

Stakeholder engagement kit

2024 State general election



Dear supporter

Queenslanders will head to the polls on 26 October 2024 to **vote on what counts** – and have a say about things that matter to them.

Around 3.7 million Queenslanders will be eligible to vote in the election and will choose the members of Parliament who will represent them for the next four years.

While voting is compulsory, it's also a right and responsibility in our democracy, and we want to ensure voting is quick and easy for everyone.

Can you help us?

We'd appreciate your support in sharing the [resources](#) in this kit with your networks.

In this kit, you'll find:

- a sample newsletter article
- social media posts to share on your accounts
- links to videos to share
- posters for your lunchroom/staff notice board
- frequently asked questions and resources.

Over the next month you'll also see our **Vote on what counts to you** advertising campaign which will run across a broad range of traditional and digital channels.

Please like and follow our social media accounts to stay up to date with the latest information about the 2024 State election.

Sharing our messages with your networks is another great way you can assist us and help ensure people have the information they need to participate.

If you have any enquiries, please email us at communication@ecq.qld.gov.au.

Thank you for your support

ECQ Communication
Electoral Commission of Queensland

Sample article

Now's the time to *vote on what counts to you!* — 26 October 2024

When Queenslanders **vote on what counts** at the 2024 State election, they'll be voting for the decision-makers who will shape their community.

Voting in a State election is about more than just health, education, and housing. It's about choosing a Member of Parliament that you want to represent you and your community.

Now's the time to make sure you're ready to vote on 26 October 2024 and ensure your voice will be heard.

Remember, voting is compulsory.

Vote anywhere in Queensland

You don't need to vote in your local area. You can vote at any early voting centre or election day polling place in Queensland.

Vote when it's convenient for you

You can choose the best time and method for you to vote. Everyone is eligible to request a postal ballot, vote at an early voting centre or vote on election day at the most convenient polling place.

Bringing your **Voter Information Card** to the polling place makes voting even quicker and easier. That's the big maroon card that every voter (except special postal voters) will receive in the mail. If your email address is on the electoral roll, you'll also receive a Voter Information Card through email!

Early voting

Our early voting centres will be open longer hours for this election. Early voting centres will be open from 8am to 6pm on weekdays from Monday 14 October to Friday 25 October.

You can find an early voting centre near you and check its accessibility rating using the ECQ's [Find My Polling Booth webpage](#) after 1 October.

Enrolling to vote

Now is also the time to make sure your enrolment details are up-to-date. If you're not on the electoral roll, you can't have your say. Visit aec.gov.au to enrol to vote or update your details.



If you have teenagers in your life who will turn 18 on or before 26 October (election day), you can also help them get ready to vote. All eligible 16 and 17 year olds can provisionally enrol now so they will be automatically enrolled to vote when they turn 18.

Election Facts. **STOP and CONSIDER**

Lots of information flies around during elections. The ECQ encourages everyone to stop and consider if information is factual before they share it online or in person.

Ask yourself a few questions. Does it come from a reputable source? Is it current? Could it be a scam?

ECQ is a trusted source of factual information about elections in Queensland. So, if you hear or see something you're not sure about, visiting our [Election Facts webpage](#) to help ensure you have the facts about elections.

The [ECQ website](#) also has information about ways to vote, how voting systems and counting works, and the information you need to participate.

STOP AND CONSIDER
BEFORE YOU SHARE ONLINE

With the State Election coming up on **26 October**, you're likely to see and hear a lot of things—especially on social media.

The ECQ is the expert authority that Queenslanders can trust.

Stop and consider whether the information is factual before you share it.

You can do this by asking yourself “Is it reputable, current, or a scam?”

Ballot Papers

Electoral Commission QUEENSLAND

State Election 26 October
Find out more on the ECQ website

[ecq.qld.gov.au](#)

Voter Information Card

Look for this card in the mail and bring it with you when you vote!

