



**Tasmanian
Electoral Commission**

**5th Annual Report
2009–2010**

Fifth Annual Report 2009–10

To The Honourable Susan Lynette Smith,
President of the Legislative Council and

The Honourable Michael Polley,
Speaker of the House of Assembly

We have the honour to submit the fifth report of the Tasmanian Electoral Commission for presentation to the Parliament pursuant to the provisions of section 13 of the *Electoral Act 2004*.

The report covers the period from 1 July 2009 to 30 June 2010.

Yours sincerely



Liz Gillam
CHAIRPERSON



Julian Type
ACTING ELECTORAL COMMISSIONER



Christine Fraser
MEMBER

18 October 2010

Tasmanian Electoral Commission

Annual Report 2009–10

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CHAIRPERSON'S INTRODUCTION

Following the resignation of Richard Bingham as Chair, the Commission did not meet on a formal basis until the new appointments to the Commission were finalised, although I continued to meet informally with the Electoral Commissioner from time to time.

It was a great pleasure to welcome Christine Fraser as the new member of the Commission, especially as we entered the busy time of preparation for the State election. Christine took up her role with enthusiasm and thoroughness.

It was pleasing to hear a number of candidates, at the declaration of the poll following the State election, congratulating the Electoral Commissioner on the smooth running of the election and thanking him for his ready advice and assistance. Many in the community are unaware of the complexity of running an election and the fact that they occur with such apparent ease is due to extensive planning, attention to detail and ability to respond rapidly to problems. The Electoral Commissioner Bruce Taylor, Deputy Commissioner Julian Type and the Commission staff not only meet these demands, but are continually looking for ways to improve the processes associated with our electoral system. The close working relationship with the Australian Electoral Commission in this work is also acknowledged and appreciated.

That the knowledge and experience of staff of the TEC is highly regarded is further exemplified by the fact that their advice and assistance in running elections is sought locally, nationally and internationally. For example, at the invitation of the United Nations, Julian Type has undertaken another 'tour of duty' in Afghanistan during the year, assisting that country with its electoral processes.

As the year closed, the Electoral Commissioner, Bruce Taylor, foreshadowed his intention to retire on 5 August. Whilst not strictly within the reporting period, it seems appropriate to recognise the enormous contribution that Bruce has made to the electoral system and associated processes in Tasmania. Before joining the Tasmanian Electoral Office in 1993, Bruce was the Director Industrial Elections in the Australian Electoral Commission. In 2002 he became Chief Electoral Officer and oversaw the development of the *Electoral Act 2004*. As inaugural Electoral Commissioner, Bruce has ensured the smooth introduction and functioning of the Commission and leaves it as a trusted, while innovative, institution. The other members of the Commission are sure that all Bruce's colleagues and friends join with them in wishing him a long and healthy retirement.



Liz Gillam
CHAIRPERSON
Tasmanian Electoral Commission

ELECTORAL COMMISSIONER'S REVIEW

2009–10 has been year of great challenges and innovation for the office of the Tasmanian Electoral Commission (TEC). On the election front the year included a Legislative Council by-election for Pembroke in August, local government elections for 27 councils in October and the 2 remaining councils in December, the House of Assembly elections in March and the periodic Legislative Council elections in May.

The development of new and innovative election management and voting systems was given priority to make it easier for electors to vote wherever they may be, and to assist in the smooth conduct of so many elections in the one year.

The use of netbook computers as electronic certified lists was trialled and adopted for all polling places at the 2010 House of Assembly and Legislative Council elections. It was very pleasing that no significant problems occurred and they were well received by voters and polling staff. As a bonus 20,890 absent votes from around Tasmania were counted the day after polling day instead of up to a week later.

A new procedure called *express voting* enabled voters who were overseas or in a remote location during the election period to receive their ballot paper and a special declaration form by fax or email. Ballot papers could then be returned by mail, facsimile or email.

A free SMS 'reminder to vote' message system for Tasmanian electors was developed and used at the 2009 local government elections and the 2010 House of Assembly and Legislative Council elections. Reminders will be sent to Tasmanian electors who have requested this service at future state and federal elections.

The TEC also developed two interactive services on the TEC website before the 2010 House of Assembly elections. *My Representatives* provides a list of all federal, state and local government representatives for any Tasmanian address. The name of each parliamentary representative links to the individual's personal website. *'Polling places near you'* provides a map of polling places that surround a particular Tasmanian address for a particular election.

A number of small amendments were made to the *Electoral Act 2004* during this period. These include an enhancement to the *Robson Rotation* system which will double the number of different orders in which candidate names are printed on ballot papers and further reduce the effect of linear or donkey voting. A summary of these amendments is provided in the report.

This year has also seen changes to the make up of the Electoral Commission. In September 2009 Liz Gillam was appointed to the position of Electoral Commission Chairperson. In November 2009 Christine Fraser was appointed to the position of Electoral Commission Member. I wish to acknowledge the important contributions provided by Liz and Christine in overseeing the busy workload and encouraging the development of new innovations for the benefit of all electors.

I wish to thank all staff in the TEC for their hard work and dedication this year and for the nearly 17 years that I have worked at the Tasmanian Electoral Commission (formerly Office). I also thank my colleagues at the Australian Electoral Commission, the local government community and the service providers we depend on who have all greatly assisted the TEC in conducting elections over this period. I also wish to acknowledge the invaluable support provided over the years by the Solicitor-General, Parliamentary Counsel, Department of Justice, Department of Premier and Cabinet, Local Government Office and Ministerial staff.

As I am set to retire in August it is gratifying that the Commission has performed well over the past year and that I leave it in a strong position to meet the ever-changing challenges of the electoral world. I wish the Commission well for the future.



Bruce Taylor
ELECTORAL COMMISSIONER

ABOUT THIS REPORT

This 5th Annual Report of the Tasmanian Electoral Commission (the Commission) covers the period 1 July 2009 to 30 June 2010.

It is submitted pursuant to section 13 of the *Tasmanian Electoral Act 2004*.

Separate election reports, including full statistical details of elections, will continue to be submitted. Special reports on electoral issues may also be submitted from time to time.

Although the Commission is a statutory body, corporate support is provided by the Department of Justice and full financial and staffing reports are included in the Department of Justice Annual Report.

ABOUT THE TASMANIAN ELECTORAL COMMISSION

Formation

The *Electoral Act 2004* (the Act) was passed in the Spring 2004 session of Parliament and received Royal Assent on 17 December 2004. The Act commenced on 16 February 2005. The Tasmanian Electoral Commission was established under the Act and commenced operation on 16 February 2005. The Commission has the responsibility for administering the Act.

The Commission comprises the Chairperson, the Electoral Commissioner and one other Member. The Commission members are Liz Gillam (Chairperson), former Deputy Director of the Office of the Status of Women and the Executive Officer of Local Government Managers Australia (Tasmania), Christine Fraser (member), former manager of Kentish Council and a life member of the Mount Roland Rivercare group, and Bruce Taylor, the current Electoral Commissioner¹.

Functions and powers

The following functions and powers of the Commission are specified in section 9 of the Act.

- 1 In addition to the functions conferred on it by any other provisions of this Act or any other Act, the Commission has the following functions:
 - to advise the Minister on matters relating to elections;
 - to consider and report to the Minister on matters referred to it by the Minister;
 - to promote public awareness of electoral and parliamentary topics by means of educational and information programs and by other means;
 - to provide information and advice on electoral issues to the Parliament, the Government, Government departments and State authorities, within the meaning of the *State Service Act 2000*;
 - to publish material on matters relating to its functions;
 - to investigate and prosecute illegal practices under this Act.

¹ Mr Taylor retired on 5 August 2010.

- 2 The Commission may do all things necessary or convenient to be done, including employing persons, for or in connection with or incidental to the performance of its functions.
- 3 Without limiting subsection (2) and in addition to any power conferred on the Commission by any other provision of this Act or any other Act, the Commission, in addition to conducting Assembly elections or Council elections may conduct ballots or elections for a person or organisation and may charge fees for that service.

