



2013
2014

TASMANIAN ELECTORAL COMMISSION

ANNUAL REPORT



Tasmanian
Electoral Commission

Tasmanian Electoral Commission
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Ninth Annual Report 2013–14

To The Honourable Jim Wilkinson,
President of the Legislative Council and

The Honourable Elise Archer,
Speaker of the House of Assembly

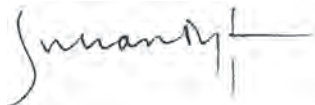
We have the honour to submit the ninth report of the Tasmanian Electoral Commission for presentation to the Parliament pursuant to the provisions of section 13 of the *Electoral Act 2004*.

The report covers the period from 1 July 2013 to 30 June 2014.

Yours sincerely



Liz Gillam
CHAIRPERSON



Julian Type
ELECTORAL COMMISSIONER



Christine Fraser
MEMBER

12 December 2014

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Tasmanian Electoral Commission



The Commission comprises the Chairperson, the Electoral Commissioner and one other Member.

The Commission members are **Liz Gillam** (Chairperson), **Christine Fraser** (member) and **Julian Type**, Electoral Commissioner.



Julian Type



Andrew Hawkey

Commissioner and Deputy Commissioner



Sue Gourlay



Rennie Cornock

Administration



Rod Saunders

The Team

Policy



Margareta Hannon



Nicole Lugg



Hazelyn Mohan



Operations



Communications



The 2014 House of Assembly elections team consisted of permanent staff, specialist contractors and casuals.

A black and white photograph of a woman with long, light-colored hair, smiling and looking towards the camera. She is wearing a white, double-breasted, textured coat with dark buttons. She is standing in a room with rows of white chairs in the background. A large, semi-transparent pink circle is overlaid on the right side of the image, containing the text "Chairperson's Introduction".

Chairperson's Introduction

CHAIRPERSON'S INTRODUCTION

As expected, this has been a particularly busy year for the Tasmanian Electoral Commission (TEC) with the general election for the House of Assembly in March and elections for the Legislative Council divisions of Huon and Rosevears in May, followed by intensive preparations for the conduct of the 'all-in, all-out' local government elections later in the year.

The Electoral Commissioner in his review comments on the destruction of a number of postal ballot papers for the division of Denison. Christine Fraser and I join with the Electoral Commissioner in his unreserved apology to the affected candidates and the voters of Denison.

Without in any way belittling the distress of those affected, the predicament that was experienced in the Denison count was extraordinary in terms of the smoothness with which our elections normally run. Because, in comparison with so many parts of the world, our electoral processes are simple, robust, secure and safe there is not a high level of appreciation in the wider community of the complexity and incredible level of detail necessary for planning and running an election.

However, as was demonstrated in the Denison count and in Western Australia, things can and do go wrong especially when large numbers of people are involved for a short but very intensive period of time. The need for constant review, quality control and improvement is unremitting and there are, of course, lessons to be learnt.

Christine Fraser and I wish to thank the Returning Officers and election staff for all their efforts over the period of the general election and in particular all TEC staff for their magnificent efforts over the past twelve months.

We also wish to re-iterate comments made at the declaration of the Denison poll expressing our support for the Electoral Commissioner and his commitment to the efficiency and integrity of our electoral processes. The dignity and honesty with which he dealt with some very difficult circumstances is deserving of particular recognition.

Liz Gillam

CHAIRPERSON

TASMANIAN ELECTORAL COMMISSION

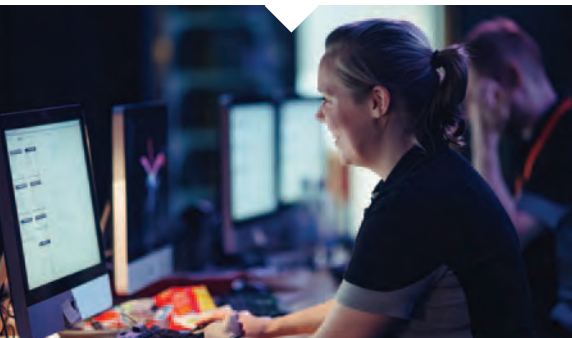


2014 TALLY ROOM

Members of the public, press and party workers and candidates gathered in the 2014 Tally Room.

ELECTRONIC TALLY BOARD


The first electronic tally board for a Tasmanian election.



THE PRESS CAPTURING THE ACTION

The electronic tally board formed a contemporary backdrop to the press coverage of election events.



A black and white photograph showing a person's hand inserting a ballot into a ballot box. The ballot box is white and has a logo and text on it. A large teal circle is overlaid on the image, containing the title text.

Electoral Commissioner's Review



ELECTORAL COMMISSIONER'S REVIEW

2014 saw the general election of Tasmania's House of Assembly on 15 March, and I am proud of the efforts of all our permanent and temporary staff and contractual partners at the Australian Electoral Commission for delivering a generally successful event. Thank you to each and every one of you.

Highlights included the transition to electronic display of results in the Wrest Point Tally Room, a refresh of the TEC website, a new public information campaign themed "Your vote is bigger than you think", and, perhaps less visible but most important of all, a focus on training materials for polling officials.

The lowlight was, of course, the accidental destruction of 163 postal ballot papers for the division of Denison. My apology for this occurrence, its ultimate inability to affect the outcome of the Denison poll, and a detailed report prepared by Dr Kevin Bonham are all matters of extensive public record, and the TEC is committed to learning from the experience.

It is for others to conclude how similar or dissimilar the event was to the ballot papers which vanished prior to or during the recount of the 2013 Western Australian Senate election. What is inescapable is that successful elections depend on the diligence of thousands of people, the majority of whom work on a single Saturday once every year or two. It's a huge credit to these ordinary Tasmanians that our elections are for the most part so *uneventful*.

The Denison episode had the potential to leave the fifth seat in unresolvable doubt. Because the election was conducted using the Hare Clark system of proportional representation (you can't unscramble an omelette), any new election ordered by a Court may very well have involved all five Denison seats: see the Denison by-election of 1980, and the fresh election for Western Australian senators in April 2014.

Section 74 of the *Electoral Act 2004* requires the Governor to issue a fresh writ where an Assembly election "fails or *partially* fails". It could be argued that an unresolvable fifth seat is precisely a "partial failure", but I am not certain that the Act would allow a partial declaration of the poll.

Of relevance are section 147...

(2) If any ballot papers that should have been counted at the election have been lost or destroyed and the returning officer is satisfied that those ballot papers could have affected the result of the election, the returning officer is not to declare the result of the election and is to report the matter to the Commission.

(3) If in accordance with subsection (2) a returning officer does not declare the result of an election and reports the matter to the Commission, the Commission is to review the decision of the returning officer and –

(a) instruct the returning officer to declare the result of the election; or

(b) make an application to the Supreme Court under section 205.

...and section 209(2)...

If a returning officer is unable to decide which candidate or candidates are to be declared elected, the Commission may make an application under section 205 [Election may be disputed] before the return of the writ.

...which could be read as requiring the TEC to dispute the outcome of the entire Denison poll prior to returning the writ to His Excellency the Governor.

Not only were the elections to the first four seats beyond dispute in any scenario, but section 12(4) of the *Constitution Act 1934* provides that:

If any delay occurs in the return of any writ issued for the election of members of either House, and, in consequence of the non-return thereof, the number of Members of such House is not complete on the day for which Parliament is called together as aforesaid, such House may nevertheless proceed to business if duly summoned for that purpose so long as the deficiency in the number of Members thereby occasioned does not exceed 2 in the case of the Council or four in the case of the Assembly.

That is, were the TEC to have made an application under section 209, the Assembly would have been unable to proceed to business until the Supreme Court had determined the application and any consequential orders had been fulfilled.

Parliament may wish to consider amending the Act to put beyond doubt that a returning officer, as directed by the TEC, may return a writ certifying the election of a part of the number of members required to be elected for a division: in the thankfully averted Denison scenario, four of the five members. Whereas this might not avoid the need for those members subsequently to face a by-election, it would enable them to take their places in the Assembly and assume ministerial or parliamentary office, and for the Assembly itself to proceed to business.

The House of Assembly elections were also notable for a number of apparent breaches of section 196 of the *Electoral Act*:

A person must not between the issue of the writ for an election and the close of poll at that election print, publish or distribute any advertisement, "how to vote" card, handbill, pamphlet, poster or notice which contains the name, photograph or a likeness of a candidate or intending candidate at that election without the written consent of the candidate.

This provision is unique to Tasmania, and I understand that its original intention was to inhibit the promulgation of how-to-vote cards. In latter times, a similar provision has been included in the *Local Government Act 1993*, and a somewhat wider purpose of compelling candidates to "play the ball, not the opposing player" has been proposed for it.

A number of the apparent breaches appear somewhat innocuous by any measure, and Parliament may wish to consider whether how-to-vote cards could be prohibited by a somewhat more circumscribed provision. Ironically, the current provision does not in any event prevent one registered party from promulgating how-to-vote cards.

Periodic elections for the Legislative Council divisions of Huon and Rosevears were conducted on 3 May. Although we feared "voter fatigue" in the aftermath of the Assembly elections, I am delighted that turnout for this pair of divisions was 83.3%, an improvement of 1.8% from 2008.

I apologise for the later submission of this year's Report. This has been the direct result of needing all hands on deck for Tasmania's first all-in, all-out local government elections in Spring 2014.

Julian Type

ELECTORAL COMMISSIONER

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:
 - (a) to advise the Minister on matters relating to elections;
 - (b) to consider and report to the Minister on matters referred to it by the Minister;
 - (c) to promote public awareness of electoral and parliamentary topics by means of educational and information programs and by other means;
 - (d) 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*;
 - (e) to publish material on matters relating to its functions;
 - (f) to investigate and prosecute illegal practices under this Act.
- (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.

ABOUT THIS REPORT

This 9th Annual Report of the Tasmanian Electoral Commission (the Commission) covers the period 1 July 2013 to 30 June 2014.

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.



RESPONSIBILITIES OF THE COMMISSION AND COMMISSIONER

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

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 co-ordinates electoral and enrolment policy and systems at a national level.



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 fifteen times during the year. A list of all Commission approvals, appointments and determinations made between 1 July 2013 and 30 June 2014 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 under the following legislation:

- *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*

365,598

Tasmanians enrolled as at
30 June 2014



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 Tasmanian roll.

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.

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.

All electors enrolled on the State roll are entitled to vote at the local government elections for the municipal 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 municipal area may be entitled to be on a supplementary electoral roll kept by the Council's General Manager.

ENROLMENT MANAGEMENT

The national roll is jointly managed by the AEC and State electoral authorities. The Electoral Commissioner represents the TEC at regular meetings of the Electoral Council of Australia. This body co-ordinates policy and systems related to the on-going development and improvement of the joint Commonwealth/State electoral roll.

At year's end, Tasmanian enrolment stood at 365 598, or an estimated 95.5% of the eligible population. This rate was the second highest of the eight Australian jurisdictions and compares to a national rate of 92.3%.



Significant
Events of
2013-14

House of
Assembly
Elections

Legislative
Council
Elections

HOUSE OF ASSEMBLY ELECTIONS

On 19 February 2014, His Excellency the Governor issued writs for a House of Assembly general election. Nominations closed on 27 February with 126 candidates (90 men and 36 women) being nominated across the five divisions – Bass, Braddon, Denison, Franklin and Lyons.