**Electoral Commission**
QUEENSLAND

If undelivered please return to:
GPO BOX 1393 BRISBANE QLD 4001

2024 State General Election
Saturday 26 October

POSTAGE
PAID
AUSTRALIA


It's time to vote! Bring this card with you.



S000000000
JANE CITIZEN
123 SAMPLE STREET
SAMPLE QLD 4000
FR

For more information:
 ecq.qld.gov.au
 1300 881 665
 @ECQInfo
 @electoralcommissionqld
 @electoralcommissionqld


Q12345678

Remember, voting is
COMPULSORY

**Electoral Commission**
QUEENSLAND


 Your state electorate is
Sample electorate

Your information is current as of 30 September 2024.

Early voting hours are now longer!


Early voting is 8am–6pm from
Monday 14 to Friday 25 October 2024.

Scan the QR code to find an early voting
centre or visit ecq.qld.gov.au/earlyvoting

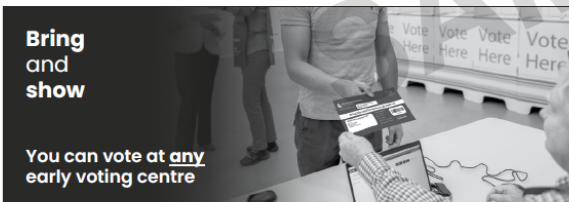


Election day voting is 8am–6pm on
Saturday 26 October 2024.

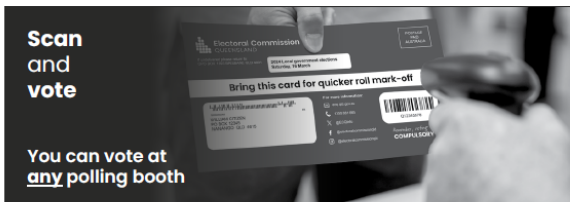
Scan the QR code to find a polling booth
or visit ecq.qld.gov.au/electiondayvoting




**Bring
and
show**


You can vote at any
early voting centre

**Scan
and
vote**


You can vote at any polling booth

Contact us for other voting options. See front for contact details. 

Our advertising campaigns

Our State election campaign promotes:

Campaign dates	1 October 2024 – 26 October 2024
Channels	Television (free-to-air, on-demand and subscription) Out of home (billboards, shopping centres) Radio (metro, regional, Spotify, First Nations radio, in-language on SBS radio) Digital (websites, YouTube and social media, and Google search) Print (Courier Mail, Sunday Mail, and selected metro and regional press)
Key messages	Vote on what counts to you. Election day is Saturday 26 October 2024.
Call to action	Vote from anywhere in Queensland. Vote when it's convenient for you. Number every box on the ballot paper so your vote counts. Visit aec.gov.au to enrol to vote or update your details. For more information visit ecq.qld.gov.au .

Election Facts. **STOP and CONSIDER**

The **Election Facts. STOP and CONSIDER** campaign is designed to raise awareness among electors about sharing potential misinformation and disinformation about the State general election.

Campaign dates	15 September–26 October 2024
Channels	Television (free-to-air, on-demand and subscription) Radio (metro, regional, First Nations radio, in-language on SBS radio) Social media (Facebook, Instagram, TikTok, LinkedIn, X) and Google search Print (Courier Mail, Sunday Mail, and selected metro and regional press)
Key messages	<ul style="list-style-type: none">• STOP and CONSIDER before you share information online about elections and electoral processes• Does it come from a reputable source? Is it current? Is it true?• The ECQ will always provide the facts about elections and defend Queensland's democracy.• For more information visit www.ecq.qld.gov.au/electionfacts
Call to action	STOP and CONSIDER before you share online Tell us if you see any misinformation we can add to our register For more information visit www.ecq.qld.gov.au/electionfacts

Help us spread the word

You can share these [resources](#) with your network or community.

Videos

You can download videos to embed in newsletters or staff emails. We have several videos available on our [YouTube channel](#), and we like these 3 informational videos located on our [Resources page](#).

