

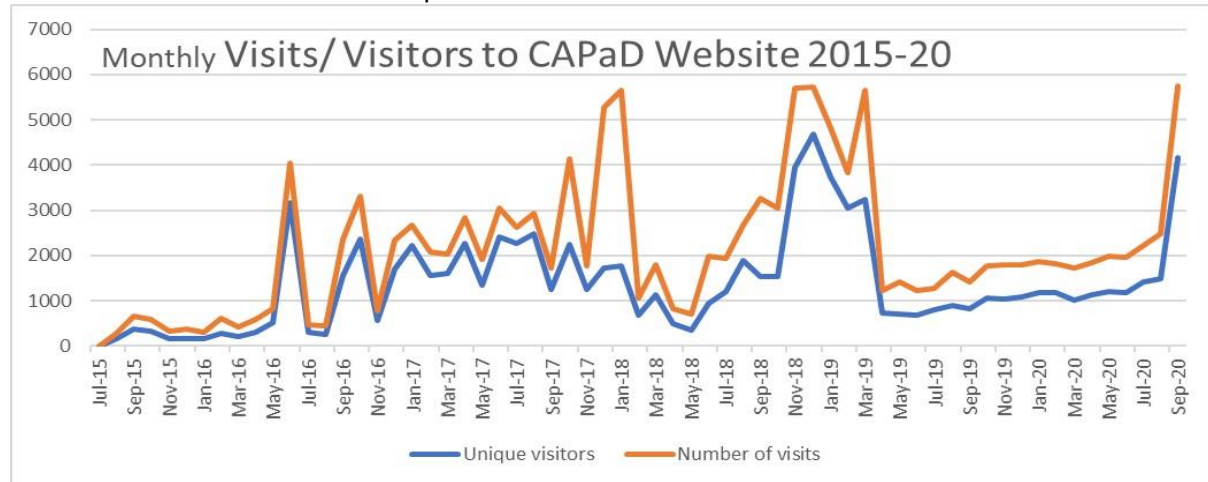
2020 ACT Election CAPaD exercise by the numbers

302,630 (99.5% of eligible) enrolled to vote at end of September, but voters could enrol during the election.