Responsibilities of the Commission and the Commissioner

The Commission, and the Electoral Commissioner, have statutory responsibilities for the independent and impartial conduct of elections and referendums.

The Commission undertakes the conduct of:

- House of Assembly elections, by-elections and recounts;
- Legislative Council elections and by-elections;
- Local Government elections, by-elections and recounts;
- State referendums;
- Local government elector polls;
- the implementation of electoral boundary redistributions;
- Aboriginal Land Council of Tasmania elections;
- other statutory elections;
- semi-government and other elections conducted in the public interest; and
- public electoral information programs.

The Commission and the Australian Electoral Commission (AEC) jointly manage and maintain the electoral rolls for federal, state and local government elections.

The Electoral Commissioner is a member of the Electoral Council of Australia which oversees electoral and enrolment policy and systems at a national level.

The Electoral Commissioner is a member of the Legislative Council Redistribution Committee and Tribunal for the determination of Legislative Council electoral boundaries. The Commission Chair and Member are also members of the Legislative Council Redistribution Tribunal. The Tribunal is also responsible for transition arrangements to implement each redistribution.

Approvals, appointments and determinations

The Act provides for a range of approvals, appointments and determinations to be made by the Commission, the Electoral Commissioner or returning officers.

The Commission met six times during the year. A list of all Commission approvals, appointments and determinations made between 1 July 2009 and 30 June 2010 is shown in Appendix A. These approvals, appointments and determinations are available for public inspection at the office of the Commission and are available on the website.

LEGISLATION

The Commission and the Electoral Commissioner have legal responsibilities set out in legislation including:

- *Electoral Act 2004*
- *Electoral Regulations 2005*
- *Local Government Act 1993*
- *Local Government (General) Regulations 2005*
- *Juries Act 2003*
- *Legislative Council Electoral Boundaries Act 1995*
- *Aboriginal Lands Act 1995*
- *Water Management Act 1999*

Legislative changes

During 2009–10 the office of the Commission was involved in legislative amendments to the *Electoral Act 2004*. The *Electoral Amendment Act 2009* made a number of amendments to the principal Act, most of which were to clarify, simplify or correct certain provisions and to implement changes of a minor or technical nature.

These amendments included:

- doubling the current number of rotations of candidate names on ballot papers;
- providing that electors who fail to vote may be referred to the Monetary Penalties Enforcement Service (MPES);
- ensuring that State enrolments are processed during the period from the issue of the writ until the close of polling for a Federal election;
- making it an offence to “keep on display” unauthorised electoral matter;
- clarifying that persons who nominate as candidates must have reached the age of 18 years;
- providing a specific period for the word “advertisement” to be printed as a headline to paid electoral advertising;
- making the latest day that nominations can be announced a Friday, rather than a Saturday;
- clarifying the defence to electoral treating contained in section 188(5) of the Act;
- excluding inexpensive items that do not exceed in value 3 fee units, from the offences of electoral bribery and treating;
- simplifying the nomination form;
- enabling the Commission to approve procedures to assist voters who need assistance while voting by post.

SIGNIFICANT EVENTS OF 2009–10

Appointment of new Electoral Commission Chairperson and Member

Liz Gilliam was appointed as the new chairperson of the Electoral Commission on 7 September. The position became vacant due to the resignation of the inaugural Chairperson, Richard Bingham, on 31 May 2009 following his appointment as Ombudsman for South Australia.

Liz had served as the inaugural Electoral Commission Member. Christine Fraser was appointed as the new Member of the Electoral Commission on 30 November.

Legislative Council elections

Three Legislative Council elections were conducted during 2009–10. Legislative Council election results are provided in Appendix B

2009 Pembroke by-election

Following the resignation of Allison Ritchie, on 30 June 2009, a writ was issued for a Legislative Council by-election in the division of Pembroke. Eight candidates (four men and four women) were nominated. Vanessa Goodwin was elected as the Member for Pembroke.

2010 Election summary

On 31 March 2010, writs were issued for Legislative Council elections in the divisions of Apsley and Elwick.

Four candidates (1 man and 3 women) were nominated. Tania Rattray Wagner was elected unopposed as the Member for Apsley. Adriana Johanna Taylor was elected as the Member for Elwick.

Pre-poll voting was again available in all AEC divisional offices around the country as well as the offices of other State and Territory electoral authorities. An additional pre-poll voting centre was established at the Glenorchy State Library.

Electors located overseas or in remote areas could apply for an express vote. More information about express voting is provided on page 12.



Pembroke By-election draw for positions

The Australian Electoral Commission (AEC) assists in the conduct of parliamentary and local government elections in Tasmania. Under a contractual arrangement, AEC staff are appointed as returning officers to manage the field work associated with these elections.

House of Assembly elections



On 19 February 2010, His Excellency the Governor issued writs for a House of Assembly general election. Nominations closed on 4 March with 89 candidates (55 men and 34 women) being nominated.

These were the first House of Assembly elections to take place under the amended electoral boundaries, which took effect in April 2009. Maps of the new electoral boundaries were provided in the previous annual report and can be accessed on the TEC website.

Pre-poll voting was available in Hobart, Launceston, and Burnie, and expanded in the final week before polling day to include Devonport, Rosny Park, Glenorchy and Kingston. In addition, pre-poll voting was available interstate at State electoral offices and at over 100 Australian Electoral Commission divisional offices throughout Australia. Other forms of early voting available included postal voting, mobile voting at many nursing homes and hospitals and a new service called express voting. Express voting was available to voters who were overseas or in remote areas and involved sending the elector a ballot paper and declaration form via email or fax.

A number of new electoral service and electoral awareness initiatives were implemented at the House of Assembly elections. These included:

- using netbook computers as electronic certified lists;
- replacing *absent* voting with *out of division* voting;
- providing express voting;
- providing a free SMS election reminder service;
- developing a new system for providing election night figures to the tally-room; and
- developing 'My representatives' and 'Polling places near me' on the TEC website.

More information on these initiatives is provided on page 12.

From 6pm on polling day Saturday 20 March the tally room at the Wrest Point Convention Centre provided the focus for results and media coverage. Progressive results were also provided on the TEC website.

Members are elected by the Hare-Clark proportional representation electoral system. Election scrutines could not commence until after the 10-day period for the return of postal votes. The scrutiny for the division of Denison election was completed within a day (Tuesday 30 March) with the other four scrutines completed within two days (Wednesday 31 March).

Declaration of the poll ceremonies were held on Wednesday 7 April (following the Easter break), with writs being returned to His Excellency the Governor that afternoon.

Full details of Parliamentary elections can be found in the *Report on Parliamentary Elections 2007–2010*. The report can be downloaded from the TEC website and is available in hard copy.

Local government elections

Ordinary elections

Tasmania's biennial local government elections were held in September and October 2009, with the exception of the Break O'Day and Glamorgan-Spring Bay Council elections that were postponed while an investigation into a proposed voluntary merger between them took place.

The *Local Government Act 1993* provides that the Electoral Commissioner is responsible for the supervision of elections, and is to undertake some specific tasks such as the production of ballot papers, forms and both statutory and public awareness advertising. It also requires the Electoral Commissioner to approve some forms and procedures and appoint returning officers.

In 2009 all councils requested the TEC take full responsibility for the conduct of their elections. Australian Electoral Commission (AEC) staff were appointed as returning officers under a contractual arrangement.

The notice of election was published on Saturday 12 September 2009 with nominations closing on Monday 28 September. 291 candidates nominated for a total of 139 councillor positions, 50 candidates nominated for mayoral positions and 73 candidates nominated for deputy mayoral positions. Of the 343 individuals contesting the elections, 249 were male and 94 were female.

Tasmanian local government elections are conducted by a non-compulsory postal ballot. A postal ballot pack was posted to each elector between 13 and 16 October. The pack included an information brochure containing voting instructions and candidate statements of up to 150 words. The ballot closed at 10am on 27 October.