342,595

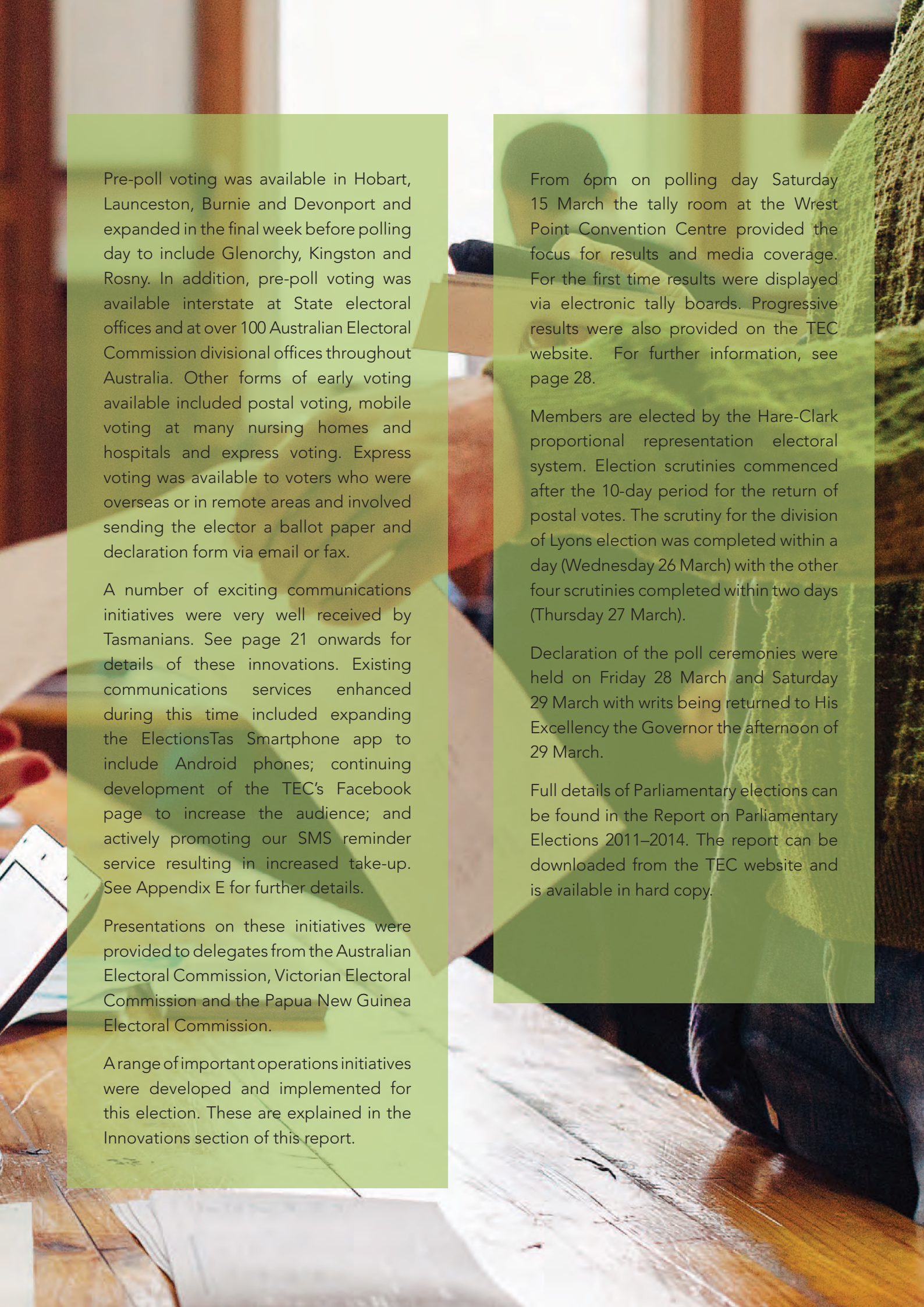
Ballots Cast

306

Polling Places

126

Candidates

A background image showing a person's hands holding a smartphone over a wooden table with papers. The image is partially obscured by a semi-transparent green overlay containing text.

Pre-poll voting was available in Hobart, Launceston, Burnie and Devonport and expanded in the final week before polling day to include Glenorchy, Kingston and Rosny. 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 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 exciting communications initiatives were very well received by Tasmanians. See page 21 onwards for details of these innovations. Existing communications services enhanced during this time included expanding the ElectionsTas Smartphone app to include Android phones; continuing development of the TEC's Facebook page to increase the audience; and actively promoting our SMS reminder service resulting in increased take-up. See Appendix E for further details.

Presentations on these initiatives were provided to delegates from the Australian Electoral Commission, Victorian Electoral Commission and the Papua New Guinea Electoral Commission.

A range of important operations initiatives were developed and implemented for this election. These are explained in the Innovations section of this report.

From 6pm on polling day Saturday 15 March the tally room at the Wrest Point Convention Centre provided the focus for results and media coverage. For the first time results were displayed via electronic tally boards. Progressive results were also provided on the TEC website. For further information, see page 28.

Members are elected by the Hare-Clark proportional representation electoral system. Election scrutines commenced after the 10-day period for the return of postal votes. The scrutiny for the division of Lyons election was completed within a day (Wednesday 26 March) with the other four scrutines completed within two days (Thursday 27 March).

Declaration of the poll ceremonies were held on Friday 28 March and Saturday 29 March with writs being returned to His Excellency the Governor the afternoon of 29 March.

Full details of Parliamentary elections can be found in the Report on Parliamentary Elections 2011–2014. The report can be downloaded from the TEC website and is available in hard copy.

INDEPENDENT REPORT ON DAMAGED BALLOT PAPERS

On the evening of 15 March 2014 a large number of postal ballot papers for the House of Assembly division of Denison were damaged during the operation of a letter opening machine. This incident was the subject of a media release the following day and was extensively reported over the ensuing fortnight.

The incident had the potential for grave consequences, although, ultimately, it could not have affected the final outcome of the Denison poll.

The TEC decided that the matter was sufficiently serious to require an independent, external review.

This review was undertaken by Dr Kevin Bonham, and Dr Bonham's report is now available on the TEC's website at www.tec.tas.gov.au.

The TEC thank Dr Bonham for his detailed report. We unreservedly accept Dr Bonham's findings and recommendations and are working to implement them.

The measures we are taking include:

- Having postal ballot papers pre-folded by our printers to ensure that the numbering boxes are distant from the fold;
- Providing training videos on the correct operation of letter-opening machines;
- Reviewing the models of letter-opening machines authorised for future use; and
- Strengthening mandatory quality control procedures.

The TEC again offer our apologies to Denison voters and candidates, and most especially to those postal voters whose ballot papers were damaged.



HOUSE OF ASSEMBLY POLLING DAY – BY THE NUMBERS



308
polling places



126
candidates



520,250
ballot papers



366,442
enrolled electors



73



26



106,175



72,238

BRADDON

5
divisions

BASS



51



22



96,500



72,754



91



24



113,300



74,816

LYONS



45



30



94,500



72,445

DENISON



48



24



94,175



74,189

FRANKLIN

Ballot papers for every division are supplied to each polling place. These figures include ballot papers used for pre-poll voting. The coloured division labels represent the colours of the special paper used for that division's ballot papers.

STAFF



1,502
election casuals



5
returning officers



1
electoral commissioner

POLLING PLACE SUPPLIES



4,800
pencils



703
netbooks



3,610
voting screens



800
ballot boxes



2,880
seals



315
first aid kits



38,830
election envelopes



321
extension cords



4,346
signs



22.5kg
rubber bands

PARTY REGISTER

During the year 2013–2014 the Tasmanian Electoral Commission received applications to register the Palmer United Party and the Australian Christians. An objection to the application to register the Palmer United Party was received by the Commission on 10 January 2014 from Mr Marti Zucco. After examining this objection the Commission decided to accept the application on 31 January. This decision was appealed by Mr Zucco.

On 17 February 2014 the appeal against the decision to accept the application was dismissed by the Supreme Court and accordingly the Commission registered the Palmer United Party on that date.

No objection was made to the registration of the Australian Christians and the Commission accepted the application and registered the party on 19 February 2014.

ASSISTANCE TO OTHER ELECTORAL AUTHORITIES

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

- New South Wales by-election for the division of Miranda
- Northern Territory by-election for the division of Blain
- Queensland by-election for the division of Redcliffe
- South Australian state election

OTHER ELECTIONS AND BALLOTS

The TEC conducted the following non-parliamentary elections:

- Elections required under the *Water Management Act 1999*
- Liberal Party Senate Selection Committee
- Quadrant Superannuation Scheme
- Showman's Guild of Tasmania
- St Helens RSL Club
- Cricket Tasmania
- Tasmanian Council of Social Service (TasCOSS)
- Tasmanian Pacing Club
- Tasmania University Union (TUU)

The TEC conducted the following industrial ballots:

- Entura/Hydro
- JMK Construction Group Pty Ltd
- Tasmania Medicare Local
- Veolia Environmental Services (Tas) P/L

Fees are charged for these services.



LEGISLATIVE COUNCIL ELECTIONS

On 31 March 2014, writs were issued for Legislative Council elections in the divisions of Huon and Rosevears. AEC staff were appointed as returning officers for these elections

Nine candidates (7 men and 2 women) were nominated.

Early voting was again available in all AEC offices around the country as well as the offices of other State and Territory electoral authorities. Electors located overseas or in remote areas during the election period could apply for an express vote.

Robert Armstrong was elected as the Member for Huon and Kerry Finch was elected as the Member for Rosevears.

Legislative Council election results are provided in Appendix B.



LOCAL GOVERNMENT ELECTIONS

REVIEW OF LOCAL GOVERNMENT ELECTION ARRANGEMENTS

The enactment on 20 June 2013 of the *Local Government Amendment (Elections) Act 2013* resulted in the following significant changes to the way local government elections are conducted in Tasmania.

- Councillors elected “all in all out” every four years
- Mayor’s and deputy mayor’s terms extended to four years
- Dual representation as a Councillor and a Member of Parliament no longer permitted

A councillor or alderman who becomes a Member of the Tasmanian Parliament may now only hold both offices for 12 months. A Member of the Tasmanian Parliament who becomes a councillor or alderman may only hold both offices for 30 days.

The TEC is developing new processes and systems to facilitate these new arrangements, including the development of a computerised counting system for larger councillor elections.

REDUCTION IN THE NUMBER OF COUNCILLORS AT SIX COUNCILS

Under the Local Government (Number of Councillors) Order 2013, the Local Government (Casual Vacancies) Order 2013, and the Local Government (Elections) Order 2013 there has been a reduction in the number of councillors or aldermen to be elected to 6 councils in 2014.

The reductions are as follows:

| Council | Current number | Future number |
|------------------------|----------------|---------------|
| Central Coast | 12 | 9 |
| Devonport City | 12 | 9 |
| Glamorgan – Spring Bay | 9 | 8 |
| Glenorchy City | 12 | 10 |
| Kingborough | 12 | 10 |
| Tasman | 9 | 7 |

BY-ELECTIONS AND RECOUNTS

During 2013–14 the TEC conducted by-elections for a mayoral vacancy and one councillor vacancy on the West Coast council. The TEC also conducted recounts to fill councillor vacancies on the Burnie City, Central Highlands, Huon Valley, King Island, Meander Valley and Waratah-Wynyard councils.

Innovations 2013-14

New
Training
Package

Electronic
Tally Board

OIC Return
Redesign

Animated
Explainers

New
Advertising
Campaign

Smartphone
App
Expansion

Website
Redesign

STRATEGIC PREPARATIONS FOR THE 2014 HOUSE OF ASSEMBLY ELECTIONS

COMMUNICATIONS STRATEGY

The Tasmanian Electoral Commission has the statutory function of promoting public awareness of electoral and parliamentary topics by means of educational and information programs and by other means.

The communications strategy for the 2014 State Election included a broader range of communication platforms delivering a consistent message. While including all traditional forms of election communication, the strategy incorporated the following electoral awareness innovations:

- A new advertising campaign – “Your Vote Is Bigger Than You Think”;
- Production of an elector brochure sent to all Tasmanian households;
- Development of two animations, to help explain electoral concepts in an engaging and entertaining manner; and
- A redesign of the style and structure of the TEC website.

The innovations were to be contemporary, accessible and provide relevant information. This was achieved by repeating consistent messages, iconography, styles and colours, through all communications.

OPERATIONS STRATEGY

A review of the 2010 State Election identified that significant improvements could be made in the provision of results in the tally room and the training and resources for polling place managers. The following operational innovations were delivered at the 2014 State Election:

- New polling place management resources including a new polling place manager return, packaging labels and training manuals;
- A new training package for polling place managers, which included redesigned structure and content, a teaching manual, training videos and hands-on exercises; and
- An electronic tally board and voting analysis.

NEW ADVERTISING CAMPAIGN

For the 2014 House of Assembly elections, the previous campaign ('Your Vote Your Voice'), which had been in use since 2002, was retired and replaced with a new campaign, with the slogan 'Your Vote Is Bigger Than You Think' developed by Clemenger Tasmania. The campaign utilised imagery of electors carrying oversized ballot papers.

Print, radio, television and digital advertisements were placed throughout the election period. The advertisements provided information to electors, detailing:

- How to enrol;
- How to mark a ballot;
- The candidates standing for election;
- When to vote (either on polling day or at a pre-poll voting centre); and
- Where to vote.