1. Stop and consider animation
2. Ways to vote
3. Requesting a postal vote

We also have an **Election Facts. STOP and CONSIDER** [animation](#) that can be downloaded and embedded into staff newsletters or emails.



Student resources



Our **Guide to democracy** is an online resource designed for Queensland students. The information explores active citizenship and elections in Queensland and has been developed to align with the Queensland school curriculum. Access *Guide to Democracy* at guidetodemocracy.ecq.qld.gov.au.

The Australian Electoral Commission has an excellent range of free educational resources and programs for teachers and students via their [AEC for schools program](#).

Social media tiles

*Downloadable social media tiles can be found on our [Resources page](#).

Social media post	Social media tile*
<p>Queensland's State election is on Saturday 26 October.</p> <p>🍍 Going to be out of town? Vote at any polling place in Queensland.</p> <p>🕒 Want to avoid the rush? Early voting is open from 8am-6pm 14–25 October (weekdays)</p> <p>📧 Really want to avoid the rush? Request a postal vote by 7pm on 14 October.</p> <p>Learn more about the election and where you can vote at the ECQ website.</p>	 <p>The tile features a woman in a purple top and tan pants standing next to a child in a red hat and backpack. They are in a polling station with a 'VOTE' sign and a 'HOME' sign. The text reads: 'Vote WHEN IT'S CONVENIENT', 'HOME', 'VOTE', 'State Election 26 October', and 'Check out early voting options'.</p>
<p>It's time to make your vote count. Queensland's State election is Saturday 26 October.</p> <ul style="list-style-type: none">✓ You can vote at any polling booth within Queensland.✓ There is only one ballot paper, and you need to number every box.✓ Early voting hours have been extended to 8am–6pm. <p>Learn more about the election and your voting options at the ECQ website.</p>	 <p>The tile features a man in a hat and a child in a hat sitting in a boat on a body of water. The man is holding a ballot paper. The text reads: 'Vote ON WHAT COUNTS TO YOU', 'VOTE', and 'State Election 26 October'.</p>

Social media post	Social media tile*
<p>Make voting quick and easy at the upcoming State election on 26 October.</p> <p>If you're enrolled to vote, look out for this big maroon card in the post. Take it with you when you go to vote to help get in and out of the polling place quickly.</p> <p>You can vote early from 14 October or on election day on 26 October.</p> <p>For voting times and locations, visit the ECQ website.</p>	
<p>Before you share information online – Stop and Consider.</p> <ul style="list-style-type: none"> ? Does it come from a reputable source? ? Is it current? ? Could it be a scam? <p>If you see or hear something you're not sure about, visit our website to ensure you have the facts about the election.</p> <p>Visit ecq.qld.gov.au/electionfacts to learn more.</p>	

Posters

[Download](#) a copy for your community noticeboards. A4 and A3 sizes are available.



Vote **AND MAKE
IT COUNT**



**State Election
26 October**

Check out early voting options

Vote ON WHAT COUNTS TO YOU



State Election
26 October

Check out early voting options



Electoral
Commission
QUEENSLAND

ecq.qld.gov.au

Vote WHEN IT'S CONVENIENT



**State Election
26 October**

Check out early voting options

STOP AND CONSIDER
BEFORE YOU SHARE ONLINE

If you're not a citizen, don't vote!

Polling stations are closed!

You can vote more than once!

Pencils are used so votes can be changed!

Edition of Ballot Paper with no counting!

If you're not a citizen, don't vote!

You can vote more than once!

Polling stations are closed!

Edition of Ballot Paper with no counting!

With the State Election coming up on **26 October**, you're likely to see and hear a lot of things—especially on social media. The ECQ is the expert authority that Queenslanders can trust.

Stop and consider whether the information is factual before you share it.

You can do this by asking yourself “Is it reputable, current, or a scam?”

You can do this by asking yourself “Is it reputable, current, or a scam?”



ecq.qld.gov.au

Frequently asked questions

Is voting compulsory?

Voting is compulsory for all Australian citizens aged 18 years or older. If you do not vote, you may receive a fine. It will be compulsory for all enrolled Queenslanders to vote for the Member of Parliament they want to represent them for the next four years.