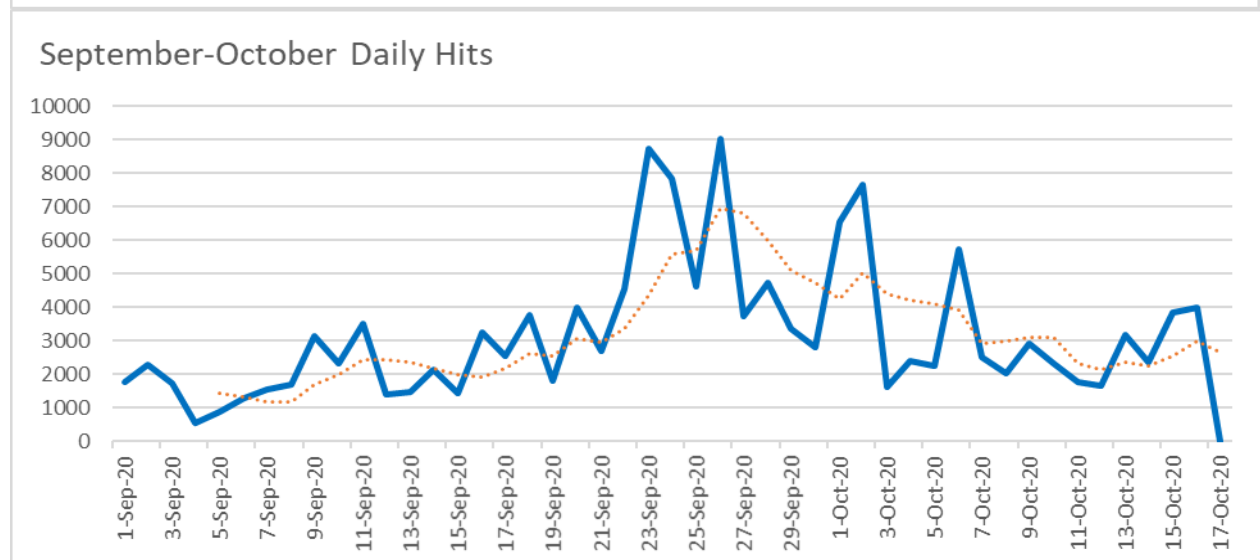
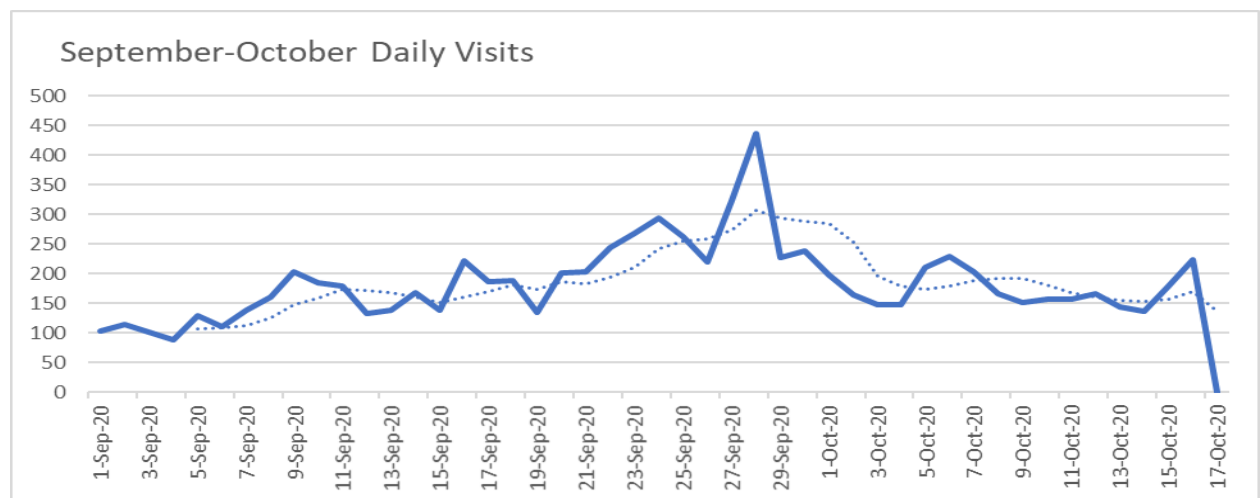
137 candidates eventually stood for election for the 25 Legislative Assembly seats. 23 were sitting MLAs.

Website traffic

Overall visits and visitors to end September.



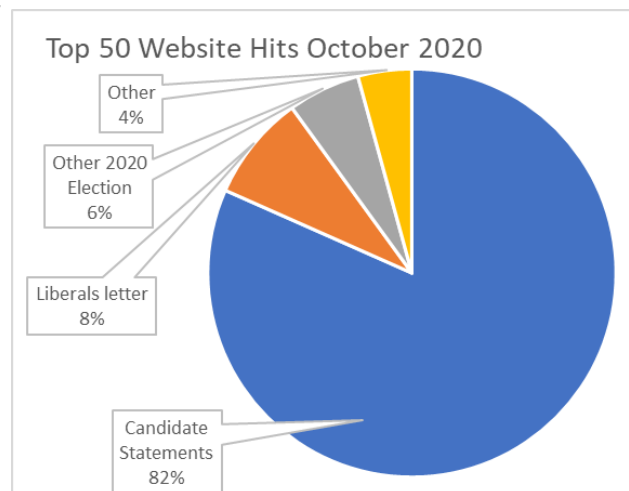
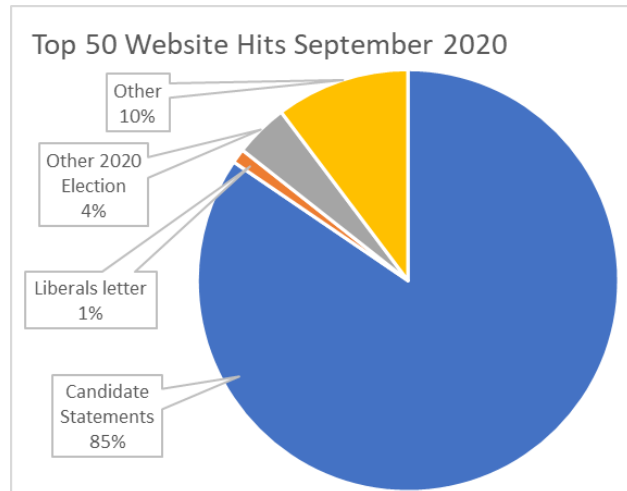
September: visitors: 4157, visits: 5749; October figures to 16th: visitors: 2108, visits: 2812; Totals: visitors: 6265, visits: 8561.