There was also an emphasis on reminding and encouraging Tasmanians to have their say by voting in the 2014 House of Assembly elections and providing information on alternate voting arrangements should they be out of town on polling day.

Links to electoral awareness initiatives including the TEC's website, the sms reminder system, and the ElectionsTas smartphone app were provided where appropriate.

YOUR VOTE IS BIGGER THAN YOU THINK.

IF YOUR SITUATION
HAS CHANGED,
**UPDATE
YOUR
ENROLMENT DETAILS.**



Facebook ads



Television ads



Radio ads



Digital ads



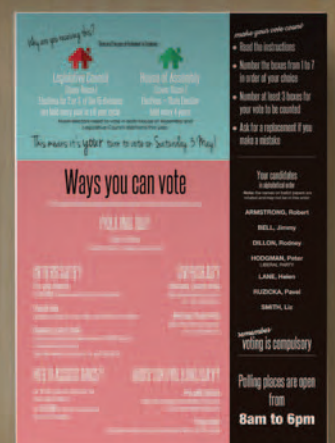
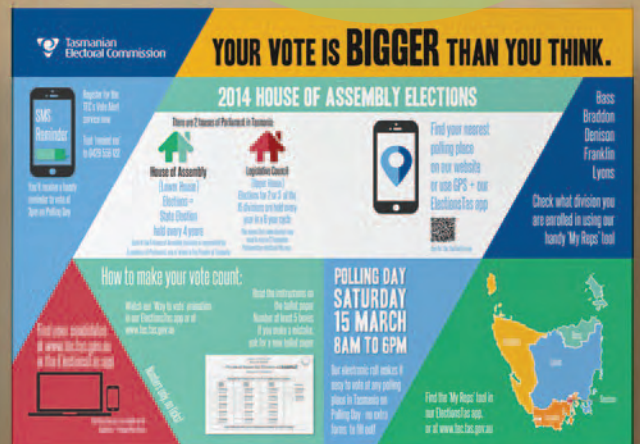
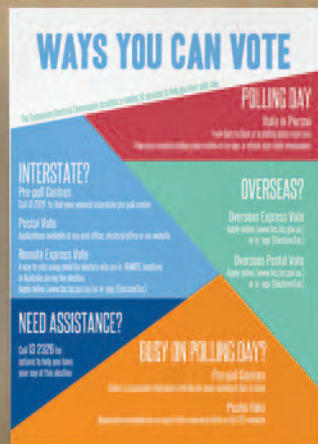
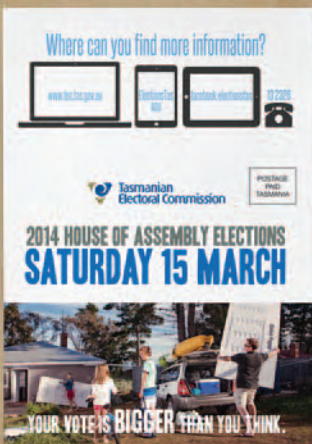
Press ads including
statutory advertising

ELECTOR BROCHURES

Another initiative of the 2014 House of Assembly elections was the production and distribution to Tasmanian households of an elector brochure, designed in-house by our education consultant Wendy Polzin. The brochure provided clear information about when, where and how to vote, links to further details and a brief explanation of the differences between the House of Assembly and Legislative Council elections.

The Legislative Council elector guides were also given a design and content overhaul in keeping with the new communication strategies.

230,600
A3, folded to A4 full colour brochure delivered to all Tasmanian households



50,330
A4 tri-fold brochures delivered to electors enrolled in Huon and Rosevears

ANIMATIONS

A local digital marketing agency 'Small Island Studio' was commissioned to develop two animations suitable for use during the 2014 House of Assembly elections, and for continued use in our Civics, Citizenship and Tasmania (CC&T) education gateway.

The two concepts to be animated were the way to vote in a Tasmanian House of Assembly election and the Hare-Clark electoral process.

MAKE YOUR VOTE COUNT

A simple representation of the voting process for a Tasmanian House of Assembly election. The key messages include:

- Number at least 5 preferences, with no repeats;
- No ticks or crosses; and
- Illustrating how a House of Assembly ballot paper could look with a number of columns.

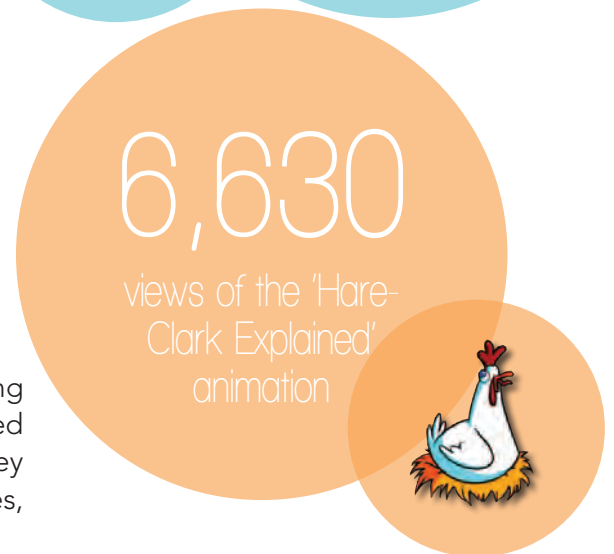
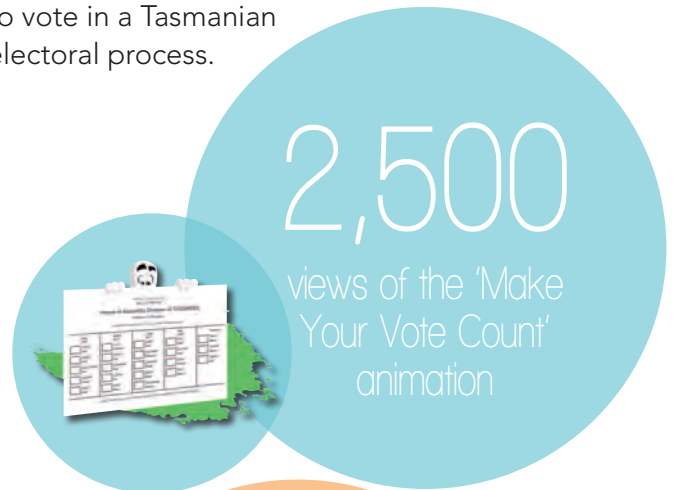
To date, this animation has been viewed 2,500 times, peaking at 1,900 plays in election week.

HARE-CLARK EXPLAINED

A lighthearted approach was taken to explaining the basic concepts of a Hare-Clark scrutiny as used in Tasmanian House of Assembly elections. The key messages include quota, distribution of preferences, exclusion and 5 members per seat

To date, this animation has been viewed 5,000 times, peaking at 1,200 plays in election week. In addition, this animation was viewed 1,630 times on the Small Island Studio website. This animation was widely shared, with a number of organisations directing their members to view it. ABC news online quickly used the animation, embedding it in an online story filed shortly after the press launch where the TEC presented the animations. Parliament House Tasmania requested copies for their school visitors. Returning Officers also used the animations in their pre-election sessions conducted for the Migrant centres in the north and south of the state.

It is intended that English transcripts for hearing impaired will be added, and that additional versions with multi-lingual voice-overs will be created. The TEC plans to build on the success of these effective pieces of communication and expand the collection to include a Local Government explainer animation.



650

OICs, 2ICs, Dec Officers +
PPLOs trained and resourced
for the 2014 State and
Legislative Council elections



A REVIEW OF POLLING PLACE RESOURCES

The move to electronic certified lists in 2010 enabled a number of operational changes in polling places, such as the removal of absent voting which enabled all Tasmanian electors to easily receive a ballot paper in any polling place in the state.

These operational changes raised the need for a major review of polling place resources. Following the review the TEC overhauled and simplified the following resources:

- The process of reconciling ballot papers and voting material was simplified by reconciling at the polling place level rather than at each issuing point

The OIC return was divided into the following separately tabbed sections:

- Integrity sheets – documents critical polling place management information;
 - Worksheets – to monitor voter flow during the day;
 - Checklists – for ensuring all tasks are being conducted during the day;
 - Briefings – for instructing staff and scrutineers; and
 - Administration – documents relating to the running of polling day.
- Package labeling was simplified and made clearer and more consistent
 - Manuals were simplified and 'cascade' so that duplication of information could be removed.

Further details are provided in Appendix D.

470

'OIC-in-a-Box' kits developed and produced in-house for House of Assembly training



NEW TRAINING PACKAGE

In conjunction with the polling place resources overhaul, the TEC undertook a complete review and redevelopment of training content and material for training polling place managers. The new training package included:

- A redeveloped face-to-face training structure and content;
- Production of three training videos which could be viewed online prior to the training as well as during the training; and
- Production of hands-on exercises that were used for the training session and could be reused for training staff in the polling place.

The new training package was very warmly received. Particular successes of the package were:

- The tight integration of the OIC Return, Manuals and the training package;
- The Commissioner's welcome video was very powerful in setting the tone of respect for and of the important processes that were being managed;
- Anecdotal reports of positive experiences with the training package citing ease of use, specific to Tasmanian Parliamentary elections and hands-on activities as particularly successful elements;
- Statistics generated by the online video hosting service indicated that the videos were watched over 500 times prior to the face-to-face training session, suggesting most participants viewed them at least once; and
- The modular nature of the package made modifying the package for the Legislative Council elections a simple exercise.

Further details are provided in Appendix D.



Managing the results feed coming from the division returning officers to the Tally Room, and being displayed on the new electronic tally boards.

ELECTRONIC TALLY BOARDS

Prior to the 2014 State Election the tally board was a large physical structure approximately 18m x 3.6m. Election casuals would place numbers on smaller boards that were attached to the main structure next to the candidate names. This process resulted in a 5-15 minute delay from the time figures were provided by the returning officers to when they could be placed on the main structure.

For the 2014 State Election the TEC moved to a projected electronic tally board (12m x 3.5m) and associated graphs displaying leading candidates and levels of party support. The data feed from the returning officers was checked every 2 minutes with figures automatically being updated on the screens.

The move to electronic display of results enabled the TEC to provide additional information on secondary screens. This included graphing leading candidates across all divisions and some party vote analysis.

The secondary screens were also used for projecting the television images of the leaders' speeches that were made at the tally room and at another location in southern Tasmania.

IMPORTANT PROPERTIES OF A TALLY BOARD

A tally board performs a number of functions in the tally room.

First and most importantly it provides up-to-date figures.

Secondly it provides atmosphere for those at the tally room and an important backdrop for television coverage.

Thirdly it lends a sense of occasion as more Tasmanians' votes are added to the count.

TEC WEBSITE – A NEW DIRECTION

Following the success of the education gateway section on the TEC website, the whole of the TEC website is transitioning to a more accessible and modern structure and style. A staged approach was taken, beginning with microsites for each election.

