



Electoral  
Commission  
QUEENSLAND

# Stakeholder engagement kit

## ***2024 local government elections***



My *local* park  
My *local* vote

LOCAL GOVERNMENT  
ELECTIONS  
16 March 2024



Electoral  
Commission  
QUEENSLAND

[ecq.qld.gov.au](https://ecq.qld.gov.au)

Authorised by the Electoral Commissioner of Queensland, Brisbane.

Dear supporter

Queenslanders will head to the polls on 16 March 2024 to **vote local** – and have a say about the things that matter to them in their local communities.

Around 3.7 million Queenslanders will be eligible to vote in the elections and will choose the mayor and councillors 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 help 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 two months you'll also see our **vote local** 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 elections.

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](mailto:communication@ecq.qld.gov.au).

Thank you for your support,

**ECQ Communication**  
**Electoral Commission of Queensland**



# Sample article

## Get ready to *vote local* on 16 March 2024

When Queenslanders **vote local** at the 2024 council elections, they'll be voting for the decision-makers who will shape their local communities.

Voting in a local government election is about more than just wheelie bins and footpaths. It's about choosing the mayors and councillors that you want to represent you, in your local community.

Now's the time to make sure you're ready to vote on 16 March 2024 and ensure your voice will be heard.

Remember, voting is compulsory.

### Voting locally

You'll need to vote in your local area, so if you know you will be away during the elections you can vote at an early voting centre in your local council area or apply for a postal vote by 4 March on the [ECQ website](#).

### 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 before or on 16 March (election day) you can also help them get ready to vote. All eligible 16 and 17-year-olds can provisionally enrol now, which means that when they turn 18, they're automatically enrolled to vote.

### Make voting quicker and easier!

All Queenslanders on the electoral roll (except full postal council areas and electors who are special postal voters) will receive a Voter Information Card in the mail before the elections. That's the big maroon card that you may recall receiving before previous state and local elections.

Bringing this card with you when you go to vote will help you to get in and out of the polling booth quicker.

### Election Facts

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.

The ECQ website is also your definitive source of information for all things local elections. Visit us to learn about ways to vote, how voting systems and counting works, and the information you need to participate at [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 local government elections  
Saturday, 16 March

POSTAGE  
PAID  
AUSTRALIA

## Bring this card for quicker voting.



S000000000

WILLIAM CITIZEN  
PO BOX 12345  
NANANGO QLD 4615

FR

For more information:



[ecq.qld.gov.au](http://ecq.qld.gov.au)



1300 881 665



@ECQInfo



@electoralcommissionqld



@electoralcommissionqld



Q12345678

Remember, voting is  
**COMPULSORY**



**Electoral Commission**  
QUEENSLAND

📍 Your local government area is

**Northern Peninsula Area Regional Division 5**

*Your information is current as of 5 February 2024.*

Ways to vote in person...

**Early voting** is from Monday,  
4 March to Friday, 15 March 2024.

Scan the QR code to find an early voting  
centre or visit [ecq.qld.gov.au/earlyvoting](http://ecq.qld.gov.au/earlyvoting)



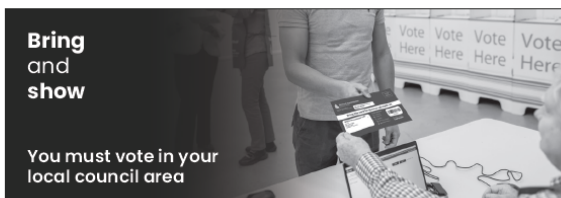
**Election day voting** is on Saturday,  
16 March 2024.

Scan the QR code to find a polling booth or  
visit [ecq.qld.gov.au/electiondayvoting](http://ecq.qld.gov.au/electiondayvoting)

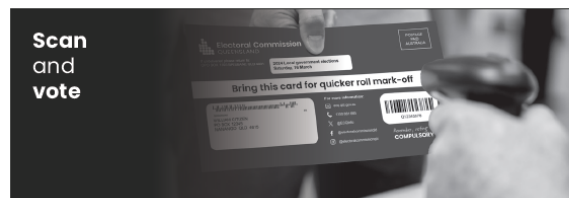


**Bring  
and  
show**

You must vote in your  
local council area



**Scan  
and  
vote**



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



## Our advertising campaign

Our campaign promotes participation in the local government elections.

The **vote local** campaign is designed to connect Queenslanders to their local communities and promote the importance of voting for the mayors and councillors who will represent them for the next four years.