Are you enrolled to vote?

Visit aec.gov.au to enrol to vote or to check your details are up-to-date.

Have you changed address?

If you've changed address since the last election, you'll need to update your details on the electoral roll to ensure you are voting in the correct electorate. Update your details at aec.gov.au.

Why do I need to vote in a State general election?

Voting for your Member of Parliament helps determine the future of Queensland. The Queensland government is responsible for education, health, the environment, transport, sport and recreation, public works, police services and more.

Every time you go to a hospital or visit a public school, your State government is at work. Don't miss out on having a say on how it works for you.

Why is voting important?

Governments make decisions about services, laws and protections that impact on every part of our lives. By voting, you are part of this decision-making and making a choice about how Queensland is run.

If you don't vote, you are relying on someone else to choose your representative for you. The best way to make sure you are involved in decisions about your community is to vote.

What is a Voter Information Card?

A Voter Information Card is sent to your enrolled address before an election in Queensland. An email version is also sent to you if you have added your email address to the electoral roll.

Your card is personalised for you and includes your electorate and a barcode that election staff can scan at a polling place to help you get in and out quicker.

How can I cast my vote?

Every Queenslander can choose the most convenient way for them to vote.

- **Vote on election day, 26 October 2024** – you can vote at any polling place in Queensland. The [Find My Polling Booth tool](#) on the ECQ website will help you find the best polling place for you. Bring your maroon Voter Information Card with you for quicker voting. You can vote from 8am to 6pm on election day.
- **Vote early from 14 October 2024** – you can vote before election day at an early voting centre anywhere in Queensland. Bring your maroon Voter Information Card with you for quicker voting. Early voting centres are open from 8am–6pm Monday-Friday from 14–25 October 2024. Visit the [ECQ website](#) to find an early voting centre.

- **Vote by post** – anyone can request a postal vote. The most direct way to apply is via the [ECQ website](#) before requests close at 7pm on Monday 14 October 2024. When you receive your voting materials, you can complete your vote straight away but remember to read the instructions carefully to ensure your vote can be included in the count. Return your postal vote as soon as you can. The ECQ must receive it by 5pm on Tuesday 5 November 2024. Visit the ECQ website to watch a short [video about postal voting](#).
- **Voting by telephone** – telephone voting is available for eligible electors who cannot attend a polling place because they are away or cannot vote without assistance. Check the [ECQ's fact sheet](#) to see if you are eligible before registering. Registration for eligible people is from 9am on Monday 14 October until noon on Saturday 26 October 2024. You can vote from 14 October until 6pm on election day, 26 October 2024.

How do I know which electorate I am enrolled in?

Your electorate is on your Voter Information Card or you can find it on the [ECQ website](#). During a State general election, you can vote at any polling place in Queensland.

Is there help for people with accessibility needs?

Check the [Find My Polling Booth webpage](#) for the accessibility access at polling places in your local area. If you have mobility issues you can also vote from your car. Call the phone number of the supervisor, which can be found on a sign out the front of the voting centre, and an election official will come out to your car to help.

I need help filling out my ballot paper.

If you need help when voting, another person can assist you in the polling place. This person may act as an interpreter, read, and explain the ballot paper instructions, complete the ballot paper according to your instructions and place the ballot paper in the ballot box. You may bring a friend or relative to assist you or ask an election official to help.

Is there help for people who do not speak English or have limited English?

Every polling place in Queensland will have voting information in 25 languages. Ask a staff member for the [Multilingual Guide](#) when you arrive to vote. If the language you need is not available in the Guide, a telephone translation and interpreting service is available through Language Loop. Election staff can assist you with these contact details.

I heard something about the election that doesn't sound right.

The ECQ is Queensland's team of electoral experts, so if you hear or see something you're not sure about, visiting our [Election Facts webpage](#) will help ensure you have the facts about elections.

Stop and consider the information is reputable, current or a scam before sharing information about the electoral process online.