The new House of Assembly election microsite incorporated the following elements:

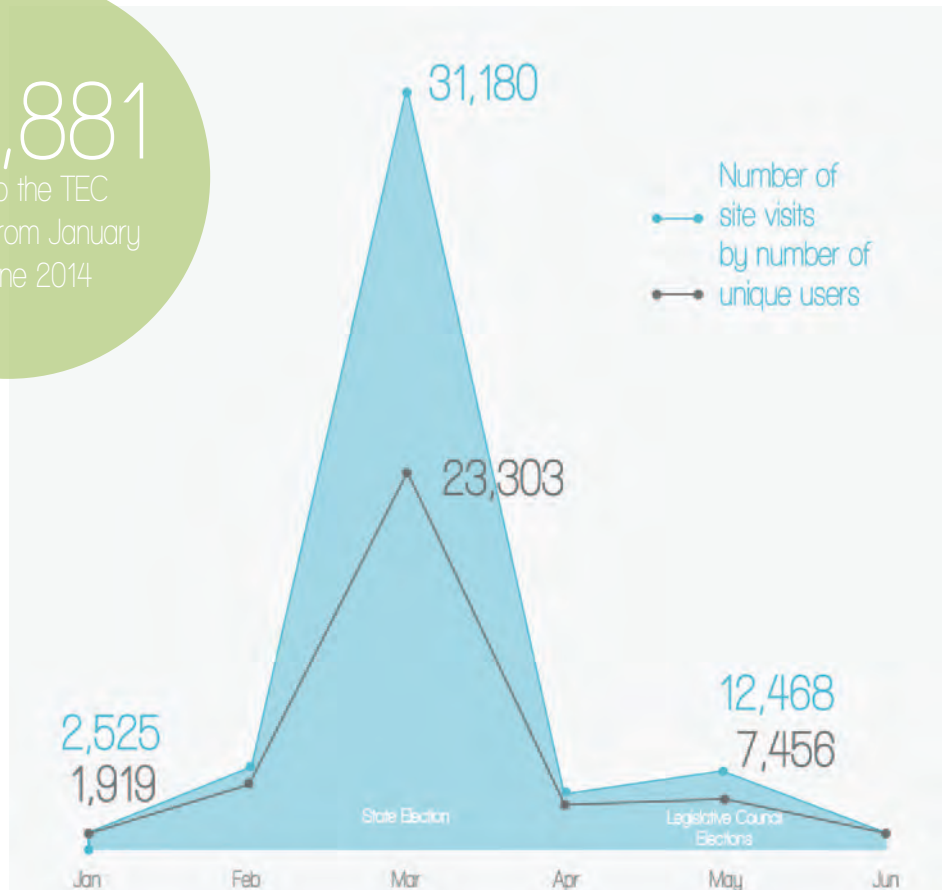
- Differentiated navigation bar including breadcrumbs;
- A rotating banner of images that link to topical information (eg. election calendar or nomination forms);
- Engaging colour scheme;
- Icon buttons (the same icon family used in the smartphone app and in printed communications)
- Larger, clearer typography;
- A method for laying out content that is fluid so that mobile device users have an optimal experience using the website;
- A more contemporary way of presenting some content – eg: accordions for dense content, large thumbnails for division map links; and
- Each election’s advertising campaigns.

182,881

visits to the TEC
website from January
to June 2014

ANALYTICS:

Analytics built-in to the site mid-January proved particularly interesting on House of Assembly election night where a live feed of visitors to the site was monitored, showing a peak of 37,318 page views at 7pm.



Report on Performance 2013-14

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.

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).

ELECTORAL ENROLMENT

Table 1: Electoral enrolment 2009 – 2014

| | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|---|---------|---------|---------|---------|---------|---------|
| Tasmanian enrolment (excluding provisional enrolments) | 356 065 | 356 203 | 358 485 | 358 649 | 360 889 | 365 598 |
| Voting eligible population (VEP) | 369 172 | 377 085 | 376 629 | 380 577 | 383 232 | 383 003 |
| Enrolment rate (% of VEP) | 96.45% | 94.46% | 95.18% | 94.24% | 94.17% | 95.46% |

HOUSE OF ASSEMBLY ELECTIONS

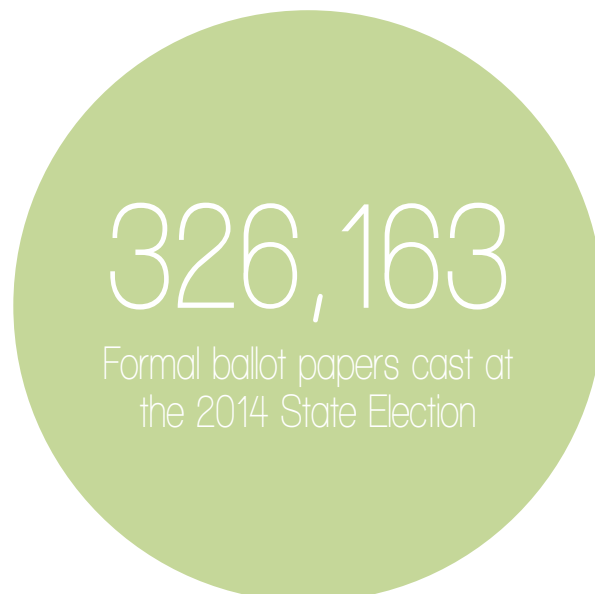
Table 2: House of Assembly elections statistics 2002 – 2014

| | 2002 | 2006 | 2010 | 2014 |
|---------------------------|---------|---------|---------|---------|
| Close of roll enrolment | 332 473 | 341 481 | 357 315 | 366 442 |
| Ballot papers cast | 311 637 | 324 008 | 335 353 | 342 595 |
| % of electors on the roll | 93.73% | 94.88% | 93.85% | 93.49% |
| Formal ballot papers | 296 470 | 309 622 | 320 438 | 326 163 |
| Informality rate | 4.87% | 4.44% | 4.45% | 4.80% |
| Number of candidates | 112 | 95 | 89 | 126 |
| Total number of counts* | 2 500 | 198 | 194 | 330 |

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

Note re terminology:

The nine Australian electoral commissions have agreed to move towards standardising terminology used in reporting election statistics, resulting in some minor changes in labeling.



83%

Participation rate by
electors at the 2014
Legislative Council
elections

LEGISLATIVE COUNCIL ELECTIONS

Table 3: Legislative Council elections statistics by division 2013 – 2014

| | 2013 | | | 2014 | |
|---------------------------|------------|--------|----------|--------|-----------|
| | Montgomery | Nelson | Pembroke | Huon | Rosevears |
| Close of roll enrolment | 23 866 | 22 983 | 24 727 | 25 276 | 25 047 |
| Ballot papers cast | 20 715 | 18 818 | 21 260 | 21 528 | 20 369 |
| % of electors on the roll | 86.80% | 81.88% | 85.98% | 85.17% | 81.32% |
| Formal ballot papers | 19 619 | 18 150 | 20 486 | 20 616 | 19 641 |
| Informality rate | 5.29% | 3.55% | 3.64% | 4.24% | 3.57% |
| Number of candidates | 4 | 4 | 3 | 7 | 2 |

Table 4: Legislative Council elections participation and informality rates 2010 – 2014

| | 2010 | 2011 | 2012 | 2013 | 2014 |
|---------------------------|---------|---------|--------|--------|--------|
| Close of roll enrolment | 49 939* | 73 883* | 47 168 | 71 576 | 50 323 |
| Ballot papers cast | 41 481 | 62 673 | 37 085 | 60 793 | 41 897 |
| % of electors on the roll | 83.06% | 84.83% | 78.62% | 84.93% | 83.26% |
| Informality rate | 3.81% | 4.87% | 4.40% | 4.17% | 3.91% |

* Enrolment numbers for 2010 and 2011 only include divisions that required a poll. 2010 figures also include the 2009 Pembroke by-election. 2011 figures also include the 2011 Derwent by-election.

LOCAL GOVERNMENT ELECTIONS

Table 5: Local government elections statistics 2002 – 2011

| | 2002 | 2005 | 2007 | 2009 | 2011 |
|--|---------|---------|---------|---------|---------|
| Close of roll enrolment * | 340 283 | 350 026 | 357 091 | 362 890 | 366 906 |
| Number of council elections fully conducted by TEC | 26/28 | 28/29 | 29/29 | 29/29 | 29/29 |
| Declarations returned | 196 903 | 204 846 | 205 074 | 201 550 | 199 153 |
| Response rate | 57.86% | 58.52% | 57.43% | 55.54% | 54.28% |
| Total ballot papers** | 525 772 | 563 532 | 538 411 | 526 117 | 510 563 |
| Formal ballot papers | 516 100 | 553 809 | 528 649 | 516 524 | 500 410 |
| Informality rate | 1.84% | 1.73% | 1.81% | 1.82% | 1.99% |
| Number of candidates | 437 | 487 | 444 | 449 | 421 |
| Number of counts | 570 | 708 | 602 | 553 | 489 |

* 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.

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



Financial Performance 2013-14

This section contains
breakdowns of election costs
and historical comparisons.

Expenditure and Revenue
statements can be found in
the 2013-14 Department of
Justice Annual Report.

COST OF ELECTIONS

\$7.49

per elector –
the cost of the
2014 State Election

Table 6: Cost of House of Assembly elections

| | 1998–99 | 2002–03 | 2005–06 | 2009–10 | 2013–14 |
|--------------------------------|---------|---------|---------|---------|---------|
| Total cost (\$'000) | 1 565 | 1 752 | 1 897 | 2 271 | 2 745 |
| Number of electors on the roll | 322 754 | 332 473 | 341 481 | 357 315 | 366 442 |
| Cost per elector on the roll | \$5.06 | \$5.27 | \$5.56 | \$6.36 | \$7.49 |

Table 7: Cost of Legislative Council elections

| | 2009–10 | 2010–11 | 2011–12 | 2012–13 | 2013–14 |
|--------------------------------|---------|---------|---------|---------|---------|
| Total cost (\$'000) | 362 | 577 | 421 | 544 | 465 |
| Number of electors on the roll | 73 447 | 97 893 | 47 168 | 71 576 | 50 323 |
| Cost per elector on the roll | \$4.93* | \$5.89* | \$8.93 | \$7.60 | \$9.25 |

* Denotes that the figure includes an election that did not require a ballot (candidate elected unopposed)

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 usually higher when only two elections are held due to fixed costs.

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.

In 2011–12, the cost per elector was affected by increased advertising costs due to the requirement to advertise in all three Tasmanian daily newspapers for the Western Tiers division and additional advertising elements aimed to increase elector awareness in Hobart which consistently has the lowest participation rate of all Legislative Council divisions.

Table 8: Cost of local government elections

| | 2002–03 | 2005–06 | 2007–08 | 2009–10 | 2010–11 |
|--------------------------------|---------|---------|---------|---------|---------|
| Total cost (\$'000) | 977 | 1 147 | 1 211 | 1 248 | 1 337 |
| Number of electors on the roll | 340 283 | 350 026 | 357 091 | 362 890 | 366 906 |
| Cost per elector on the roll | \$2.87 | \$3.28 | \$3.39 | \$3.44 | \$3.65 |

Table 9: Cost of federal elections

| | 2001–02 | 2004–05 | 2007–08 | 2010–11 | 2013–14 |
|------------------------------|---------|---------|---------|---------|---------|
| Cost per elector on the roll | \$5.29 | \$5.79 | \$8.29* | \$7.68 | N/A |

* 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 offices.

COST OF ELECTORAL ENROLMENT

Table 10: Cost of managing and maintaining the electoral roll

This time series has been revised to include costs charged to Tasmania's 29 local government councils.

| | 2009–10 | 2010–11 | 2011–12 | 2012–13 | 2013–14 |
|---|---------|---------|---------|---------|---------|
| Expenditure on roll (\$'000) | 358 | 369 | 371 | 418* | 417 |
| Number of electors on the roll at June 30 | 356 203 | 358 485 | 358 649 | 360 889 | 365 598 |
| Cost per elector on the roll | \$1.01 | \$1.03 | \$1.03 | \$1.16 | \$1.14 |

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*.

* Due to the payment cycle the 2012–13 year covered 5 quarterly payments.



TOOLS OF THE TRADE

Thumbtacks are used to facilitate accurate counting of ballot papers.

POLLING OFFICIALS

Serving electors at the 2014 House of Assembly elections.



COMMUNITY ATMOSPHERE

Polling Day and a community market and sausage sizzle go hand in hand in Tasmania.