Top downloads:

September 2020 and October 2020 – note October is from 1 to 16th.

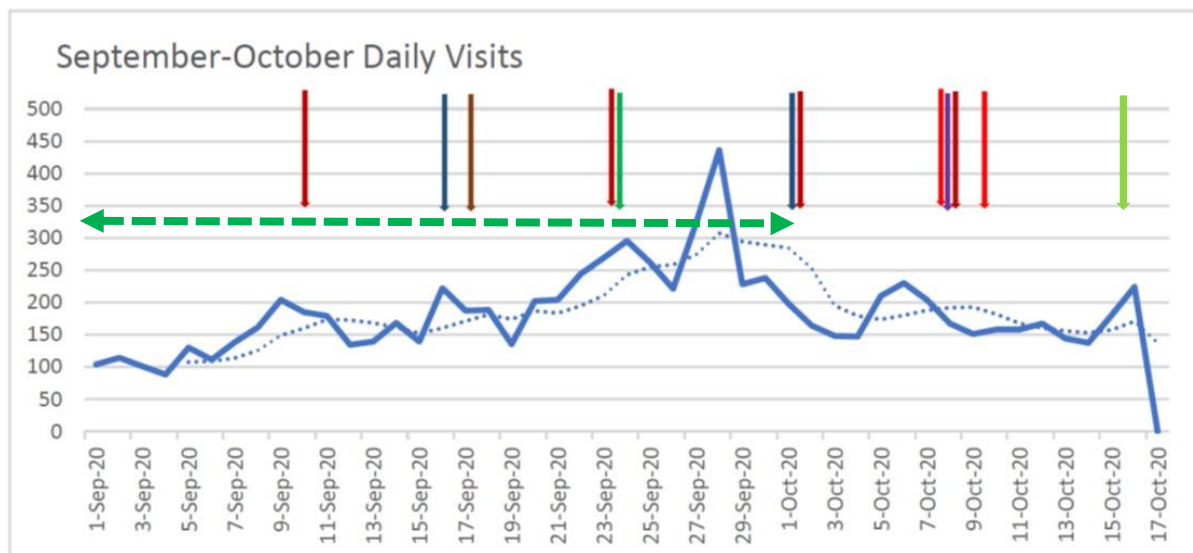
2020 September and October (to 16 th) Website Hits		
	September	October
Candidate Statements	2509	898
Liberals letter	33	92
Other 2020 Election	122	63
Other	305	47



Effect of Media and Advertising

Advertising in the City News, Canberra Times and radio interviews

This figure imposes the advertising and interviews over the daily website visits.