The order of candidate names on local government election ballot papers are rotated using Robson rotation. 731 different ballot papers were required in 2009.

A state tally room was set up at Tattersall's Park in Glenorchy and operated from 6pm until 11pm on Tuesday 27 October. Provisional first preference results for all positions and the distribution of preferences for mayoral positions were progressively displayed on tally boards. A mini tally-room was established at the Albert Hall in Launceston, which provided election results for the northern councils.



Name tags (colour coded by council) for election staff.

Councillor positions are elected by the Hare-Clark proportional representation electoral system. The majority of the election scrutines were completed on Wednesday 28 October, with the more complex scrutines being completed on Thursday 29 October. The actual time required for each scrutiny varied considerably and was dependent on the number of positions, number of candidates and number of ballot papers.

Delayed ordinary elections

The biennial council elections for Break O’Day Council and Glamorgan-Spring Bay Council were held in December 2009. 35 candidates (25 councillor, 5 mayoral and 5 deputy mayoral) were nominated for the elections. The ballot closed at 10am Tuesday 22 December. Election scrutines were completed on Thursday 24 December.

By-elections and recounts

During 2009-10 the TEC conducted recounts for councillor vacancies on the following councils:

- Break O’Day
- Hobart City
- Glenorchy City
- Kentish

Full details of all local government elections can be downloaded from the TEC website.

Assistance to other electoral authorities

The TEC assisted other Australian electoral authorities to conduct their elections by issuing pre-poll votes at the Commission office in Hobart. The TEC issued pre-poll votes for the following elections:

- South Australia State Election; and
- State by-elections in New South Wales, Victoria and Western Australia.

Following requests from the United Nations, the Tasmanian Deputy Electoral Commissioner, Julian Type, took leave from the Commission to:

- serve as a consultant to the Electoral Assistance Division in Kenya in November/December 2009, and
- serve as Chief Electoral Adviser in Afghanistan for a six-week period during May and June 2010.

Other elections and ballots

During 2009–10 the TEC conducted a range of non-parliamentary elections of statutory and non-statutory nature. Fees are charged for these services.

Non-statutory elections included:

- Eat Well Tasmania
- Quadrant Superannuation Scheme
- Tasmanian Council of Social Service (TasCOSS)
- Tasmanian Council on AIDS Hepatitis & Related Diseases (TasCAHRD)
- Tasmanian Pacing Club
- Tasmanian University Union (TUU)
- Showmens' Guild of Tasmania

Statutory elections included:

- Elizabeth Macquarie Irrigation Trust
- Mowbray Swamp Drainage Trust
- Retirement Benefits Fund (RBF)

INNOVATION

Election systems for the 2010 House of Assembly elections

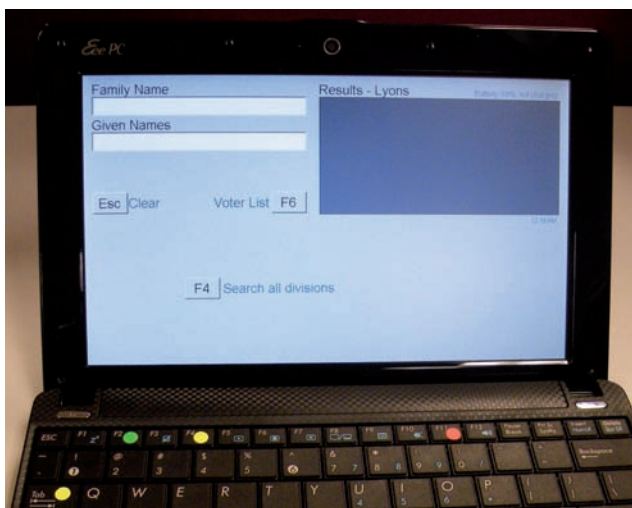
The Commission implemented a number of new election systems for the 2010 House of Assembly elections.

Netbooks as electronic certified lists

Netbook computers replaced printed certified lists of voters at these elections. Electors were marked off an electronic certified list stored on the netbook.

The netbooks included a special training mode for training polling place staff in the morning before polling places opened.

Netbook batteries could last up to eight hours. Polling places were given power boards and extension cords to ensure all netbooks had power throughout the 10-hour period the polls were open. There were no reports of any power problems.



The use of netbooks had three major advantages:

- they were easier and quicker for electoral staff to use than printed rolls
- they enabled every polling place to directly issue ballot papers for all Tasmanian divisions
- they enabled the TEC to control all aspects of managing certified list production and non-voter processes over a significantly shorter period and without the need to transport material interstate.

Further information on the use of netbooks is provided in Appendix C.

Express voting

The TEC introduced a new procedure called express voting for voters who were overseas or in remote areas for the election period. Express voting allowed approved voters to receive their ballot paper and a special declaration form by fax or email. The voter then completed both the ballot paper and declaration form and returned them by fax, email or post.

Voters could apply for an express vote until 6pm on the day before polling day. This provided voters with 3 additional days to apply for an express vote compared to the normal postal vote process. Express votes returned by fax or email had to be with the TEC before the close of the poll on polling day. Express votes returned by post had to be posted before the close of the poll, but could be received at any time during the 10-day period for the return of postal votes.

754 express votes (665 overseas and 89 remote) were issued to electors in over 70 countries, with 576 (506 overseas and 70 remote) returned in time to be counted.

Further information on express voting is provided in Appendix D.

Free SMS reminder service

Since July 2009, the TEC has provided a free SMS service (VoteAlert) for electors wishing to receive reminders when they need to vote at national, state or local government elections.

For the 2010 House of Assembly elections, registered voters received three brief reminders: at the start of pre-poll voting, two days before polling day and 3pm on polling day. For the House of Assembly elections 840 electors received reminders. This service was also provided at the 2009 local government elections and the 2010 Legislative Council elections.

Tasmanian electors can sign up at any time at www.tec.tas.gov.au/votealert.

Further information on the free reminder service is provided in Appendix E.

Election night system

For the 2010 House of Assembly elections, a simple database (HA-Tally) was developed to provide election night figures to the tally room and website.

Candidate first preference totals from each polling place were entered into the system in the office of the returning officer. Through the click of a button, HA-Tally produced a spreadsheet of election night figures for use in the tally room and on the website. Following media requests for a live feed, polling place data was automatically uploaded from the tally room onto a designated FTP site.

A live test run of the system was undertaken ten days before polling day. The two media groups receiving the live feed (ABC and Sky TV) were included in the test run.

HA-Tally worked very well with figures provided smoothly and accurately. Both ABC and Sky TV were very complimentary of the service provided.

Publishing scrutiny results

Since 1995 the TEC has used a computer programme named HC-Auto to assist in the conduct of Hare-Clark scrutines. During 2009–10 HC-Auto was modified to produce a summarised results page that was published directly to the TEC website. Updated scrutiny figures were produced following the exclusion of a candidate, the election of a candidate or the distribution of a candidate's surplus votes.

This modification reduced the time to publish figures from around 15 minutes to 5 minutes. The exported spreadsheet was used for publishing results for both the 2009 local government elections and the 2010 House of Assembly elections.

Election awareness for the 2010 House of Assembly elections

Two new website services were developed as part of the TEC’s electoral awareness campaign for the 2010 House of Assembly elections.

My Representatives

‘My Representatives’ was developed in 2009 as an electoral education service on the TEC website. For any Tasmanian address, ‘My Representatives’ provides a Google map of the address and lists all current federal, state and local government members who represent that address. The name of each Member of Parliament is linked to the Member’s parliamentary web page. Local government councillor names link to the council’s website.

To promote ‘My Representatives’, a brief video tutorial was created and placed on YouTube. The YouTube link was sent to all teachers on the Department of Education’s messaging system.

There was concern that ‘My Representatives’ should not be seen as promoting incumbent members while a parliamentary election is being conducted. Therefore, during the House of Assembly elections, the list of current House of Assembly members was replaced with “The House of Assembly has been dissolved for the State elections”.