POLLING PLACE
OPEN 8AM TO 6PM

Appendices



APPENDIX A

APPROVALS, APPOINTMENTS AND DETERMINATIONS

APPROVALS

| Section No. | Subject | Date Approved |
|--------------|--|---------------|
| 96 (1) | Approval of amended forms of ballot papers for House of Assembly and Legislative Council | 4/12/13 |
| 108 (c) (ii) | Persons approved to vote at a mobile polling place | 22/01/14 |

APPOINTMENTS

| Section No. | Subject | Date Approved |
|-----------------|---|---------------|
| 24 (1) | Returning officers for the 2014 House of Assembly elections | 4/12/13 |
| 93 (1) & 92 (4) | Polling places for the 2014 House of Assembly elections | 4/12/13 |
| 24 (1) | Amended returning officers for the 2014 House of Assembly elections | 22/01/14 |
| 92 (4) | Additional polling places at which a mobile polling place may be operated for the 2014 House of Assembly elections | 22/01/14 |
| 92 (4) | Additional mobile polling place and reappointment of previous mobile polling place for the 2014 House of Assembly elections | 11/02/14 |
| 26 (1) | Staff in other electoral authorities appointed as electoral officials | 11/02/14 |
| 24 (1) | Acting returning officer for 2014 House of Assembly elections | 5/03/14 |
| 24 (1) | Acting returning officer for 2014 House of Assembly elections | 19/03/14 |
| 24 (1) | Returning officers for the 2014 Legislative Council elections | 28/03/14 |
| 93 (1) & 92 (4) | Polling places for the 2014 Legislative Council elections | 28/03/14 |

DETERMINATIONS

| Section No. | Subject | Date Approved |
|-------------|--|---------------|
| 27 (1) | Determination of remuneration and allowances | 4/12/13 |

APPENDIX B

LEGISLATIVE COUNCIL ELECTIONS

2014 ELECTION SUMMARY

| | | | |
|--------------------|-------------|----------------------|--------------|
| Issue of the Writs | Wed 3 April | Close of Nominations | Thu 11 April |
| Polling Day | Sat 3 May | Return of the Writs | Wed 8 May |

| Division | Retiring Member | Elected candidate |
|-----------|-----------------|-------------------|
| Huon | Paul Harriss | Robert Armstrong |
| Rosevears | Kerry Finch | Kerry Finch |

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

PERIODIC CYCLE

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

| Year | Division | Current Member |
|------|---------------|-------------------|
| 2015 | Derwent | Craig Farrell |
| | Mersey | Mike Gaffney |
| | Windermere | Ivan Dean |
| 2016 | Apsley | Tania Rattray |
| | Elwick | Adriana Taylor |
| 2017 | Launceston | Rosemary Armitage |
| | Murchison | Ruth Jane Forrest |
| | Rumney | Tony Mulder |
| 2018 | Hobart | Rob Valentine |
| | Western Tiers | Greg Hall |
| 2019 | Montgomery | Leonie Hiscutt |
| | Nelson | Jim Wilkinson |
| | Pembroke | Vanessa Goodwin |
| 2020 | Huon | Robert Armstrong |
| | Rosevears | Kerry Finch |

LEGISLATIVE COUNCIL ELECTION RESULTS

Division of HUON

Election held on 3 May 2014

Retiring member—The Honourable Andrew P (Paul) Harriss

Returning Officer—Maree Ward

Elected member to serve for a six year term until May 2020

Electors enrolled

25 276

Electors who voted

21 528 (85.17%)

Informal votes

912 (4.24%)

First preference votes and informal ballot papers—by polling place

| | CANDIDATES | | | | | | | Formal votes | Informal | Total ballot papers counted |
|-----------------------|---------------------|---------------|------------------|--|---------------|------------------|--------------|---------------|----------------|-----------------------------|
| | ARMSTRONG Robert | BELL Jimmy | DILLON Rodney | HODGMAN Peter <small>Liberal Party</small> | LANE Helen | RUZICKA Pavel | SMITH Liz | | | |
| 1 Adventure Bay | 13 | 17 | 20 | 35 | 3 | 3 | 32 | 123 | 4 | 127 |
| 2 Agfest | 83 | 66 | 24 | 101 | 17 | 31 | 40 | 362 | 16 | 378 |
| 3 Alonnah | 28 | 25 | 48 | 55 | 15 | 11 | 32 | 214 | 7 | 221 |
| 4 Barnes Bay | 12 | 7 | 28 | 25 | 5 | 6 | 24 | 107 | 6 | 113 |
| 5 Blackmans Bay | 739 | 458 | 305 | 1 324 | 276 | 129 | 604 | 3 835 | 222 | 4 057 |
| 6 Cradoc | 111 | 67 | 40 | 82 | 8 | 74 | 102 | 484 | 12 | 496 |
| 7 Cygnet | 269 | 135 | 158 | 179 | 21 | 271 | 457 | 1 490 | 35 | 1 525 |
| 8 Dover | 190 | 88 | 21 | 132 | 14 | 10 | 76 | 531 | 20 | 551 |
| 9 Franklin | 79 | 79 | 34 | 65 | 15 | 35 | 114 | 421 | 18 | 439 |
| 10 Geeveston | 216 | 129 | 20 | 116 | 17 | 28 | 101 | 627 | 35 | 662 |
| 11 Glen Huon | 68 | 64 | 5 | 54 | 7 | 14 | 28 | 240 | 15 | 255 |
| 12 Howden | 51 | 26 | 23 | 111 | 17 | 23 | 74 | 325 | 17 | 342 |
| 13 Huonville | 367 | 440 | 89 | 315 | 43 | 87 | 235 | 1 576 | 73 | 1 649 |
| 14 Judbury | 34 | 51 | 12 | 43 | 3 | 19 | 43 | 205 | 7 | 212 |
| 15 Kettering | 70 | 39 | 51 | 115 | 30 | 47 | 117 | 469 | 27 | 496 |
| 16 Margate | 355 | 269 | 223 | 683 | 127 | 69 | 371 | 2 097 | 130 | 2 227 |
| 17 Middleton | 34 | 20 | 25 | 61 | 5 | 33 | 76 | 254 | 11 | 265 |
| 18 Mountain River | 133 | 126 | 22 | 112 | 17 | 21 | 125 | 556 | 30 | 586 |
| 19 Port Huon | 105 | 58 | 12 | 73 | 7 | 22 | 53 | 330 | 2 | 332 |
| 20 Ranelagh | 182 | 249 | 38 | 164 | 21 | 53 | 135 | 842 | 40 | 882 |
| 21 Sandfly | 120 | 117 | 66 | 219 | 39 | 62 | 219 | 842 | 52 | 894 |
| 22 Snug | 153 | 86 | 147 | 277 | 30 | 86 | 210 | 989 | 46 | 1 035 |
| 23 Southport | 23 | 26 | 5 | 30 | 2 | 5 | 30 | 121 | 2 | 123 |
| 24 Surges Bay | 59 | 23 | 7 | 41 | 8 | 6 | 12 | 156 | 9 | 165 |
| 25 Woodbridge | 33 | 49 | 47 | 58 | 10 | 27 | 148 | 372 | 13 | 385 |
| Mobile | 33 | 14 | 9 | 38 | 3 | 7 | 7 | 111 | 13 | 124 |
| Total Ordinary | 3 560 | 2 728 | 1 479 | 4 508 | 760 | 1 179 | 3 465 | 17 679 | 862 | 18 541 |
| Pre-poll | 124 | 107 | 58 | 287 | 41 | 32 | 185 | 834 | 21 | 855 |
| Postal | 513 | 331 | 146 | 565 | 64 | 99 | 305 | 2 023 | 26 | 2 049 |
| Provisional | 1 | 5 | 3 | 8 | 2 | 1 | 7 | 27 | 1 | 28 |
| Out of division | 7 | 6 | 4 | 19 | 4 | 1 | 12 | 53 | 2 | 55 |
| Total | 4 205 | 3 177 | 1 690 | 5 387 | 871 | 1 312 | 3 974 | 20 616 | 912 | 21 528 |
| % Formal vote | 20.40% | 15.41% | 8.20% | 26.13% | 4.22% | 6.36% | 19.28% | | 4.24% informal | |

Distribution of preferences

| | ARMSTRONG Robert | BELL Jimmy | DILLON Rodney | HODGMAN Peter <small>Liberal Party</small> | LANE Helen | RUZICKA Pavel | SMITH Liz | Exhausted votes | Formal votes | Absolute majority | Remarks |
|---------------------------|---------------------|---------------|------------------|--|---------------|------------------|--------------|-----------------|--------------|-------------------|-------------------|
| Count 1 Total votes | 4 205 | 3 177 | 1 690 | 5 387 | 871 | 1 312 | 3 974 | | 20 616 | 10 309 | First preferences |
| Count 2 Votes transferred | 118 | 120 | 69 | 80 | - 871 | 72 | 412 | | | | Lane excluded |
| Total votes | 4 323 | 3 297 | 1 759 | 5 467 | 0 | 1 384 | 4 386 | | 20 616 | 10 309 | |
| Count 3 Votes transferred | 294 | 308 | 261 | 222 | | -1 384 | 299 | | | | Ruzicka excluded |
| Total votes | 4 617 | 3 605 | 2 020 | 5 689 | | 0 | 4 685 | | 20 616 | 10 309 | |
| Count 4 Votes transferred | 515 | 502 | -2 020 | 308 | | | 667 | 28 | | | Dillon excluded |
| Total votes | 5 132 | 4 107 | 0 | 5 997 | | | 5 352 | 28 | 20 616 | 10 295 | |
| Count 5 Votes transferred | 1 850 | -4 107 | | 974 | | | 1 094 | 189 | | | Bell excluded |
| Total votes | 6 982 | 0 | | 6 971 | | | 6 446 | 217 | 20 616 | 10 200 | |
| Count 6 Votes transferred | 3 721 | | | 1 142 | | | -6 446 | 1 583 | | | Smith excluded |
| Total votes | 10 703 | | | 8 113 | | | 0 | 1 800 | 20 616 | 9 409 | Armstrong elected |
| | 56.88% | | | 43.12% | | | | | | | |

Division of ROSEVEARS

Election held on 3 May 2014

Retiring member—The Honourable Kerry Finch

Returning Officer—Paul Eklom

Elected member to serve for a six year term until May 2020

Electors enrolled 25 047

Electors who voted 20 369 (81.32%)

Informal votes 728 (3.57%)

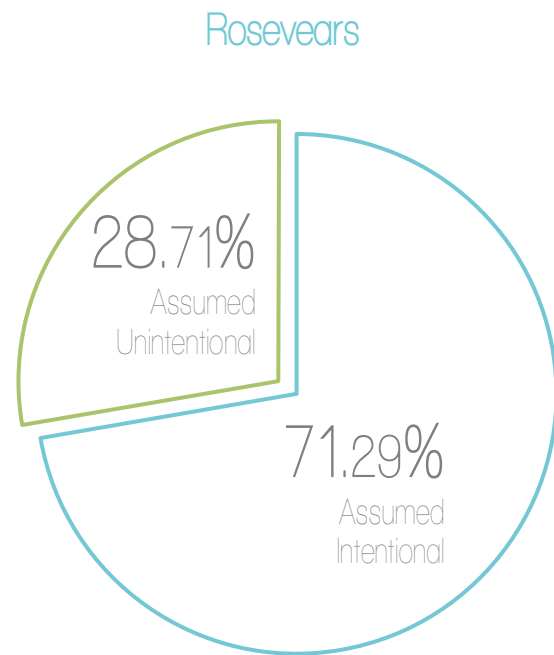
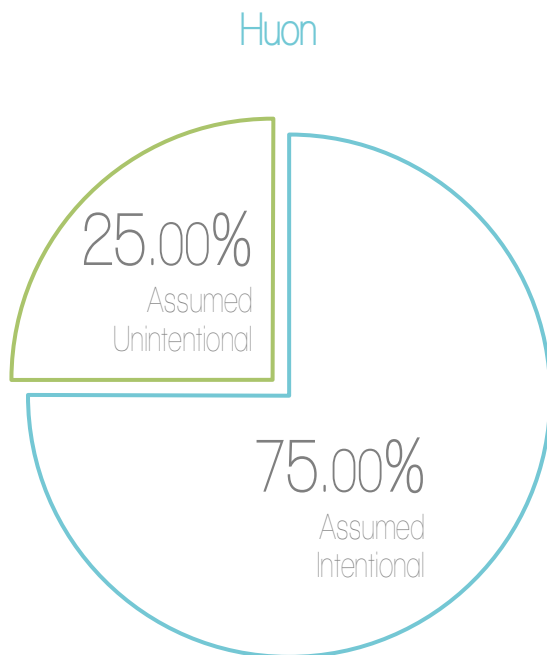
First preference votes and informal ballot papers—by polling place

| | CANDIDATES | | Formal votes | Informal | Total ballot papers counted |
|-----------------------|----------------|-----------------------------------|---------------|----------------|-----------------------------|
| | FINCH Kerry | MORRIS Don Liberal Party | | | |
| 1 Agfest | 263 | 211 | 474 | 22 | 496 |
| 2 Beaconsfield | 567 | 327 | 894 | 37 | 931 |
| 3 Beauty Point | 392 | 270 | 662 | 25 | 687 |
| 4 Exeter | 597 | 316 | 913 | 33 | 946 |
| 5 Frankford | 63 | 41 | 104 | 3 | 107 |
| 6 Glengarry | 138 | 122 | 260 | 5 | 265 |
| 7 Gravelly Beach | 394 | 150 | 544 | 13 | 557 |
| 8 Kelso | 143 | 89 | 232 | 9 | 241 |
| 9 Legana | 1 310 | 1 069 | 2 379 | 116 | 2 495 |
| 10 Riverside | 1 226 | 1 018 | 2 244 | 84 | 2 328 |
| 11 Riverside West | 803 | 553 | 1 356 | 56 | 1 412 |
| 12 Sidmouth | 294 | 169 | 463 | 10 | 473 |
| 13 Summerhill | 1 273 | 861 | 2 134 | 120 | 2 254 |
| 14 Trevallyn | 907 | 399 | 1 306 | 46 | 1 352 |
| 15 West Launceston | 1 123 | 546 | 1 669 | 76 | 1 745 |
| Mobile | 74 | 47 | 121 | 0 | 121 |
| Total Ordinary | 9 567 | 6 188 | 15 755 | 655 | 16 410 |
| Pre-poll | 1 408 | 967 | 2 375 | 44 | 2 419 |
| Postal | 781 | 620 | 1 401 | 27 | 1 428 |
| Provisional | 21 | 6 | 27 | 0 | 27 |
| Out of division | 63 | 20 | 83 | 2 | 85 |
| Total | 11 840 | 7 801 | 19 641 | 728 | 20 369 |
| % Formal vote | 60.28% | 39.72% | | 3.57% informal | |