<b>Campaign dates</b>	29 January 2024 – 16 March 2024
<b>Channels</b>	Television (free-to-air, on-demand and subscription) Out of home (billboards, supermarket) Radio (including digital and Spotify) Digital (websites, YouTube and social media)
<b>Key messages</b>	Vote local! Council election day is 16 March 2024.
<b>Call to action</b>	Vote local to have your say about the things that matter to you in your community. Visit <a href="https://aec.gov.au">aec.gov.au</a> to enrol to vote or update your details. For more information visit <a href="https://ecq.qld.gov.au">ecq.qld.gov.au</a> .

## Help us spread the word

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

## Videos

You can [download videos](#) and embed them in newsletters or staff emails. We have 3 videos:




1. Ways to vote
2. Applying for a postal vote
3. Counting the vote

## 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](https://guidetodemocracy.ecq.qld.gov.au).



## Social media

Social media post	Social media tile*
<p><b>Queensland's council elections are being held on Saturday 16 March.</b></p> <p>Your local vote matters.</p> <p>Learn more about the elections, early voting times and where you can vote local at the <a href="#">ECQ website</a>.</p>	
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## Make voting quick and easy at the upcoming council elections.

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 you get in and out of the booth quickly.

Early voting is available from 4 March 2024 or you can vote on election day on 16 March 2024. For voting times and locations click [here](#).



\* Downloadable social media tiles can be found [here](#).



## Posters

[Download](#) a copy for your work lunchroom or staff notice board, community centre foyer, sports centre, or shopping centre. A4 and A3 sizes are available.



**My *local* pool**  
**My *local* vote**

Make sure you're enrolled and your details are up to date by visiting the ECQ website.

**LOCAL GOVERNMENT ELECTIONS**  
**16 March 2024**

 **Electoral Commission**  
QUEENSLAND

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# *My local services* *My local vote*

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**LOCAL GOVERNMENT ELECTIONS**  
**16 March 2024**

