects

### Nominations

- ✓ Legislative Council Voting Tickets – Coordination of Lodgement, Checking & Distribution
- ✓ Political Finance & Deposits
- ✓ Nominations – Assembly & Council
- ✓ Political Party Registration
- ✓ Return of Nomination Deposits

### Non-Voting and Multiple Voting

- ✓ Roll Scanning
- ✓ Multiple Voters
- ✓ Compulsory Voting (Non-Voters)

### Operations and Support Systems

- ✓ Election Project Plan Management
- ✓ Receipt & Return of Writs
- ✓ Interstate Visitor Program, Functions & Invitations
- ✓ IT Support – Systems & Telecommunications
- ✓ Returning Officer Liaison Officer (ROLO) Management

### Performance Review

- ✓ Election Day Process Audit – Statutory & Functional Compliance
- ✓ Stakeholder Surveys

### Rolls and Roll Products

- ✓ Roll Close
- ✓ Roll Production & Products
- ✓ List of Streets

### Staffing – Hire and Remuneration

- ✓ Count Centre Casual staff
- ✓ Polling Place Staff
- ✓ BigRedSky Support

### Staffing – Election Services Operations

- ✓ Interstate Secondment Program
- ✓ Returning Officer Advertising, Selection, Appointment, Communication & Assessment
- ✓ Remuneration Review
- ✓ Allocation of Election Projects

### Training

- ✓ Training Design & Implementation – Hard Copy
- ✓ Training Design & Implementation – Online
- ✓ Training Delivery & Evaluation (ROLO, RO & Call Centre)



WESTERN AUSTRALIAN  
Electoral Commission

Level 2, 111 St Georges Terrace  
Perth WA 6000  
GPO Box F316  
Perth WA 6841

PHONE (08) 9214 0400 or 13 63 06  
EMAIL [waec@waec.wa.gov.au](mailto:waec@waec.wa.gov.au)  
WEBSITE [www.elections.wa.gov.au](http://www.elections.wa.gov.au)  
FAX (08) 9226 0577

National Relay Service (NRS)  
133 677 then ask for (08) 9214 0400

ISBN: 978-1-921818-13-4