This text linked to the list of candidates for the relevant division. Once the declaration of the poll was conducted the new members were entered into ‘My Representatives’.

Polling places near me

The House of Assembly election website included a graphical service for identifying polling places surrounding a Tasmanian address.

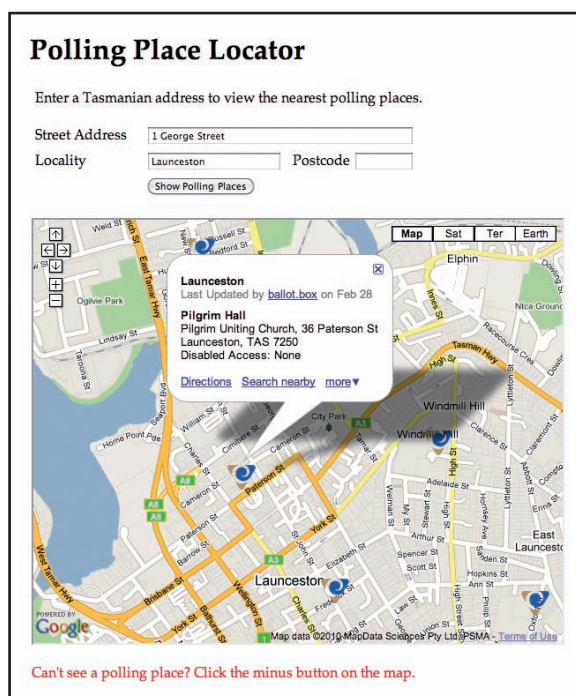
Entering a Tasmanian address into the search fields produced a Google map of that address showing all surrounding polling places.

The size of the map could be increased or decreased using the navigation buttons in the top left hand corner.

Each polling place located within the map was marked with the TEC icon. Clicking on a TEC icon produced the details of that polling place.

The polling place map could be accessed either through:

- the ‘Polling places near me’ finder, or
- the list of polling places for each division.



ELECTORAL ENROLMENT

An up-to-date and accurate electoral roll is an essential prerequisite for the conduct of elections. The State of Tasmania and the Commonwealth of Australia have an arrangement for the management and maintenance of a joint roll.

The Tasmanian electoral roll is maintained by the Australian Electoral Commission (AEC) as part of the national roll. The TEC has on-line access to the roll. The national roll is jointly managed by the AEC and State electoral authorities.

Eligible Tasmanians are able to enrol to vote in federal, state or local government elections or change their details on the electoral roll, by completing a single joint enrolment form.

Under section 40 of the *Electoral Act 2004*, the Tasmanian roll is provided to Members of Parliament, registered parties and other organisations approved by the Commission.

All electors enrolled on the State roll are entitled to vote at the local government elections for the council area in which their enrolled address is situated. Other individuals who are over the age of 18 and are owners or occupiers of land in the council area may be entitled to be on a supplementary electoral roll kept by the council general manager.

Enrolment management

The Electoral Commissioner represents the Tasmanian Electoral Commission at regular meetings of the Electoral Council of Australia. This body oversees policy and systems related to the on-going development and improvement of the joint Commonwealth/State electoral roll.

Australian electoral commissions are investigating options for greater use of electronic transactions for enrolment.

The AEC keeps the electoral roll nationally on a mainframe computer. On-line access is available from Commission desktop computers via a dedicated secure line from Canberra.

REPORT ON PERFORMANCE

This section details the performance results for the Commission. The Commission conducts a range of elections on behalf of the Tasmanian community. The cost per elector for these elections varies depending on the statutory requirements, and the scale and complexity of the election.

The performance assessment, in the first instance, focuses on the cost effectiveness of the electoral process. Two measures are reported in tables 7 to 11 – the cost per enrolled elector to conduct elections and the cost per enrolled elector to maintain the electoral roll.

While cost effectiveness is important, so are other performance measures such as voter turn-out (number of electors who voted as a percentage of the number of electors on the election roll) and the level of informal voting (number of informal votes as a percentage of the number of votes cast).

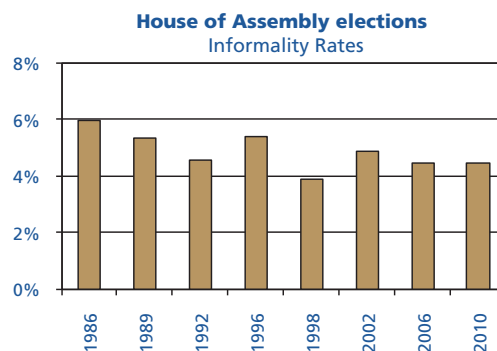
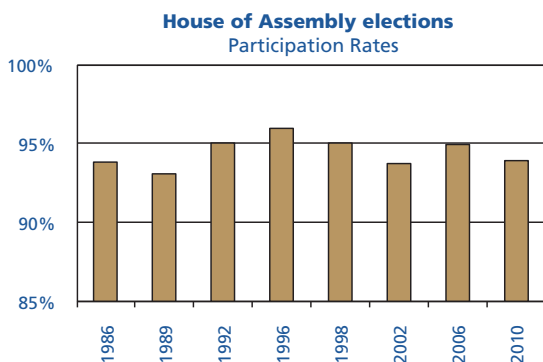
House of Assembly elections

Table 1: House of Assembly elections statistics 1998–2010

	1998	2002	2006	2010
Number of electors at close of roll	322 754	332 473	341 481	357 315
Ballot papers cast	306 655	311 637	324 008	335 353
Participation rate	95.01%	93.73%	94.88%	93.85%
Formal votes	294 678	296 470	309 622	320 438
Informality rate	3.91%	4.87%	4.44%	4.45%
Number of candidates*	138	112	95	89
Total number of counts**	3 271	2 500	198	194

* The number of members of the House of Assembly was reduced in 1998 from 35 to 25.

** The number of counts reduced dramatically in 2006 with the adoption of the process of amalgamating parcels of ballot papers with the same transfer value when excluding candidates.



Legislative Council elections

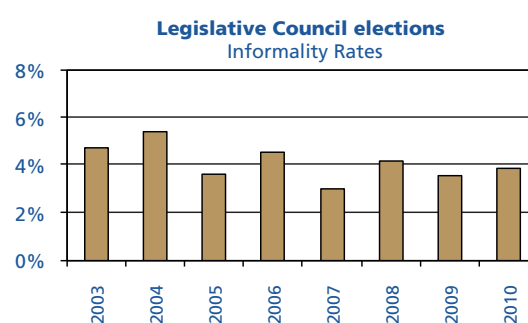
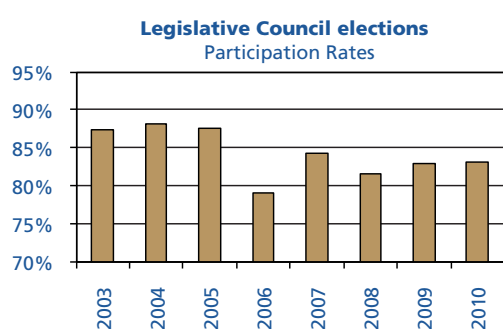
Table 2: Legislative Council elections statistics by division 2009–2010

	2009			2010	
	Derwent	Mersey	Windermere	Apsley	Elwick
Number of electors at close of roll	24 491	23 568	23 311	23 508	25 242
Ballot papers cast	20 098	20 271	18 756	Uncontested	20 476
Participation rate	82.06%	86.01%	80.46%	—	81.19
Formal votes	19 243	19 707	18 084	—	19 634
Informality rate	4.25%	2.78%	3.58%	—	4.11%
Number of candidates	3	4	5	1	3

Table 3: Legislative Council elections participation and informality rates 2006–2010

	2006	2007	2008	2009	2010
Number of electors at close of roll	44 844	46 569*	47 941	71 370	49 939*
Ballot papers cast	35 468	39 254	39 092	59 125	41 481
Participation rate	79.09%	84.29%	81.54%	82.84%	83.06%
Informality rate	4.50%	2.96%	4.17%	3.54%	3.81%

Note: Enrolment numbers for 2007 and 2010 only include divisions that required a poll. 2010 figures also include the 2009 Pembroke by-election.