FINCH elected

INFORMAL BALLOT PAPER SURVEY

| | Huon | Rosevears | Total |
|---|------------|------------|--------------|
| <i>Assumed intentional informal voting</i> | | | |
| Blank | 284 | 195 | 479 |
| Deliberate informal or scribble/messages only | 400 | 324 | 724 |
| Total | 684 | 519 | 1 203 |
| <i>Assumed unintentional informality</i> | | | |
| Contains writing identifying elector | 1 | 0 | 1 |
| Contains only ticks or crosses | 104 | 183 | 287 |
| No first preference | 9 | 25 | 34 |
| Repetitions or omissions | 16 | 1 | 17 |
| Two or more first preferences | 98 | 0 | 98 |
| Total | 228 | 209 | 437 |
| Total | 912 | 728 | 1 640 |



DIVISIONAL MAPS



4125/11



4125/11

APPENDIX C

2014 HOUSE OF ASSEMBLY ELECTIONS

SUMMARY OF ELECTED MEMBERS

Listed by order elected

|  |  |  |  |  |
|---|---|---|--|---|
| Bass | Braddon | Denison | Franklin | Lyons |
| GUTWEIN, Peter Liberal Party | BROOKS, Adam Liberal Party | BACON, Scott Australian Labor Party | HODGMAN, Will Liberal Party | HIDDING, Rene Liberal Party |
| FERGUSON, Michael Liberal Party | ROCKLIFF, Jeremy Liberal Party | GROOM, Matthew Liberal Party | PETRUSMA, Jacquie Liberal Party | BARNETT, Guy Liberal Party |
| COURTNEY, Sarah Liberal Party | GREEN, Bryan Australian Labor Party | O'CONNOR, Cassy Tasmanian Greens | GIDDINGS, Lara Australian Labor Party | WHITE, Rebecca Australian Labor Party |
| O'BYRNE, Michelle Australian Labor Party | JAENSCH, Roger Liberal Party | ARCHER, Elise Liberal Party | McKIM, Nick Tasmanian Greens | SHELTON, Mark Liberal Party |
| BOOTH, Kim Tasmanian Greens | RYLAH, Joan Liberal Party | OGILVIE, Madeleine Australian Labor Party | HARRISS, Paul Liberal Party | LLEWELLYN, David Australian Labor Party |

Full details of Parliamentary elections can be found in the Report on Parliamentary Elections 2011–2014. The report can be downloaded from the TEC website and is available in hard copy.

APPENDIX D

DEVELOPMENT OF TRAINING MATERIAL AND MANAGEMENT RESOURCES FOR POLLING PLACE MANAGERS

In August the TEC commenced the development of new polling place management resources and training material in preparation for the 2014 House of Assembly elections. The development project was seen as timely given the growing divergence of polling place processes between Federal and Tasmanian Parliamentary elections¹ – such as the new processes flowing from the move to electronic certified lists.

The project approached the development of the new material by asking two questions:

- What are the central things an OIC² must know and do?
- How can polling place management resources be updated to make management of polling places easier and simpler?

The evaluation and development would cover all training and management resources that an OIC comes in contact with and would cater for different learning styles.

The project involved collaboration between two TEC staff and two external experts:

- Andrew Hawkey – Deputy Electoral Commissioner;
- Kate Roach – TEC Operations Manager;
- Peter Weldon – Former AEC Deputy State Manager and returning officer; and
- Wendy Polzin – Education Consultant.

WHAT WAS DELIVERED

The project delivered the following training material:

- A new face-to-face training program for OICs and Declaration Officers;
- Three training videos which could be accessed online;
- Hands-on exercises used during the face-to-face training that could be reused with training polling place staff (OIC-in-a-box); and
- A new structure and presentation style for training manuals.

¹ For over half a century AEC staff have been employed as returning officers for House of Assembly elections. Their duties have included providing polling place staff training using modified training material produced for Federal elections.

² The manager of a polling place for Tasmanian Parliamentary elections is called an Officer in Charge (OIC)

The project delivered the following management resources:

- A redesigned OIC return, which included a simplified form for the reconciliation of ballot papers; and
- New packing labels for returning all election material.

Ensuring the training material is delivered correctly, the TEC also developed:

- An instructor manual and other training resources (Trainer-in-a-box); and
- Train the trainer sessions provided to all returning officers and other staff involved in providing training.

A NEW FACE-TO-FACE TRAINING PROGRAM

The objectives of the face-to-face training are that the OIC leaves with:

- a deeper understanding of his/her role as a manager of a polling place; and
- an understanding of critical polling place processes required for Tasmanian House of Assembly elections.

Trainers were given a PowerPoint presentation, an instructor's manual and training material. The training consisted of four modules:

1. OICs as managers
2. Ordinary voting
3. Declaration voting
4. Close of poll processes

Module 1 outlined the OIC's role as a manager and provides an overview of the management resources provided to the OIC. In particular the module discussed:

- The new OIC return and how to use the return throughout polling day;
- The three areas of management:
 - Managing people (staff, electors and scrutineers);
 - Managing material and equipment (the electoral processes);
 - Managing the polling place location (the physical premise); and
- An overview of polling day.

Module 2 outlined the processes involved with issuing ordinary votes to all Tasmanian electors. In particular the module included:

- Hands on activity – marking electors on the roll (using laptop computers the same as those used in polling places);
- Working through the briefing notes provided for training the polling place staff before the opening of the polling place; and
- Hands on activity – managing spoilt and discarded ballot papers.

Module 3 outlined the processes involved with issuing declaration votes. In particular the module included:

- A hands on activity that provides examples and experience;
 - Completing the silent and other declaration envelopes; and
 - Using the declaration officer resources, including the street finder application, management booklets and packaging labels.

Module 4 outlined the best ways to prepare for and manage the close of poll processes. In particular the module included:

- Preparing for the close, including training staff in new processes and preparing the area for counting and packing;
- Hands on activity – how to count and record the 1st preferences;
- Hands on activity – how to complete the Integrity sheets in the OIC return; and
- Hands on activity – how to label and pack all election material.

Larger polling places were allocated a second in charge (2IC) to assist the OIC. These employees also received the full OIC training. Declaration officers were given a separate one-hour training session using Module 2 and Module 3 of the OIC program.

The running sheets for the four modules are shown on the following pages:

Module 1: OIC Management

| Area of focus | Key elements / messages | Delivery Mode | | | Resources (in addition to Training Manual + PowerPoint) |
|-----------------------|--|---------------|-------|-------------------|--|
| | | Face to Face | Video | Hands-on Activity | |
| Welcome & intro | <ul style="list-style-type: none"> ○ Meet and greet ○ Objectives ○ Session outline and time frames | ✓ | ✓ | | Video – Commissioner's Welcome |
| Election differences: | <ul style="list-style-type: none"> ○ Netbooks not printed list ○ One ballot paper – party columns – rotating ballot paper names ○ Party material and workers –100m rule ○ Formality ○ No absent voting – other division ordinary voting ○ Declaration voting for all divisions | ✓ | | | |
| The OIC Folder | <ul style="list-style-type: none"> ○ Outline each section and what it is used for | ✓ | | | RO's sample OIC Return Folder |
| Managing staff: | <ul style="list-style-type: none"> ○ General comments ○ Contacting ○ Polling day | ✓ | | | |
| Physical resources: | <ul style="list-style-type: none"> ○ Materials and equipment ○ Ballot papers ○ Netbooks | ✓ | | | Sample Sheet 5 |
| Premises: | <ul style="list-style-type: none"> ○ Inspection prep ○ Voter flow | ✓ | | | Training Manual + PowerPoint |

| | | | | | |
|--------------------------|--|---|---|--|---|
| Managing above | <ul style="list-style-type: none"> Periodic Voter Flow worksheet and how it aids management | ✓ | | | Sample Sheet 6 |
| Overview of polling day: | <ul style="list-style-type: none"> Arrival Staff arrival Allocation of roles and training Voting commences (voter flow) PPLO visit (worksheets & checklists) OIC Admin (sheets 7 & 8) Rotating staff Preparing for close Counting of votes and packaging Reviewing staff | ✓ | ✓ Online (viewed prior to face-to-face session) | | Refer to "Day in the Life of an OIC Folder" video |

Module 2: Ordinary Voting

| Area of focus | Key elements / messages | Delivery Mode | | | Resources (in addition to Training Manual + PowerPoint) |
|--------------------------|--|---------------|-------|-------------------|--|
| | | Face to Face | Video | Hands-on Activity | |
| What is the netbook | | ✓ | | ✓ | |
| OIC training material | Using netbook training mode Issuing home and other division BPs | ✓ | | ✓ | Briefing 2 + additional information |
| Street finder + problems | | ✓ | | ✓ | Netbooks in training mode |
| Spoilt and discarded | | ✓ | | ✓ Samples | 3 sample papers 3 sample envelopes; Label 1D |
| Enrolment updating | Wrong address and not on roll | ✓ | | | |
| Security + transport | | ✓ | | | |
| Disabled access | Table top, Disability signs, providing voting outside | ✓ | | | |

Module 3: Declaration Voting

| Area of focus | Key elements / messages | Delivery Mode | | | Resources (in addition to Training Manual + PowerPoint) |
|------------------------------|--|---------------|-------|-------------------|--|
| | | Face to Face | Video | Hands-on Activity | |
| Record booklet | <ul style="list-style-type: none"> 3 types of envelopes Inquiry and Declaration officers rotate duties Enrolment via declaration envelope | ✓ | | ✓ | Silent vote sample; Partially completed Dec booklet, Postal envelope, Label 5As, Dec vote + envelope worksheet; Paper clips |
| Declaration vote envelope | | | | | |
| Silent elector envelope | | | | | |
| Postal vote envelope | | | | | |
| Packing up declaration point | | ✓ | | | |

Module 4: Close of Poll Processes

| Area of focus | Key elements / messages | Delivery Mode | | | Resources (in addition to Training Manual + PowerPoint) |
|---------------------------|---|-----------------|-------|--------------------------|--|
| | | Face to Face | Video | Hands- on Activity | |
| Up to 6pm: | <ul style="list-style-type: none"> ○ prepare scrutiny area ○ progressive dismantling ○ briefing staff and scrutineers ○ staff breaks ○ close polling place and open ballot box | ✓ | ✓ | | "Day in the life of an OIC return" video |
| Closing up polling place | Allocation of staff | ✓ | | | |
| Production line | Process for unfolding and counting BPs | ✓ | | | |
| Formality | If any doubt => informal | ✓ | | ✓ Samples | Sheet 1 partially completed + Answers on screen; Sheet 2 + Netbook screenshots booklet; Sheets 3 & 4 + Label 1As partially completed; 23 Informal Ballot paper samples; Sheet 11; Sheet 13 (x2); Labels 1B, 1C, partially completed + Label 1D from module 2 activity. |
| Completing the OIC return | Wrong address and not on roll | ✓ | | ✓ | |
| Packaging | | ✓ | ✓ | | Packaging video |

OIC-IN-A-BOX

Each OIC and 2IC was given an OIC-in-a-box when he/she arrived at the face-to-face session. The OIC-in-a-box contained the following training resources:

- An OIC Return training folder
- Module 1 material – netbook details for entering into the OIC return training folder.
- Module 2 material – training ballot paper and envelope samples for recording and storing spoilt and discarded ballot papers.
- Module 3 material – training labels and booklet for evaluating and issuing declaration votes.
- Module 4 material – training labels, informal ballot papers and worksheets for counting the ballot papers, checking informality, completing details, the packing labels and completing the integrity sheets in the OIC return.
- General supplies – A blue pen, thumbtacks, rubber bands and a security seal for completing the exercises.

