

Memorandum

20 May 2025

To: All elected members

Subject: Auckland Local Elections 2025 – Communication, marketing and engagement update

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Purpose

1. To update elected members on communications, marketing and engagement for Auckland Local Elections 2025.

Summary

2. **Auckland Local Elections 2025 key messages to be shared with Aucklanders:**

- Stand in Auckland Local Elections 2025 to make a difference and be the voice of your community. You just have to be passionate and care about where you come from, as well as 18 years old and a NZ citizen. We want people from all backgrounds to represent Auckland's diverse communities.
- **Everything** you need to know about standing is at the Vote Auckland website: voteauckland.co.nz/beacandidate. We're hosting information sessions in select libraries throughout May. Check the schedule at: voteauckland.co.nz/infosessions
- Nominations open **4 July** and close **1 August, midday**. You can start campaigning anytime.
- Now is the time to check if you're enrolled with correct details to receive voting papers by visiting: vote.nz. Enrolments close **Friday 1 August**.
- Voting opens **Tuesday 9 September** and closes **Saturday 11 October, midday**.
- Find out who to vote for at voteauckland.co.nz/candidates – and you can drop your vote off at hundreds of vote boxes across the region - at libraries, some supermarkets, transport hubs and more (details will be at: voteauckland.co.nz/wheretovote).

3. **Didn't enrol in time? No papers? No worries!**

Vote-on-the-Go (VOTG) stations will be rolled out from 9 September at select community centres, marae, markets, university campuses and more to provide special votes for those who didn't receive voting papers – so Aucklanders can enrol and vote at the same time. VOTG will be publicised and locations will be available at voteauckland.co.nz.

4. Elections videos for sharing can be found here [Local Elections playlist on Auckland Council YouTube](#) – including short explainers about the council and 'How to' videos (e.g, How to be a candidate, how to vote, etc). The candidate phase of marketing runs to August, when it transitions to the voter phase.

5. A community-led engagement programme aims to increase awareness, enrolment and participation, with a focus on reaching underrepresented groups.
6. Strong partnerships have been established and outreach efforts are underway, including collaboration with Māori, Pacific, ethnic, disabled and youth communities, supported by events, service agreements and targeted activations.
7. Communications to help drive nominations includes translated materials, online and in-person sessions and community-specific content to reach out and build awareness.

Context

8. Elections key milestones:

Key milestone	Dates	Communications & marketing activity
Get enrolled	1 September 2024 – 1 August 2025	Elections awareness phase driven by engagement and communications. Enrol or update details at: vote.nz
Consider being a candidate	11 October 2024 – 1 July 2025	Communications candidate campaign began April 2025 Find out more at: voteauckland.co.nz/beacandidate Marketing candidate campaign from mid-June 2025
Nominations open	4 July 2025	Nomination form available from voteauckland.co.nz from 4 July Urgency messages for when and how to submit nominations commence mid-July 2025
Nomination close	1 August 2025, midday	Voting phase for communications and marketing commences August 2025
Enrolments close	1 August 2025	vote.nz
Candidates announced	1 August – 8 August 2025	Candidate information available from 1 September at: voteauckland.co.nz/candidates
Voting opens	9 September 2025 (voting papers sent to enrolled voters 9-22 September 2025)	Vote box locations will available at: voteauckland.nz/wheretovote Urgency messages for how, when and where you can vote from late September 2025
Voting closes	11 October 2025, midday	
Progress and preliminary results published	11 October 2025	
Final results declared	14 – 17 October 2025	Final declaration announcement

9. Public communications about Auckland Local Elections 2025 started with a media release in October 2024 marking one year to elections. Planning for marketing and paid media has been underway and communications content continues to be distributed frequently via owned channels and earned media, such as publicity, social media and e-newsletters.
10. OurAuckland articles published to date:
 - [Anyone's game in Auckland's contest for 170 positions](#)
 - [Who'll be in to win Auckland's local elections 2025?](#)
 - [Buzzing from the world stage to Auckland's elections](#)
 - [Want women to have an equal voice? Stand in Auckland's local elections](#)
 - [Five ways to connect with your community](#)
 - [Top Jobs open up at Auckland Council](#)
 - [Do you qualify for more than one vote in Auckland Local Elections 2025?](#)
 - [All the reasons to stand in Auckland's elections](#)
 - [Why stand for council](#)
11. The focus is to increase candidate diversity and voter turnout by working more closely with the council's engagement team to target harder-to-reach communities, and by using more local and ethnic media channels with more dynamic content.
12. Overall voter turnout in 2022 was 35.5%, similar to 2019's 35.3%, but was much lower among younger people, Māori, and voters in lower socio-economic areas.