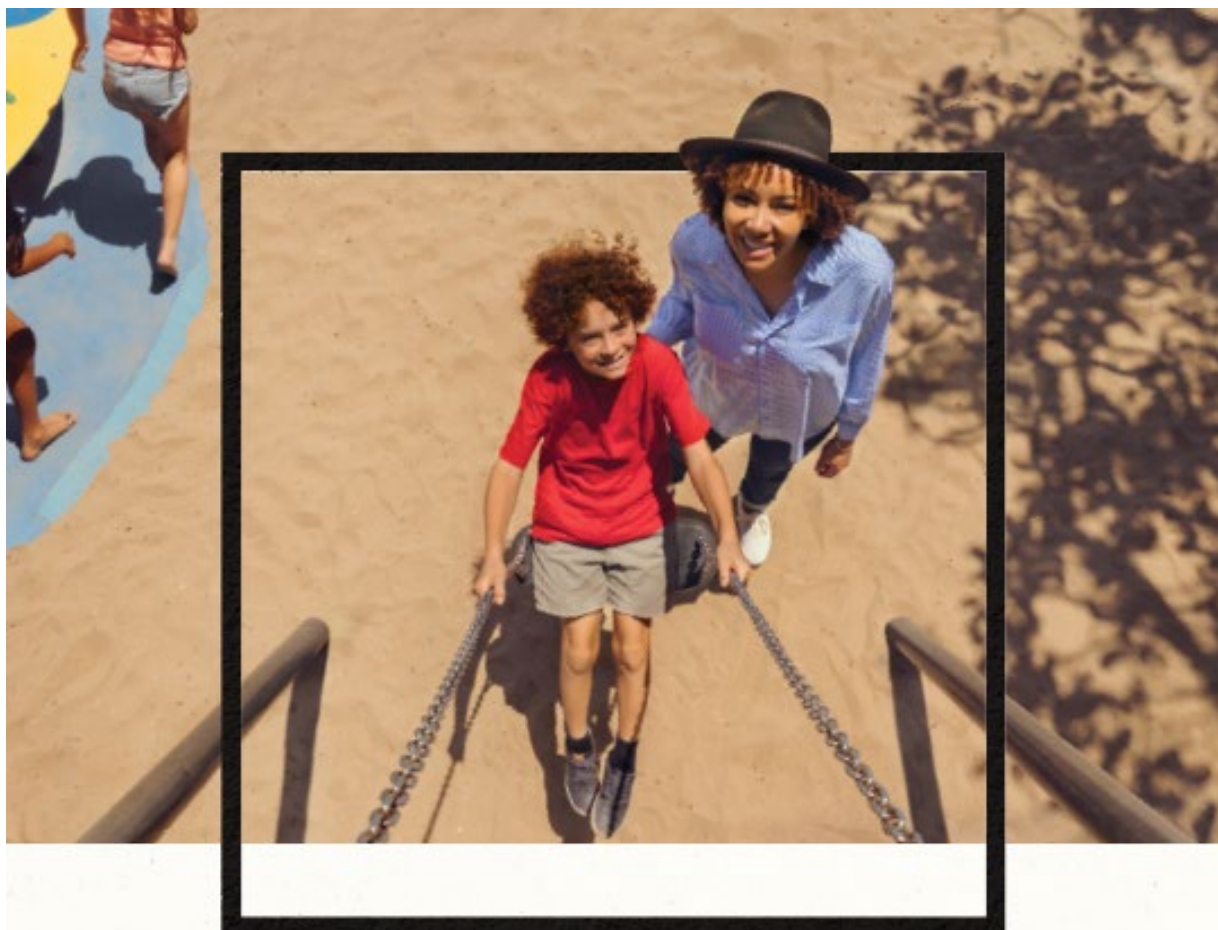


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# My local park My local vote

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LOCAL GOVERNMENT ELECTIONS  
**16 March 2024**



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## 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. On 16 March 2024, it will be compulsory for all enrolled Queenslanders to vote for the mayor and councillors they want to represent them for the next four years.

### Are you enrolled to vote?

Visit [aec.gov.au](https://aec.gov.au) to enrol to vote or to check your details are up-to-date. Adding your email address and mobile phone number means you'll also receive timely information by email and SMS so you don't miss the next election in your area.

### 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 council area. Update your details at [aec.gov.au](https://aec.gov.au).

### What is local government?

Local government is also known as your local council.

Local government or council areas can be cities, towns, shires, or regions and are responsible for managing public property and a range of local services and activities funded by rates, services fees and grants from state and federal governments.

### Why do I need to vote in local government elections?

When you vote for the mayor and councillors who will represent you in your community, you're having a say about the decision-makers who will shape the local community where you live.

Council services include cultural and sporting facilities, town planning, local roads, waste management, land and coast care programs, pet registration and more.

### 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 your community functions.

If you don't vote, you are relying on someone else to choose your representatives 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 Queensland electors at their enrolled address before a local or state election. An electronic version is also sent to those who have added their email address to the electoral roll.

Your card is unique to you. It will be addressed to you, tell you which electoral area you are enrolled to vote in, and provide a link to polling booths in your local area. The barcode on the front will be scanned by election staff at a polling place to help you get in and out quicker.

## How can I cast my vote?

You can vote in a number of ways during the local government elections.

- **Vote on election day, 16 March 2024** – you must vote in your local government area, and you can find your local polling place [here](#). Bring your maroon Voter Information Card with you for quicker voting. You can vote from 8am to 6pm on election day.
- **Vote early from 4 March 2024** – you can vote before election day at an early voting centre in your local area. Bring your maroon Voter Information Card with you, for quicker voting. Visit the [ECQ website](#) to find an early voting centre and to check opening dates and times, which might be different in some regions.
- **Vote by post** – anyone can apply to postal vote. The most direct way to apply is via the [ECQ website](#) when applications open on Monday 29 January 2024 and before they close at 7pm on Monday 4 March 2024. When you receive your voting materials, you can complete your vote straight away but remember to read the instructions carefully first 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 26 March 2024. Visit the ECQ website to watch a [video about postal voting](#).

**Voting by telephone** – telephone voting is available for eligible electors who cannot attend a polling booth because they are away or cannot vote without assistance. Check the [ECQ website](#) to see if you are eligible before registering. Registration for eligible people is from 9am on Monday 4 March until noon on Saturday 16 March 2024. You can vote from 4 March until 6pm on election day, 16 March 2024.

## How do I know which local government area I am enrolled in?

You can find your local government area on your Voter Information Card or at the [ECQ website](#). For local government elections you must vote in your local area.

## 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.



### Is there help for people with accessibility needs?

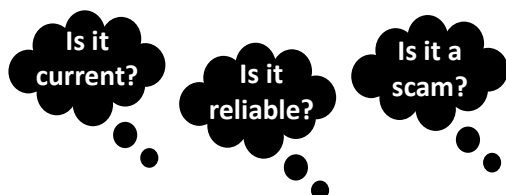
Check the [My Polling Booth webpage](#) for the accessibility access at polling booths in your local area. If you have mobility issues you can also vote from your car. Call the phone number of the booth supervisor, which can be found on a sign out the front of the voting centre, and an election official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

### I need help to fill out my ballot paper.

If you need help when voting, another person can assist you in the polling booth. 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.

### 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.



If you're sharing information, always check that it is a reliable and trustworthy source.