Many of these training materials can be used by the OIC for training polling place staff.

TRAINING VIDEOS

New training videos were provided online and also viewed and discussed during the training session. The videos were:

- Electoral Commissioner's welcome – setting management expectations
- A day in the life of an OIC return – which outlined the tasks of an OIC and how those tasks were supported by the OIC Manual
- Packaging – which reviewed how to use staff to complete all close of poll procedures including pack up, counting of ballot papers and balancing all election material

Making the videos available online allowed individuals to learn and review at their own pace and makes the content available when and where they need it. For example, a quick refresh of the packaging video on Polling Day may help staff efficiency.

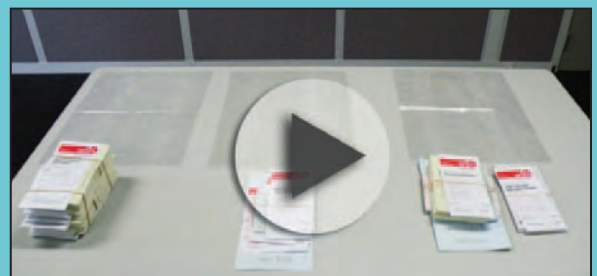
These training videos can be viewed by clicking on the Staff Training link at the top of the TEC website.



Electoral Commissioner's Welcome



A Day in the Life of an OIC Return



Packaging

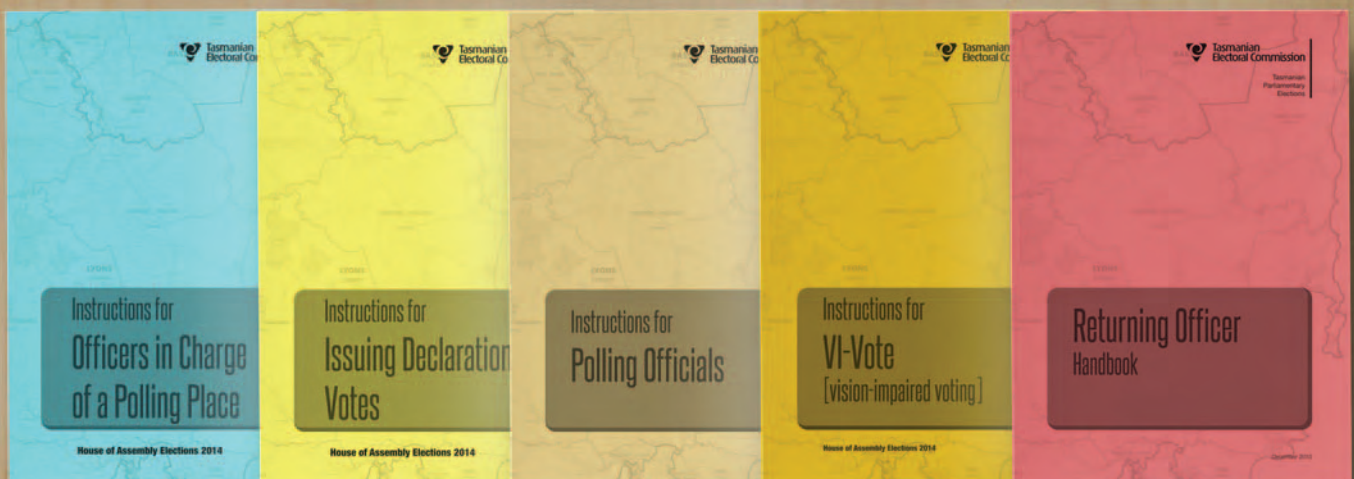
MANUALS

The project produced three new training manuals for polling place staff:

- Instructions for polling officials, which covered:
 - Roles within the polling place
 - How to issue ordinary votes (including marking an elector on the electronic certified list)
 - Dealing with returned postal votes, and
 - Checking formality when counting the votes
- Instructions for Issuing Declaration Votes, which covered:
 - Setting up the declaration issuing point
 - Declaration voting material
 - The processes for issuing silent and other declaration votes
 - Packing and reconciling the declaration issuing point
- Instructions for Officers in Charge of a Polling Place, which covered:
 - Managing the polling place
 - The OIC folder
 - Tasks before polling day
 - Tasks on polling day before polling opens
 - Tasks during the polling period
 - Close of poll procedures
 - Samples of OIC folder pages

Manuals were issued with the Confirmation of Employment letters. All general polling staff were issued the Instructions for polling officials. Declaration officers were issued the Instructions for polling officials and the Instructions for Issuing Declaration Votes. OICs and 2ICs were issued all three manuals.

In addition, a significant review and redevelopment of the Returning Officer and Vision Impaired Voting manuals was undertaken.



PREPARING THE INSTRUCTORS FOR DELIVERY OF TRAINING

Returning officers and support staff delivered the new OIC Training Package. The TEC supported these by providing:

- Preparation session with our Education Consultant;
- Comprehensive training manual;
- A PowerPoint presentation with assisting / guiding notes;
- Sample OIC Return folder;
- Online training videos on USB;
- OIC-in-a-box hands-on materials, organised by module, for each OIC.

The three-hour preparation session outlined the educational principles used in preparing the training package:

- The learning theory that people learn in a variety of ways - visual, auditory and kinesthetic;
- That the PowerPoint presentation was designed as a source of visual cues illustrating the key messages, rather than a 'read verbatim' presentation;
- Consistent use of phrases, instructions and principles across the cascading manuals, OIC Return and the training material.

The comprehensive training manual was developed to guide the instructor through the training session, outlining how and when to use the hands-on materials.

Anatomy of a training manual page:

Copy of the PowerPoint screen that participants are seeing.

The vital information, messages and content that must be delivered, in note form.

Resource list for hands-on exercises.

Trainers add their own notes here to customise the training for their division and requirements.

Tips to support effective training.

Ordinary Voting 3

Street Finder

C-List Street Finder

F12

Key Messages

- Issuing Officers will largely use the C-List screen – searches Home Division roll
- If elector from out of division, they MUST involve the OIC in using the Street Finder screen (at least initially).
- Emphasise that the roll for the entire state is contained in the netbook, and to persevere in finding an elector. The number of Declaration votes should be minimal.

Resources

- Netbook in training mode
- Briefing Sheet 2
- Netbook Placemat

Planning Notes

Teaching Tips

- Relate to prior experience / knowledge – eg. Streetfinder from Federal elections, and note colour changes for those who've used Tasmania's netbooks before.

REDESIGNED OIC RETURN

Historically the OIC Return consisted of a booklet, which included several pages of forms that were the formal audit trail of the movement of ballot papers and other significant items in the polling place.

As part of the training redevelopment, the OIC return booklet was replaced with the OIC Folder. The new format makes it easier to conceptualise the different aspects of being an OIC.

This folder divides into the following sections:

- Integrity sheets – all critical election details required by the returning officer;
- Worksheets – enabling the OIC to monitor ballot paper flow during the day;
- Checklists – lists of critical activities and other management tasks to be undertaking during the day;
- Briefings – simple notes and scripts to assist the OIC deliver training and other instructions to polling staff and scrutineers during the day;
- Admin – includes workplace documentation such as attendance sheets, incident reports, inventory details and polling place contact details.

The *Integrity Sheets*:

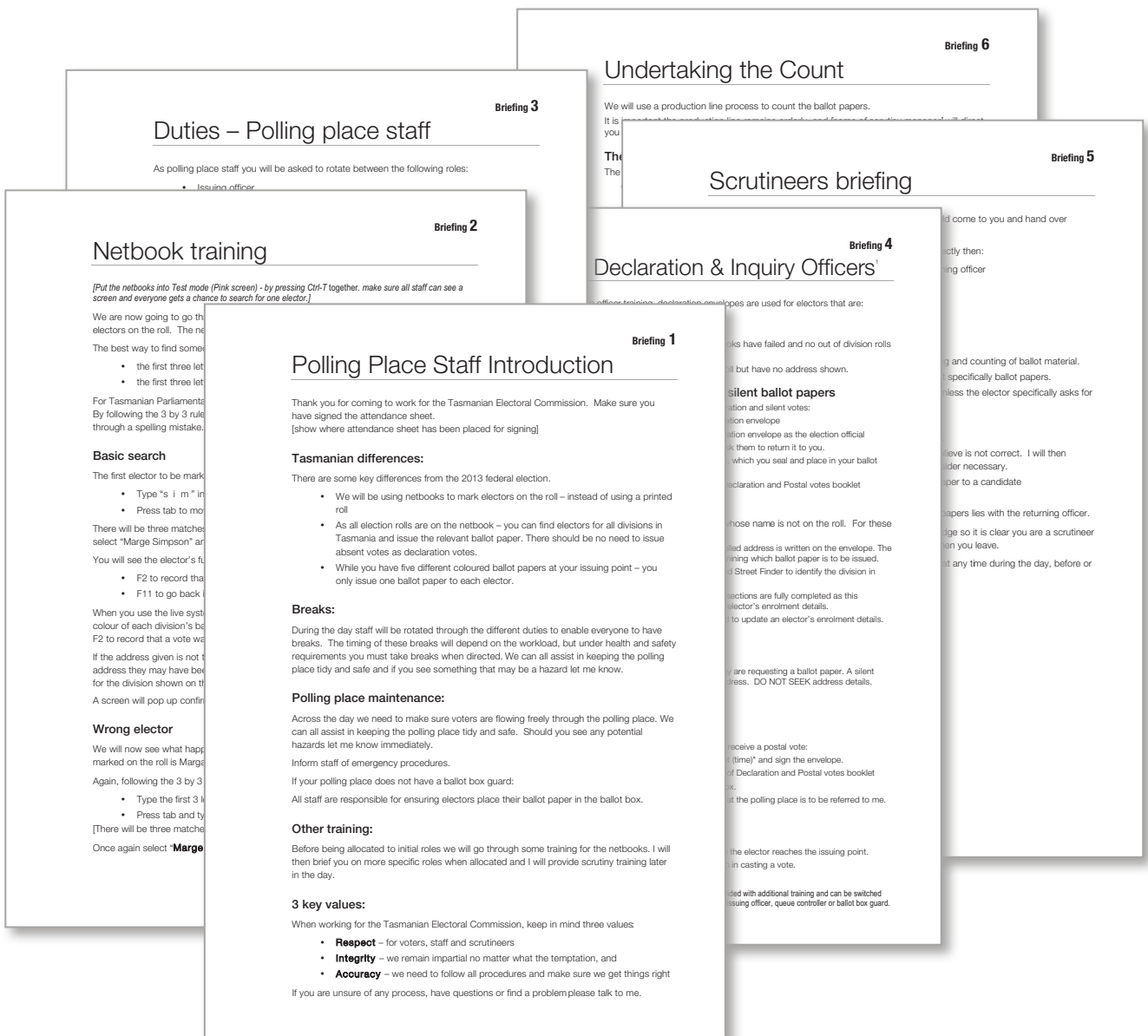
- Sheet 1: Opening and closing of poll and ballot box security seals;
- Sheet 2: Receipt of netbooks;
- Sheet 3: Receipt and reconciliation of ballot papers;
- Sheet 4: Result of the count.

The image displays four overlapping sheets from the OIC return folder. Sheet 2, 'Receipt of Netbooks (NBs)', includes sections for 'When collecting material' and 'When returning material'. Sheet 3, 'Receipt & Reconciliation of Ballot Papers', features a table for tracking ballot paper counts across divisions (Bass, Braddon, Denison, Franklin, Lyons) and a reconciliation section with rows for total votes, declaration envelopes, silent envelopes, unused, spoiled, discarded, and difference. Sheet 1, 'Opening and Closing of Poll', includes witness signature lines. Sheet 4, 'Result of the Count', is titled 'HOME ballot papers only' and 'Result of the Count - HOME Div Home Colour ballot papers only'.

The *Worksheets* were included to help OICs that used these sheets in the past to transition to the new structure. It is not expected that these worksheets will be included in future returns.