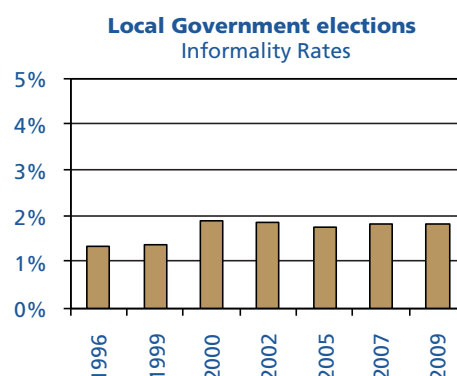
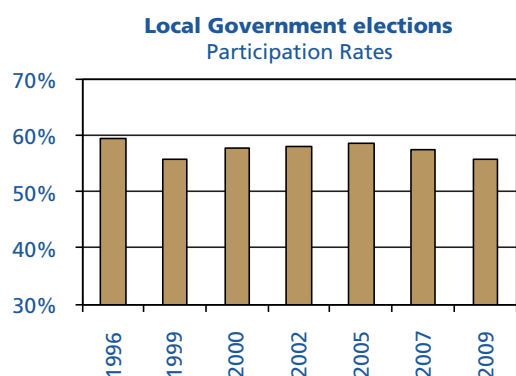
Local government elections

Table 4: Local government elections statistics 2000–2009

	2000	2002	2005	2007	2009
Number of electors at close of roll*	334 592	340 283	350 026	357 091	362 890
Number of council elections fully conducted by TEC	27/29	26/28	28/29	29/29	29/29
Declarations returned	193 337	196 903	204 846	205 074	201 550
Response rate	57.78%	57.86%	58.52%	57.43%	55.54%
Total ballot papers**	514 858	525 772	563 532	538 411	526 117
Formal votes	505 123	516 100	553 809	528 649	516 524
Informality rate	1.89%	1.84%	1.73%	1.81%	1.82%
Number of candidates	454	437	487	444	449
Number of counts	622	570	708	602	553

* Comprises those electors on the House of Assembly roll for an address within the municipal area as well as other owners, occupiers and nominees who have enrolled on the general manager's roll. Only includes figures for those councils requiring ballots.

** Includes all ballot papers for mayor, deputy mayor and councillors.



Tasmania *Together* indicators and targets for local government elections

Tasmania *Together* is a community system of goal setting and measurement, used to guide decision-making in the government and community sectors. The headline indicator for Goal 8 (Open and accountable government that listens and plans for a shared future) is the level of voter participation in local government elections.

Table 5: Local government election participation

Tasmania <i>Together</i> Indicator	Tasmania <i>Together</i> Target
8.1.3 Participation in local government elections	2005: 60% 2010: 65% 2015: 70% 2020: 75%

Table 6: Local government election participation 1999–2009

Participation in local government elections	1999	2000	2002	2005	2007	2009
Local government	55.66%	57.78%	57.86%	58.52%	57.43%	55.54%

FINANCIAL PERFORMANCE

This section contains breakdowns of election costs and historical comparisons. Expenditure and Revenue statements can be found in the 2009–2010 Department of Justice Annual Report.

Cost of elections

Table 7: Cost of House of Assembly elections

	1995–96	1998–99	2002–03	2005–06	2009–10
Total cost (\$'000)	1 635	1 565	1 752	1 897	2 271
Number of electors on the roll	324 556	322 754	332 473	341 481	357 315
Cost per elector on the roll	\$5.10	\$5.06	\$5.27	\$5.56	\$6.36

Table 8: Cost of federal elections

	1995–96	1998–99	2001–02	2004–05	2007–08
Cost per elector on the roll	\$5.08	\$5.06	\$5.29	\$5.79	\$8.29*

* The significant increase in costs includes two initiatives undertaken in response to the introduction of new enrolment and close of roll arrangements: targeted enrolment stimulation (\$6 million) and a major public awareness and advertising strategy (\$29 million). With over 13.5 million electors on the roll, the combined \$35 million equates to \$2.56 of the cost per elector.

These figures were obtained from the AEC's *Electoral Pocket Book*. Federal election costs do not include a component for the decentralised structure of permanent divisional returning.

Table 9: Cost of Legislative Council elections

	2005–06	2006–07	2007–08	2008–09	2009–10
Total cost (\$'000)	280	346	307	418	362
Number of electors on the roll	44 844	70 109	47 941	71 370	73 447
Cost per elector on the roll	\$6.24	\$4.94	\$6.40	\$5.86	\$4.93

Periodic Legislative Council elections are conducted annually. Elections for two divisions are held in even-numbered years, and for three divisions in odd-numbered years. Costs per election are always higher when only two elections are held due to fixed costs.

In 2006–07, the cost per elector was low due to a poll not being required in the division of Montgomery.

In 2009–10, the cost per elector was affected by the conduct of a separate by-election for the division of Pembroke in August and a poll not being required in the periodic election for the division of Apsley.

Table 10: Cost of local government elections

	2000–01	2002–03	2005–06	2007–08	2009–10
Total cost (\$'000)	917	977	1 147	1 211	1 248
Number of electors on the roll	334 592	340 283	350 026	357 091	362 890
Cost per elector on the roll	\$2.74	\$2.87	\$3.28	\$3.39	\$3.44

Cost of electoral enrolment

Table 11: Cost of managing and maintaining the electoral roll

	2005–06	2006–07	2007–08	2008–09	2009–10
Expenditure on roll (\$'000)	249	218	214	224	238
Number of electors on the roll at June 30	343 494	346 893	353 031	356 065	356 203
Cost per elector on the roll	\$0.72	\$0.63	\$0.61	\$0.63	\$0.67

These costs include the cost to the State of the State/Commonwealth joint roll arrangement, communications lines to the national roll management system, associated IT costs and the cost of providing the roll to members of the Tasmanian Parliament, registered parties and other organisations approved by the Commission under section 40 of the *Electoral Act 2004*.

APPENDIX A—APPROVALS, APPOINTMENTS AND DETERMINATIONS

Approvals

Section No.	Subject	Date Approved
32 (3) (b) & 33	Method of enrolling people not enrolled under section 102(4) of the Commonwealth Electoral Act 1918	16/12/09
77	House of Assembly election nomination forms	23/12/09
77	Legislative Council election nomination forms	30/03/10
96 (1)	Form of ballot papers (House of Assembly)	09/02/10
96 (1)	Form of ballot papers (Legislative Council)	29/03/10
111	Manner of marking an elector's name	19/01/10
126 (1) (a)	Additional text to Postal Vote Application Form	16/12/09
130	Procedures for assisting certain postal voters	18/02/10
131	Alternate procedures for remote voting	09/02/10
131	Procedure for Antarctic voting	18/02/10
131	Procedures upon receipt of a ballot paper from an Antarctic elector	18/02/10
132	Alternate procedures for overseas voting	09/02/10
153	Notice of failure to vote	05/05/10
154	Second notice of failure to vote	05/05/10
156	Determination notice	24/05/10

Appointments

Section No.	Subject	Date Approved
24 (1)	Returning Officers for the 2010 House of Assembly elections	16/12/09
24 (1)	Substitute Returning Officer for the division of Denison	09/02/10
24 (1)	Returning Officers for the 2010 Legislative Council elections	24/03/10
92 (4)	Additional pre-poll polling places for the 2010 House of Assembly elections	17/03/10
93 (1)	Polling places for the 2010 House of Assembly elections	19/01/10
93 (1) & 92 (4)	Polling places for the 2010 Legislative Council elections	24/03/10
93 (1)	Termination of appointment of polling places	12/04/10

Determinations

Section No.	Subject	Date Approved
27 (1)	Remuneration and allowances payable to Returning Officers and election officials	16/12/09
27 (1)	Remuneration and allowances payable to Returning Officers and election officials	09/02/10
87 (2)	Early announcement of candidate	12/04/10

APPENDIX B—LEGISLATIVE COUNCIL ELECTIONS

2009 Pembroke by-election

Issue of the Writ	Tue 30 June	Polling Day	Sat 1 August
Close of Nominations	Thur 9 July	Return of the Writ	Wed 12 August

Division	Retiring Member	Elected candidate
Pembroke	Allison Ritchie	Vanessa Goodwin

2010 election summary

Issue of the Writs	Wed 31 March	Polling Day	Sat 1 May
Close of Nominations	Mon 12 April	Return of the Writs	Mon 3 May

Division	Retiring Member	Elected candidate
Apsley	Tania Rattray Wagner	Tania Rattray Wagner (unopposed)
Elwick	Terry Martin	Adriana Johanna Taylor

A candidate must obtain a majority of the formal vote to be elected under the preferential voting system used for Legislative Council elections. If no candidate has a majority of the formal vote from first preferences, the candidate with the lowest number of votes is excluded. This process of excluding candidates continues until one candidate obtains a majority.