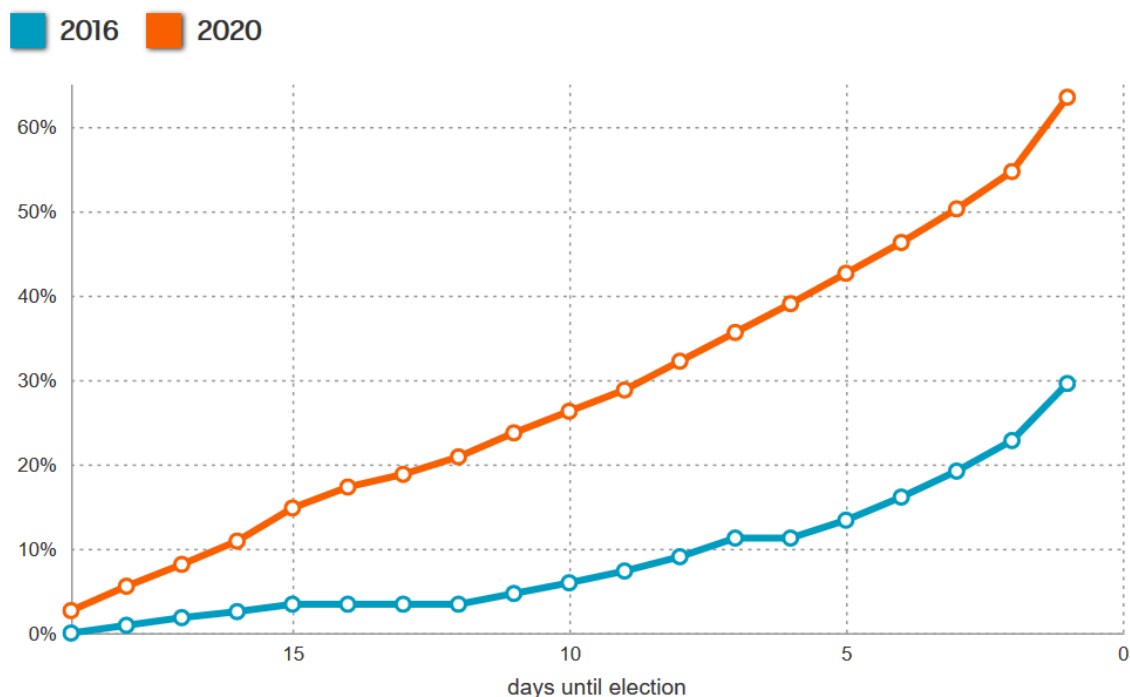


- Brown arrows: City News advertisements and Dark Brown arrow, City News Advertorial
- Green arrow: Rotary meeting
- Dark blue arrows; radio interviews 2XX and 1WayFM
- [2XX Minor Party series](#): dashed green line, ran weekly Fridays 28/8/20 to 2/10/20; in these all candidates were asked if they had filled in a candidate statement. All but the climate Justice party had.
- Red arrows, CT advertisements
- Purple arrow, City News Opinion piece
- Pale green arrow RiotACT piece.

ElectionsACT Early Polling Pattern

Early voting in the ACT election

Accumulated pre-poll votes as % of enrolment:



From: <https://www.abc.net.au/news/2020-10-17/act-election-day-where-to-vote-when-result/12771054> (18/10/2020)

By 8/10/20, 81,199 (26.8%) had voted. By 1800 on 13/10/20, 161,956 (53.5%) had voted.

Our early initiation of media and paid advertising appears to have been timely.

In future elections, the likelihood of early polling being a feature means a rethink of how parties will campaign. It also demands a rethink of how CAPaD and other voter assist sites will need to operate.

Some Comparisons with other voter assist sites

Smartvote: 17/10/20 afternoon: 41,206 matchings.

This table sets out the number of candidate responses received by electorate.

	Yerrabi	Ginninderra	Kurrajong	Murrumbidgee	Brindabella	Totals		Updated
Candidates	25	32	28	29	23	137	100%	
CAPaD	6	5	11	7	3	32	23%	17/10/2021
ElectionsACT	22	30	28	26	17	123	90%	17/10/2020
Smartvote	18	21	25	21	20	105	77%	17/10/2020
voteeasy	1	2	4	2	4	13	9%	17/10/2020

Voteeasy: mostly Greens.

Focus on the CAPaD Candidate Statements

About the parties, candidates and responses

Parties Registered for the 2020 election
Australian Climate Change Justice Party.
Australian Federation Party ACT.
Australian Labor Party (ACT Branch)
Belco Party (ACT)
Canberra Progressives
David Pollard Independent.
Democratic Labour Party (DLP).
Liberal Democratic Party
Liberal Party of Australia (A.C.T. Division)
Shooters Fishers and Farmers Party (ACT)
Sustainable Australia (ACT)
The ACT Greens
The Canberra Party.
The Community Action Party (ACT)
The Flux Party – ACT

16 parties were registered to field candidates in this election. Only 14 did. The Flux Party and The Canberra Party did not. Eight Independents ran.