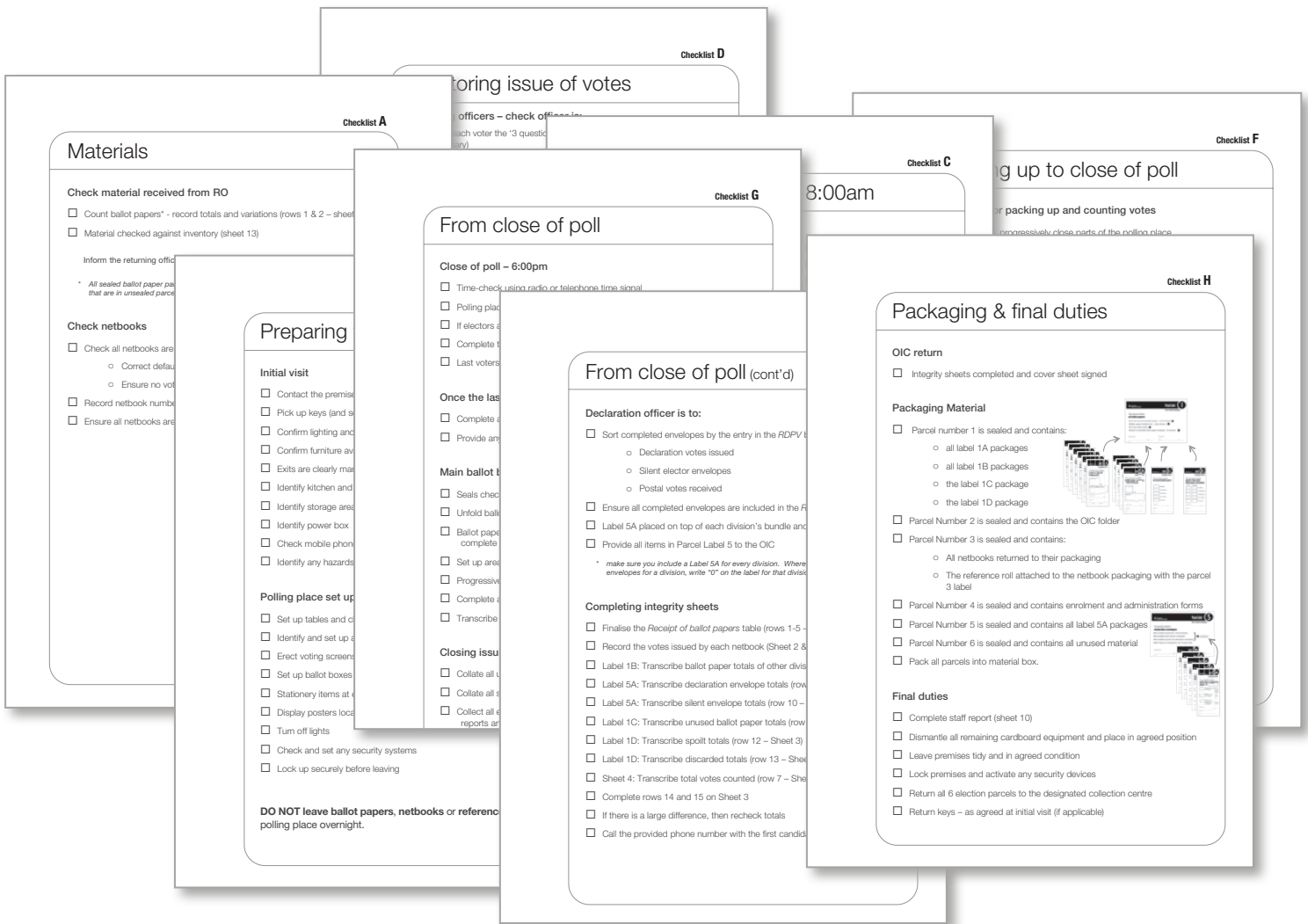
The *Briefings*:

- Briefing 1 – sets out key values and basic expectations for all staff;
- Briefing 2 – netbooks training instructions;
- Briefing 3 – outlines key elements of each staff role;
- Briefing 4 – declaration officer instructions
- Briefing 5 – scrutineer instructions
- Briefing 6 – instructions on how to count the votes

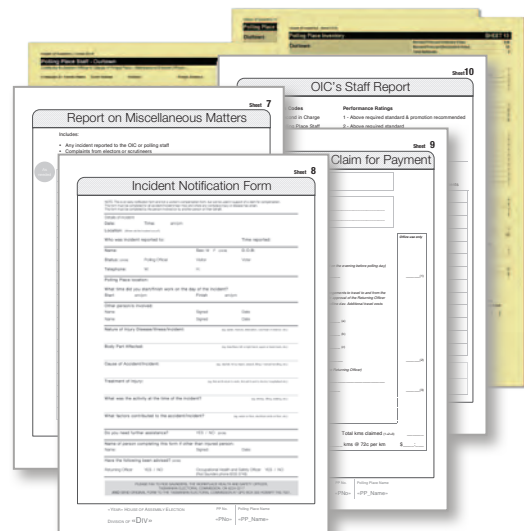


The Checklists:

- Checklists A to C – preparation activities.
- Checklists D to F – management elements during the polling period and preparing for the close of the poll.
- Checklists G and H – Close of the poll, counting and packing materials.



The *Administration* section contains staffing, inventory, premise and health and safety documents that are important general administrative elements of running a polling place.



NEW PACKAGING LABELS

The project also updated the content and style of the packing labels. While the allocation of election material to each of these labels largely remained the same, the text was simplified or adjusted to accommodate the new processes.

Parcel Label 1
Return of material from polling place

This parcel contains
all ballot papers:

- Formal and informal ballot papers - home division
- Ballot papers (totalled only) - other divisions
- Unused ballot papers
- Spoilt or discarded ballot paper envelopes - all divisions

Signature of OIC: _____
Polling Place: _____

Parcel Label 2
Return of material from polling place

This parcel contains
OIC Return folder

Signature of OIC: _____
Polling Place: _____

Parcel Label 3
Return of material from counting place

This parcel contains
electoral rolls:

- Netbooks
- Reference roll (if issued)

Signature of OIC: _____
Polling Place: _____

Parcel Label 4
Return of material from counting place

This parcel contains
enrolment and appointments:

- Completed enrolment forms
- Completed elector information reports
- Appointment of scrutineer forms

Signature of OIC: _____
Polling Place: _____

Parcel Label 5
Return of material from polling place

This parcel contains
declaration envelopes:

- Completed declaration vote envelopes
- Completed silent elector envelopes
- Completed postal vote declaration envelopes
- OIC Record of Declaration and Postal Votes

one sub-parcel SA for each division

Signature of OIC: _____
Polling Place: _____

Parcel Label 6
Return of material from polling place

This parcel contains
unused:

- Division finder (if provided)
- Lost property
- All unused materials (excluding ballot papers)

Signature of OIC: _____
Polling Place: _____

Label 1A
to be placed in Parcel 1

This sub-parcel contains
formal or informal ballot papers:

No. of ballot papers: for
name of candidate or informal:

Signature of OIC: _____
Polling Place: _____

Label 1B
to be placed in Parcel 1

This sub-parcel contains
ballot papers (totalled only) - other divisions:

No. of ballot papers: for
division of:

Signature of OIC: _____
Polling Place: _____

Label 1C
to be placed in Parcel 1

This sub-parcel contains
all unused ballot papers:

No. of envelopes:

| | |
|----------------------|--------------|
| <input type="text"/> | for Bass |
| <input type="text"/> | for Braddon |
| <input type="text"/> | for Denison |
| <input type="text"/> | for Franklin |
| <input type="text"/> | for Lyons |

Signature of OIC: _____
Polling Place: _____

Label 1D
to be placed in Parcel 1

This sub-parcel contains
spoilt or discarded ballot papers envelopes:

| No. of envelopes | SPILT | DISCARDED | |
|----------------------|----------------------|----------------------|--------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> | for Bass |
| <input type="text"/> | <input type="text"/> | <input type="text"/> | for Braddon |
| <input type="text"/> | <input type="text"/> | <input type="text"/> | for Denison |
| <input type="text"/> | <input type="text"/> | <input type="text"/> | for Franklin |
| <input type="text"/> | <input type="text"/> | <input type="text"/> | for Lyons |

Signature of OIC: _____
Polling Place: _____

Label 5A
to be placed in Parcel 5

This sub-parcel contains
declaration envelopes for division of

- Declaration vote envelopes
- Silent elector envelopes
- Postal vote declaration envelopes

Signature of OIC: _____
Polling Place: _____

APPENDIX E

EXPANSION OF ONGOING COMMUNICATIONS

FACEBOOK PAGE - ELECTIONSTAS

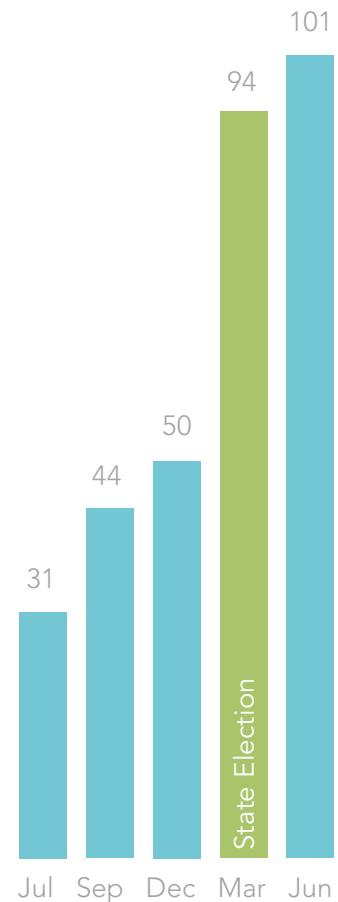
Two elections in the 2013 – 2014 period saw a growth in content and traffic for the TEC Facebook page.

A number of small initiatives included:

- Changing to a more user-friendly URL – www.facebook.com/ElectionsTas;
- Incorporating the URL into more print communications at each election;
- Adding the Facebook link in the new website footer;
- Explicitly incorporating Facebook content into the communications calendar;
- Expanded content strategy – moving from posting only media releases and results, to posts about all aspects of the elections, incorporating appropriate images to create posts that are more likely to engage and be shared;
- Scheduling content posts using a web app ('Buffer') where posts are carefully written and appropriate images attached well in advance. Each post is then assigned an appropriate time and date to be posted to Facebook, to coincide with an election event or processes, such as enrolment periods; and
- Updating the Facebook cover (top image) utilising the current election advertising campaign.

These small changes, accompanied by an expected increase in interest at election time, saw a marked growth in the reach of our Facebook page – from 33 page likes in July 2013, to 94 page likes by the March 15 State election polling day.

Facebook also indicates how many people each post reaches. Our most popular post (a reminder about enrolling for the state election) was shared a number of times, reaching an estimated 1,279 people.



Facebook 'likes'

1,279

people reached by
our most popular
post

ELECTIONSTAS SMARTPHONE APP

Since launching the TEC iOS only app in 2011, the aim has been to expand to Android and other platforms. A more suitable development and content management system was also needed. Following exhaustive research and testing of a number of platforms, the web based service 'AppMachine' was selected to assist the TEC in continuing to expand our communication strategy in the modern world of mobile phones and tablets.

Another valuable feature of the new platform was the effective implementation of 'push notifications' – a message from the TEC app that users can choose to receive. Push notifications were used for the 2014 elections in a similar fashion to our SMS vote reminder service.

Moving to a new build platform gave rise to the opportunity to refresh the design on the app with a contemporary colours and typography. The navigation and layout was also changed so that as content changed to reflect a current election and current events within that election, the user's experience continued to be smooth and intuitive.

The new ElectionsTas app is available in the iOS app store and in the Google Play Store, expanding our reach to the Android market.

In the 12 months since its relaunch, the app has been installed on 2 847 devices – 2 051 iOS devices and 796 Android devices. Naturally, most interest in the app was generated around the 2014 House of Assembly elections, where installations reached a peak of 625 on polling day, with an associated peak in page views at 7,520.

Installation of the app continues to spike whenever it is marketed. This year the TEC again used QR codes in written communications such as newspaper ads and the elector brochures to direct users to the relevant app store.

Our ElectionsTas app continues to change with current content and key messages relevant to the next or current election. The AppMachine platform plans to support Windows 8 phones in the near future – a market we will certainly take advantage of.



2,847
installations of the
ElectionsTas app





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