Periodical cycle

Periodic Legislative Council elections are held on the first Saturday in May each year.

Year	Division	Current Member
2011	Launceston	Don Wing
	Murchison	Ruth Forrest
	Rumney	Lin Thorpe
2012	Hobart	Doug Parkinson
	Western Tiers	Greg Hall
2013	Montgomery	Sue Smith
	Nelson	Jim Wilkinson
	Pembroke	Vanessa Goodwin
2014	Huon	Paul Harriss
	Rosevears	Kerry Finch
2015	Derwent	Michael Aird
	Mersey	Mike Gaffney
	Windermere	Ivan Dean
2016	Apsley	Tania Rattray
	Elwick	Adriana Taylor

Division of PEMBROKE (by-election)

By-election held on 1 August 2009

Retiring member—Hon. Allison Ritchie

Returning Officer—Greg Richardson

Elected member to serve until May 2013

Electors enrolled 24 697

Electors who voted 21 005 (85.05%)

Informal votes 740 (3.52%)

First preference votes and informal ballot papers—by polling place

	CANDIDATES								Formal votes	Informal	Total ballot papers counted
	BACON Honey	COOPER Peter	CROTTY James	GOODWIN Vanessa Liberal Party	HEATLEY Wendy Tasmanian Greens	JAMES Richard	PEERS John	SOO Kit (Sharon)			
1 Bellerive	170	181	156	870	351	226	228	16	2 198	71	2 269
2 Bligh	116	86	83	150	41	85	152	11	724	53	777
3 Geilston Bay	152	127	173	607	221	217	181	17	1 695	92	1 787
4 Howrah	212	164	160	828	207	197	168	17	1 953	84	2 037
5 Lindisfarne	131	106	151	816	307	268	191	26	1 996	58	2 054
6 Loatta Road	73	60	117	408	167	192	102	15	1 134	32	1 166
7 Montagu Bay	75	68	110	400	158	110	93	9	1 023	29	1 052
8 Mornington	42	40	39	113	36	29	32	3	334	17	351
9 Risdon Vale	203	124	197	268	66	172	117	20	1 167	59	1 226
10 Tranmere	144	162	130	901	221	138	128	20	1 844	52	1 896
11 Warrane	148	87	102	267	98	88	120	15	925	66	991
12 Wentworth Street	86	83	92	397	169	118	83	11	1 039	36	1 075
Mobile	18	8	10	57	9	14	14	1	131	9	140
Total ordinary	1 570	1 296	1 520	6 082	2 051	1 854	1 609	181	16 163	658	16 821
Pre-poll	286	114	158	1 020	376	234	178	19	2 385	60	2 445
Postal	244	95	98	694	170	191	151	18	1 661	22	1 683
Provisional	10	5	7	16	7	6	4	1	56	0	56
Total	2 110	1 510	1 783	7 812	2 604	2 285	1 942	219	20 265	740	21 005
% Formal vote	10.41%	7.45%	8.80%	38.55%	12.85%	11.28%	9.58%	1.08%			

Distribution of preferences

	BACON Honey	COOPER Peter	CROTTY James	GOODWIN Vanessa Liberal Party	HEATLEY Wendy Tasmanian Greens	JAMES Richard	PEERS John	SOO Kit (Sharon)	Exhausted votes	Formal votes	Remarks
Count 1 Total votes	2 110	1 510	1 783	7 812	2 604	2 285	1 942	219		20 265	First preferences
Count 2 Votes transferred	33	34	19	26	41	23	43	- 219			Soo excluded
Total votes	2 143	1 544	1 802	7 838	2 645	2 308	1 985	0		20 265	
Count 3 Votes transferred	188	-1 544	220	333	116	327	360				Cooper excluded
Total votes	2 331	0	2 022	8 171	2 761	2 635	2 345			20 265	
Count 4 Votes transferred	503		-2 022	330	316	395	471		7		Crotty excluded
Total votes	2 834		0	8 501	3 077	3 030	2 816		7	20 265	
Count 5 Votes transferred	536			679	338	1 140	-2 816		123		Peers excluded
Total votes	3 370			9 180	3 415	4 170	0		130	20 265	
Count 6 Votes transferred	-3 370			963	800	1 340			267		Bacon excluded
Total votes	0			10 143	4 215	5 510			397	20 265	Goodwin elected

Division of ELWICK

Election held on 1 May 2010

Retiring member—The Hon Terry Martin

Returning Officer—Damian Read

Elected member to serve for a six year term until May 2016

Electors enrolled	25 242
Electors who voted	20 476 (81.19%)
Informal votes	842 (4.1%)

First preference votes and informal ballot papers—by polling place

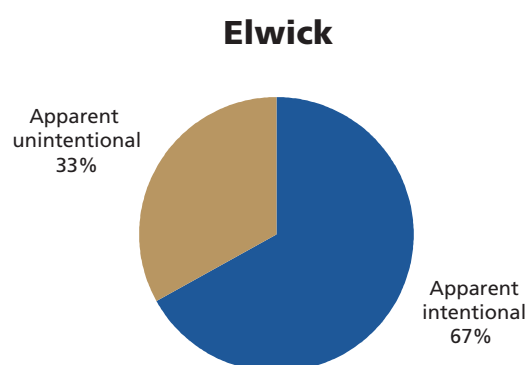
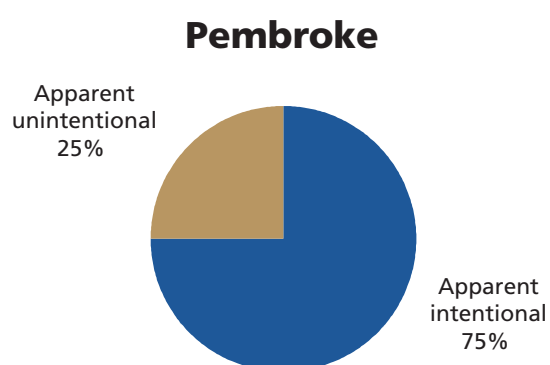
	CANDIDATES			Formal votes	Informal	Total ballot papers counted
	FRANKS Kartika Tasmanian Greens	JACOBSON Tim Australian Labor Party	TAYLOR Adriana Johanna			
1 Bowen Road	167	409	406	982	44	1 026
2 Brent Street	71	205	301	577	21	598
3 Chigwell	155	530	628	1 313	66	1 379
4 Claremont	64	233	296	593	23	616
5 Collinsvale	56	113	133	302	13	315
6 Cosgrove	69	203	253	525	22	547
7 Elwick	44	150	186	380	16	396
8 Glenorchy	252	762	1 045	2 059	94	2 153
9 Glenorchy East	185	575	831	1 591	93	1 684
10 Goodwood	60	227	216	503	25	528
11 Lutana	141	336	436	913	55	968
12 Montrose	58	202	299	559	40	599
13 Moonah	275	505	701	1 481	65	1 546
14 Moonah North	180	441	431	1 052	46	1 098
15 Rosetta	56	164	286	506	23	529
16 Tolosa	198	593	671	1 462	77	1 539
17 Windermere	51	193	263	507	9	516
Mobile	12	55	43	110	2	112
Total Ordinary	2 094	5 896	7 425	15 415	734	16 149
Pre-poll	318	848	1 248	2 414	67	2 481
Postal	165	694	916	1 775	39	1 814
Provisional	4	17	9	30	2	32
Total	2 581	7 455	9 598	19 634	842	20 476
% Formal vote	13.15%	37.97%	48.88%			