Party Ease of contact and responses

All parties we had contact details for were invited by email at least twice. Contact details were sought from party websites, handouts and the media.

The Canberra Party and Shooters Fisher and Farmers had no contact details. The Canberra Party did not in the end field any candidates. The Liberal Democrats, Community Action Party and Sustainable Australia emails bounced twice.

Active response from Greens with office sending initial four candidate statements and then encouraging others. Greens added a supplementary rider to the Statement of Democratic Commitment. Three of the Greens (Adriana Boisen, Merlin Baker and

Sue Ellerman) generic emails did not work for reminder prompts.

ACT Labor actively encouraged candidates to put in a statement.

Canberra Progressives sought our input and six of seven candidates put in statements.

The Canberra Liberals notified us their candidates would not be participating.

The Belco Party did not respond.

The Australian Federation Party approached us directly but email contacts with other (not Jason Potter) contacts failed.

The Flux Party did not respond and did not in the end field any candidates.

Independent Bruce Paine send us his statement unsolicited. Independent Fuxin Li also proactively approached us.

Candidate contact

We invited candidates to submit a statement as we discovered they were standing over the months leading up to the 24th September.

Thirty primary invitations were sent in July, two in August, and 35 in early October of which 18 bounced.

Of the 137 final candidates 58 (42%) were not able to be contacted directly.

Retrospectively we realised that some parties and candidates have twitter handles and Facebook accounts but we did not initially think it appropriate to use these.

Statements received by party

Party	Candidates Standing	Statements Received	Proportion of Party
Animal Justice Party	10	0	0%
Australian Climate Change Justice Party.	11	1	9%
Australian Federation Party ACT.	3	1	33%

Australian Labor Party (ACT Branch)	25	7	28%
Belco Party (ACT)	5	0	0%
Canberra Progressives	7	6	86%
David Pollard Independent.	2	1	50%
Democratic Labour Party (DLP).	4	0	0%
Liberal Democratic Party	4	0	0%
Liberal Party of Australia (A.C.T. Division)	25	0	0%
Shooters Fishers and Farmers Party (ACT)	6	0	0%
Sustainable Australia (ACT)	10	0	0%
The ACT Greens	15	11	73%
The Canberra Party.	0	0	
The Community Action Party (ACT)	2	2	100%
The Flux Party – ACT	0	0	
Independents	8	3	38%
	137	32	23%

Candidate response by electorate by party

Electorate	Candidates	Received	%age of Candidates
Brindabella	23	3	13%
Ginninderra	32	5	16%
Kurrajong	28	11	39%
Murrumbidgee	29	7	24%
Yerrabi	25	6	24%

Media presence

CT – a couple of letters, no opinion pieces and no journalist interest.

ABC – initial interest that disappeared.

City News – a letter to editor, paid advertising (4 advertisements and one advertorial) and one opinion piece.

RiotACT – 16th October article by Genevieve Jacobs.

Two 2XX long form interviews.

1WayFM 15 minute interview.

No commercial radio interest except an offer to phone in during drive.

Presentations to members and supporters

1 Zoom event to enlist activity

Frequent reminders in all Awakening Democracy, July to October.

Email out about the flyers.

Presentations to outside groups

Rotary Club of Lake Burley Griffen: who might have send information to other Rotary clubs.

Christians for an Ethical Society: discussion with key members and offer to disseminate the website and statements to their membership. Only 3 days out from the close of the election.

Other groups contacted for support

SEE-Change – nothing noted in their newsletter

CCACTR – nothing noted in their information

ACTCOSS – no mention in anything seen from them

Community Councils – Inner South in their newsletter and other mentions. Nothing from others seen.

Flyer

Small areas of distribution.

Disinterest clearly expressed at the Zoom event.

Feedback from contacts

We would need to do a formal survey.