

Stakeholder engagement kit for  
senior organisations  
***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 elections 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 or community/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 Queensland seniors 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

### 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**

Because accessibility is a key priority for the ECQ, there are options for people who may find it difficult to attend a polling place – or who just don't want to.

- **Postal voting** — request a postal vote on the ECQ website at [ecq.qld.gov.au/postalvoting](https://ecq.qld.gov.au/postalvoting) or phone 1300 881 665. Postal votes do not have to be sent to your address on the electoral roll. If you'll be away from your residence during the election, we can send the postal vote directly to you. If you are already registered as a special postal voter, we will send you your voting information automatically.
- **Telephone voting** – available for eligible voters including people who cannot physically visit a polling place. Check to see if you're eligible by reading our [Telephone voting fact sheet](#).
- **Declared institution** – voting in an aged care facility may be an option for residents if the aged care facility has been approved as a declared institution. For more information, visit the [Declared institution fact sheet](#).

If you prefer to vote in person, you can check the accessibility of an early voting or election day voting centre using the [Find My Polling Booth page](#) on the ECQ's website. Early voting centres will be open from 8am to 6pm on weekdays from Monday 14 October to Friday 25 October 2024. On Saturday 26 October, voting centres will also be open from 8am to 6pm.

Each voting location also has support services available:



- **Request another person (an election official or anyone else) to join you if you need help voting** to 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.
- **If you are unable to access a polling place or leave your vehicle** an election official can bring your ballot papers to your vehicle so you can vote and place your vote in a ballot box without leaving the vehicle. A sign will be posted outside the polling place with the number to call.
- **Bring your Voter Information Card** – all Queenslanders on the electoral roll (except 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 at previous state and local government elections. Bringing this card with you when you come to vote will help you to get in and out of the polling booth quicker. If your email address is on the electoral roll, you will also receive a Voter Information Card through email.

### Travelling during the voting period

If you are travelling in October, you will want to make a plan to vote around your travels. For those travelling in Queensland, you can vote at any polling place in Queensland. Whether you're in Bundaberg, Warwick or anywhere else in Queensland, you can visit a local polling place. The [Find My Polling Booth page](#) on the ECQ's website will help find a convenient location.

You can also request a postal vote be sent to where you are staying during your travels. You can request a postal vote on the ECQ website at [ecq.qld.gov.au/postalvoting](http://ecq.qld.gov.au/postalvoting) or phone 1300 881 665 and specify the correct mailing address.

If you will be travelling interstate or overseas, you are always able to vote before or after your travels, but if that won't work, you can also [request a postal vote](#) or check your eligibility to vote by telephone using the ECQ's [Telephone voting fact sheet](#).

### 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, visit 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.

# 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](http://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](http://ecq.qld.gov.au/earlyvoting)

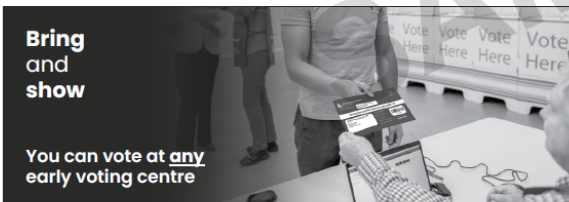


**Election day voting** is 8am–6pm on  
Saturday 26 October 2024.


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

<b>Campaign dates</b>	1 October 2024 – 26 October 2024
<b>Channels</b>	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)
<b>Key messages</b>	Vote on what counts to you. Election day is Saturday 26 October 2024.
<b>Call to action</b>	Vote from anywhere in Queensland. Vote when it's convenient for you. Number every box on the ballot paper so your vote counts. 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> .

### 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.

<b>Campaign dates</b>	15 September–26 October 2024
<b>Channels</b>	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)
<b>Key messages</b>	<ul style="list-style-type: none"><li>• STOP and CONSIDER before you share information online about elections and electoral processes</li><li>• Does it come from a reputable source? Is it current? Is it true?</li><li>• The ECQ will always provide the facts about elections and defend Queensland's democracy.</li><li>• For more information visit <a href="https://www.ecq.qld.gov.au/electionfacts">www.ecq.qld.gov.au/electionfacts</a></li></ul>
<b>Call to action</b>	STOP and CONSIDER before you share online Tell us if you see any misinformation we can add to our register For more information visit <a href="https://www.ecq.qld.gov.au/electionfacts">www.ecq.qld.gov.au/electionfacts</a>

## 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. Ways to vote (state only)
2. Requesting a postal vote
3. Counting the votes



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

## 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 <a href="#">ECQ website</a>.</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 positioned next to a white voting box with red stripes and the word 'VOTE'. A blue sign with the word 'HOME' and an arrow points towards them. The background is a simple studio setting with a yellow fence. The text 'Vote WHEN IT'S CONVENIENT' is at the top, and 'State Election 26 October' with 'Check out early voting options' is at the bottom.</p>
<p>It's time to make your vote <b>count</b>. Queensland's State election is Saturday 26 October.</p> <ul style="list-style-type: none"> <li>✓ You can vote at any polling booth within Queensland.</li> <li>✓ There is only one ballot paper, and you need to number every box.</li> <li>✓ Early voting hours have been extended to 8am–6pm.</li> </ul> <p>Learn more about the election and your voting options at the <a href="#">ECQ website</a>.</p>	 <p>The tile shows a man and a child fishing from a wooden boat on a calm lake. The man is standing and holding a fishing rod, while the child is sitting. A white voting box with red stripes and the word 'VOTE' is placed on the boat. The background shows a scenic view of mountains and trees under a soft sky. The text 'Vote ON WHAT COUNTS TO YOU' is at the top, and 'State Election 26 October' is at the bottom.</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 <a href="https://ecq.qld.gov.au">ECQ website</a>.</p>	
<p>Before you share information online – Stop and Consider.</p> <ul style="list-style-type: none"> <li>? Does it come from a reputable source?</li> <li>? Is it current?</li> <li>? Could it be a scam?</li> </ul> <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 <a href="https://ecq.qld.gov.au/electionfacts">ecq.qld.gov.au/electionfacts</a> to learn more.</p>	

## Posters

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

***Vote* ON WHAT COUNTS TO YOU**

**State Election  
26 October**

Check out early voting options

 **Electoral  
Commission**  
QUEENSLAND

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



*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](https://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



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?”



Electoral  
Commission  
QUEENSLAND

Find out more on the ECQ website

[ecq.qld.gov.au](https://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](https://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](https://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 Queenslanders 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 need voting information written more simply.

The ECQ has developed an Easy read guide to voting in a State election. The information in this guide is written in an easier to read way. Pictures are also used to explain concepts. The Guide is available as an [accessible PDF](#) or as a webpage in [accessible HTML](#).

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.