Distribution of preferences

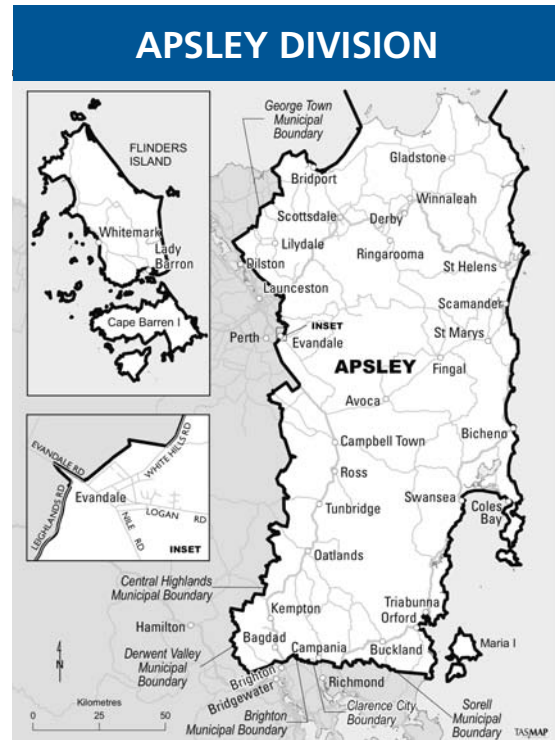
	FRANKS Kartika Tasmanian Greens	JACOBSON Tim Australian Labor Party	TAYLOR Adriana Johanna	Formal votes	Remarks
Count 1 Total votes	2 581	7 455	9 598	19 634	First preferences
Count 2 Votes transferred	-2 581	1 168	1 413		Franks excluded
Total votes	0	8 623	11 011	19 634	Taylor elected

Informal ballot paper survey

	Pembroke	Elwick	Total
Apparent intentional informal voting			
Blank	222	208	430
Deliberate informal or scribble/messages only	334	356	690
<i>Total</i>	<i>556</i>	<i>564</i>	<i>1 120</i>
Apparent unintentional informality			
Contains writing identifying elector	0	0	0
Contains only ticks or crosses	70	180	250
No first preference	12	36	48
Repetitions or omissions	85	46	131
Two or more first preferences	17	16	33
<i>Total</i>	<i>184</i>	<i>278</i>	<i>462</i>
Total	740	842	1 582



Divisional maps



APPENDIX C—USING NETBOOKS AS ELECTRONIC CERTIFIED LISTS

Following the successful trial of Personal Digital Assistants as electronic certified lists at recent Legislative Council elections, the Commission approved the use of netbook computers as electronic certified lists for the 2010 House of Assembly elections.

Changing to electronic certified lists has the following advantages:

- electronic certified lists are well received by polling place staff, who find them easier, quicker, more accurate and less tiring than using a printed roll, and
- electronic certified lists enable the TEC to control all aspects of managing certified list production and non-voter processes over a significantly shorter period and without the need to transport material interstate.

No absent votes required

All five election rolls were loaded onto each netbook. This removed the need for those voting at polling places outside their division to complete an absent vote.

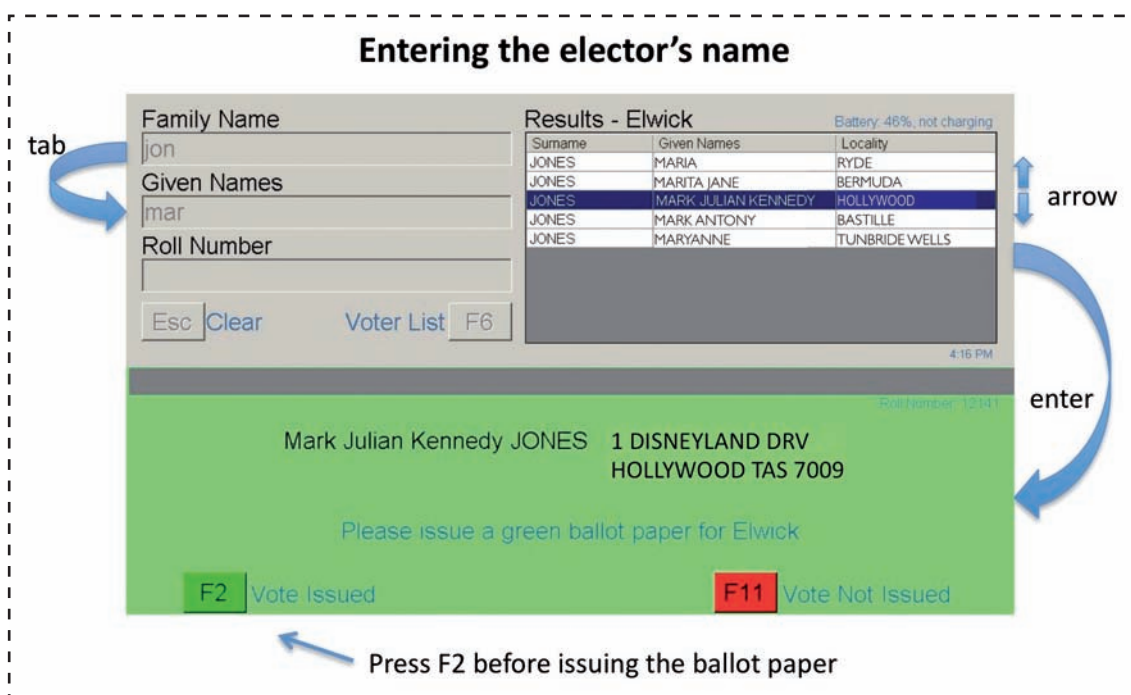
Previously those completing an absent vote were required to go to a separate table to complete a special declaration envelope which would be processed after polling day. The electronic searching for voters makes the voting process faster and more convenient for voters and election officials and ensures voters receive a ballot paper for their enrolled division.

Ordinary votes issued to electors outside their division were called 'out of division' votes.

Finding an elector on the netbook

The following graphic was produced as a placemat to remind polling officials how to use the netbook.

Issuing staff were instructed to enter the first three letters of the elector's family name and given name. Staff then used the up and down arrow keys to identify the elector in the search list. Pressing enter then provided the full details of the elector for confirmation.



A *training mode* (showing dummy names) was available on each netbook to provide hands-on training for polling place staff before polling opened.

Each netbook operated independently. The netbook searched the election roll loaded onto the netbook hard drive. Electors were marked on this roll and on a backup SD-Card provided with the netbook. The system also recorded the time and date the ballot paper was issued to each elector.

Setting up and function of netbooks

Implementing netbooks involved: purchasing hardware, developing new software, recruiting an IT support team and amending polling place procedures, training and materials.

The TEC purchased 700 netbook computers for the House of Assembly elections. The netbooks were ASUS 1001HA units with 10.1" screens. Unit specifications were a 1.6Ghz CPU, 1GB RAM, 160GB HDD, SD-Card reader, 6-cell battery and Microsoft Windows XP home edition.

The set up, packing and dispatch of the netbooks was a substantial logistical task in itself. The TEC recruited students with IT knowledge and experience from the University of Tasmania to work as a support team for the netbooks.