Discussion

13. Communications channels

Elected members are encouraged to visit the following channels to help share and spread the word about Auckland Local Elections 2025. Official council-owned channels being used to communicate information and drive Aucklanders to [VoteAuckland](#) include:

- [Auckland Council media releases](#) – sent to media outlets and key stakeholders.
- [Auckland Council Facebook](#)
- [Auckland Council LinkedIn](#)
- [Local Elections playlist on Auckland Council YouTube](#) –content includes short explainers and 'How to' videos (e.g, How to be a candidate, how to vote, etc).
- [Buzzly TikTok](#) – the council's youth engagement platform.
- All 21 [local board Facebook pages](#) – information from local boards, communicating with thousands of followers.
- [Local E news](#) – monthly e-Newsletters sent from each local board.
- [OurAuckland News](#) – articles published to the council's news website, which are pitched to media and shared on social media, E news and within communities.
- [OurAuckland E news](#) – weekly e-Newsletters featuring events and updates sent to approximately 56,000 subscribers.
- **Ratepayers' update** - e-newsletters and printed newsletter sent with the rates bill.
- **Earned media** –a range of external channels that feature elections content, including media outlets and community partner newsletters e.g. Migrant News, The Asian

Network Incorporated (TANI), Disability Connect, Auckland North Community and Development (ANCAD) and much more.

14. Elections 2025 marketing campaign

Our paid marketing campaign commences in mid June for candidacy and September for voting. The campaign will be displayed in numerous locations and channels including:

- council-owned properties
- bus backs
- street posters
- billboards
- radio
- social media and video.

15. Engagement

The council is focused on building awareness and increasing civic participation as part of the Elections 2025 programme. This includes direct engagement and partnering with community organisations to reach underrepresented groups, including Māori, Pacific peoples, youth, Rainbow, disabled communities, Asian and ethnic communities.

16. Over summer, in collaboration with Ngā Mātārae and with the support of 38 council volunteers, staff attended 24 events across the region. These included Music and Movies in Parks, Waitangi Day celebrations across multiple sites, the Big Gay Out, Polyfest, and Pasifika. More than 3500 interactions were recorded, helping to raise awareness, encourage enrolment, and promote the opportunity to stand as a candidate.
17. The council continues to encourage Aucklanders to consider standing for election. Two candidate information webinars have been held, with over 140 attendees. Further in-person information sessions are underway across 24 libraries, providing opportunities for the public to speak directly with council staff about the responsibilities of elected members.
18. Key communications materials are translated into Tongan, Samoan, Korean, Hindi, Simplified Chinese, Traditional Chinese, and New Zealand Sign Language to ensure accessibility and cultural relevance for our diverse communities.
19. Through the Community Partners Programme, the council is partnering with a broad range of community organisations—particularly those representing ethnic, Asian and Pacific communities—to support a community-led approach to engagement. Partners will deliver a series of activations and events over the next five months to promote participation.
20. The council is working with organisations that support disabled communities to ensure meaningful engagement and help the elections process be more accessible and inclusive.
21. Four service agreements are in place with Māori community partners, enabling targeted elections and civics engagement with rangatahi, wāhine, Māori enterprises, and the Marae collective. Building on the successful engagement approach taken during the Annual Plan consultation with Pacific communities, a similar model will be used for Elections 2025.
22. Engagement meetings are currently planned for June, focusing on Auckland's largest Pacific communities: Samoa, Tonga, the Cook Islands, Fiji, Tuvalu, Tokelau, and Niue. Additional meetings may be held for other Pacific communities.
23. Youth engagement has been expanded for Elections 2025. In secondary schools, UN Youth will deliver education sessions on local democracy and elections. At the tertiary level, the Public Policy Club at the University of Auckland is supporting expanded Vote-on-the-Go events, which will be delivered across 10 campuses at six institutions. Planning is also

underway to develop youth-focused social media and video content, in collaboration with youth boards, councils, and other networks.

Next steps

24. Communications will continue to prompt Aucklanders to stand and enrol or update their details until Friday 1 August.
25. Candidacy advertising starts mid-June. There will be radio adverts across a mix of radio stations including ethnic stations, adverts on LinkedIn and sponsored articles.
26. Voter messaging will commence once candidates are announced and will progress to urgent messaging.
27. Voting advertising starts in early September. Prior to this the engagement team will be working with community partners to build awareness to help spread the word.
28. Vote-on-the-Go events will take place in September and October to provide special voting for those who didn't receive voting papers.
29. The council will continue to build awareness at events and planning is underway for events such as Matariki and Te Wiki o Te Reo Māori.