Netbooks were directly assigned to each polling place. Each polling place was issued a single printed roll as a backup to the netbooks and as a secondary reference point for finding electors that could not easily be found on the netbooks.

A help line was available from 7 am on polling day to assist any polling place staff having trouble using the netbooks. Only a small number of calls were received and all issues were resolved quickly.

The 6-cell battery was expected to provide power for up to eight hours. To ensure all netbooks worked throughout the 10 hour polling period, each polling place was issued a power board and extension cord. There were no reports of any power problems.

The return of netbooks and the upload of voters onto a central PC-based database went smoothly. The database provided the non-voter list, multiple voter list and other voter information for analysis.

The netbooks worked extremely well and were well received by polling place staff and electors. Netbooks were also used for the 2010 Legislative Council election in the division of Elwick and will be used for Tasmanian parliamentary elections in the future.

APPENDIX D—EXPRESS VOTING

At the 2010 House of Assembly elections the TEC introduced express voting for voters who were overseas or in remote areas. Express voting allowed approved voters to receive their ballot paper and a special declaration form by fax or email. The voter then completed and returned the ballot paper and declaration form by fax, email or post.

Applying for an express vote

Once the 2010 House of Assembly elections were announced voters could apply for an express vote on the TEC website. The website provided the following information:

Overseas voters can now receive ballot papers for the House of Assembly elections in one of two ways:

- *By email (express vote) – quicker, but the complete secrecy of your vote cannot be guaranteed*
- *By post (postal vote) – slower, but the secrecy of your vote is assured.*

To apply for an express vote voters were required to provide their full name, date of birth, current enrolled address and current location (either overseas or remote). Following some criticism of the security of the voter's personal information, the TEC amended this procedure for the following Legislative Council elections to only require, as an interim measure, the elector's day and month of birth. The TEC is looking into increased security measures for future elections.

For an area to be declared a remote area, the Commissioner must be satisfied that electors in that area do not have a sufficient postal service to make use of normal postal voting.

Voters could apply for an express vote until 6pm (*Australia Eastern Daylight Saving Time*) on the Friday before polling day. Overseas voters could only apply for a postal vote until the Tuesday before polling day to apply.

Issuing express votes

Express vote applications were received at the TEC as an email. The voter's details were then checked against a roll to ensure they were entitled to vote and the voter's name was placed on an express vote register.

The first issue of express votes was sent within 24 hours of the announcement of candidates. Each express vote was issued individually. This was necessary to ensure the different ballot paper rotations were issued. Subsequent express votes were issued by 4pm each day during the pre-poll period until the last day when the final express votes were issued by 6:30pm.

Processing express votes

Returned express votes were printed and the declaration form processed before separating the declaration form from the ballot paper. To verify a voter's identity, the signature on the declaration was compared to the signature on his or her enrolment form.

Completed express votes returned by email or fax had to be received before the close of the poll. Completed express votes returned by post had to be completed and posted before the close of the poll but had 10 days following the poll to be received.

The final process was for the ballot paper images to be transcribed onto actual ballot papers (using the same rotation) before being dispatched to the returning officer for including in their postal vote count.

In summary:

- 754 express votes (665 overseas and 89 remote) were issued to over 70 countries
- 576 (506 overseas and 70 remote) votes were returned in time to be counted.
- 58% were returned by email, 21% were returned by fax and 21% were returned by post.

APPENDIX E—SMS REMINDER SERVICE

The TEC has developed a free SMS service for electors wishing to receive reminders when they need to vote at national, state or local government elections.

The service was developed as part of the TEC strategy to inform Legislative Council electors when they are required to vote. Unlike other Australian state parliaments and the federal parliament the Tasmanian Legislative Council cycle of elections is out of step with the House of Assembly elections.

How to register for VoteAlert

To subscribe to the reminder service, electors provide their full name, date of birth and an Australian mobile phone number. For example:

John Peter Citizen 1/1/1960 0435 123 456

Electors can provide this information in four different ways.

- **TEC website:** A subscription page is available on the TEC website. Electors enter their full name, date of birth and mobile phone number into designated fields. Once the information has been submitted, the system will confirm it is a real mobile phone number and provide a simple confirmation screen.
- **SMS message:** Electors can send their full name and date of birth via an SMS message from their mobile phone to a dedicated mobile phone number. The system automatically sends the following SMS response: *“Thank you for your interest in VoteAlert. You will receive another message within the next week to confirm your registration.”* The mobile number is included on the website and in TEC election advertising material.
- **Non-voter notices:** Electors can subscribe by writing their mobile phone number in a designated space on the back of their non-voter notice.
- **By phone:** Electors may subscribe by calling the TEC directly.

Around 80% of registrations have come from the non-voter notices.

Opt-out facility

The opt-out option can be accessed either via the website or by SMS message:

- To unsubscribe via the TEC website the elector enters his or her mobile number into the ‘Mobile Number’ field and clicks the ‘Opt Out’ button.
- To unsubscribe by SMS the elector sends the message ‘STOP’ to the dedicated mobile number.

TEC processing

After receiving a subscription request the elector’s details are matched to the State roll and an SMS reply is issued. Electors matched against the roll are sent the following confirmation SMS message to their mobile phone by: *“You are now registered for VoteAlert. You will be notified when you are eligible or required to vote in any upcoming election in Tasmania. Questions? Call 1800 801 701.”*

Manual checking is undertaken on all unmatched requests.

Electors not matched against the roll are checked against the live national roll to ensure they had not enrolled since the last quarterly dump of the roll was produced. If the elector cannot be matched he or she is contacted either by phone or by SMS message.

Reminders already issued

Messages have been sent for the 2009 local government elections, the 2010 House of Assembly elections and the 2010 Legislative Council elections.

Local government elections in Tasmania are non-compulsory universal postal ballot elections. Two messages were sent during the 2009 local government elections. They were issued:

- after the announcement of candidates and
- on the Thursday prior to the Tuesday close of the poll.

Three messages for each election were sent during the 2010 House of Assembly and 2010 Legislative Council elections. They were issued:

- after the announcement of candidates
- on the Thursday prior to polling day and
- at 3 pm on polling day.

Note: SMS messages are limited to a maximum of 160 characters.

2009 local government election messages

Around 600 electors were sent the following messages during the election period:

- (19 October 2010) *You should now have received your local government ballot papers by post. Please consider and mark your vote. Then post it ASAP. Questions? Call 1800 801 701.*
- (24 October 2010) *Hi. If you haven't done so, you only have this weekend to complete your vote for the local government elections. We must receive it by 10am Tuesday 27 October.*

2010 House of Assembly elections

Around 800 electors were sent the following messages during the election period:

- (9 March 2010) *If you can't get to a polling place on Saturday 20 March you can now vote early for the state elections. Visit tec.tas.gov.au or phone 13 23 26 for more info.*
- (18 March 2010) *If you can't vote this Saturday you must vote early. Pre-poll voting is now available in all Tas cities. Visit tec.tas.gov.au or phone 13 23 26 for more info.*
- (3:00 pm 20 March 2010) *Dear [elector's first name], if you haven't voted yet you need to get to a polling place before 6pm. Visit tec.tas.gov.au or phone 13 23 26 for more info.*

Similar messages were sent to subscribed electors for the 2010 Legislative Council elections.

Evaluation of the service

The number of subscriptions to the service has grown from 600 in October 2009 to 1,600 in June 2010. The majority of these subscriptions have come from non-voter notices.

Anecdotal information has shown that subscribers are very appreciative of the service. One subscriber contacted the office after the first message was issued for the local government elections to inform us that he had not received his postal ballot pack which was due to him not updating his enrolment. A supplementary postal ballot pack was issued to his new address.

The major advantages of the system are:

- the service provides an unfiltered message directly to electors at the time chosen by the electoral authority and
- many subscriptions have resulted from non-voter notices for previous elections which means the message is sent to many individuals in the target audience.

In the near future the TEC will undertake a data matching exercise to ascertain the proportion of subscribed electors who did not vote at the election for which they were issued reminders.



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