

# 2022 Election Activity Report

## Media and response

7/4/22 Letter in Canberra Times re using preferences and referral to webpage; 3 email queries about voting information.

16/4/22 email query about lists of candidates from member.

23/4/22 hand out 20 cards at the St Marks tree planting event.

28/4/22 Advert in City News.

29/4/22 Letter in CT.

12/5/22 Advert in City News.

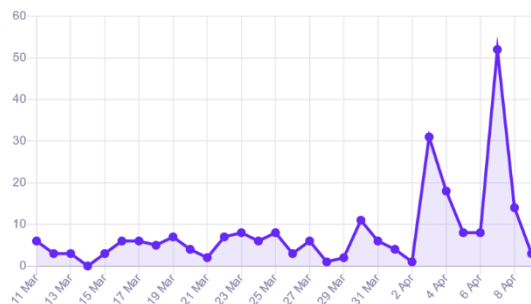
20/5/2022 interview on community radio 2XX.

Nothing in RiotACT despite two attempts.

No media activity after early polling began.

## Webpage activity (pageviews)

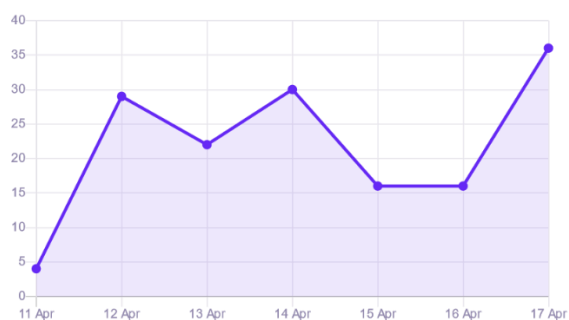
10/4/22



Activity following letter to CT: peak is 7/4/22.

Pages:	Last 30 days	Last 7 days
Home	235	119
Elections	118	50
Election 2022	201	156

17/4/22 – Pageviews and pages viewed

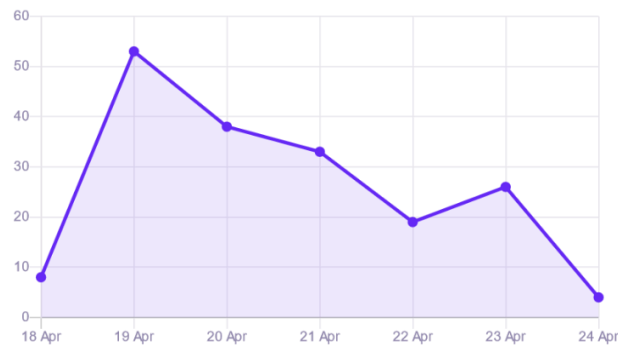


### Top Posts/Pages

1.	2022 Federal Election – Canberra Alliance for Participatory Democracy	36
2.	Canberra Alliance for Participatory Democracy – Awakening Democracy: ...	22
3.	About Us – Canberra Alliance for Participatory Democracy	10
4.	CAPaD Activity – Canberra Alliance for Participatory Democracy	10
5.	Join   Renew   Donate   Volunteer – Canberra Alliance for Participatory De...	8
6.	Program – DemFest	5
7.	Committee Members – Canberra Alliance for Participatory Democracy	4
8.	Contact Us – Canberra Alliance for Participatory Democracy	4
9.	Home - Canberra-Alliance	3
10.	Hare Clark System - Canberra-Alliance	3

20/4/22 – Election page updated with new videos about voting. Tweeted.

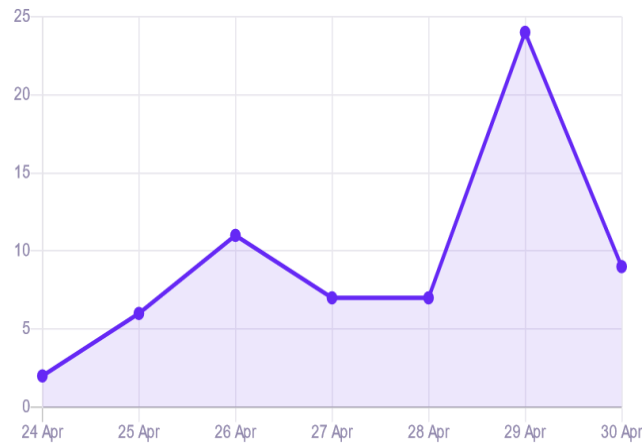
## 24/4/22 – Pageviews and pages viewed



### Top Posts/Pages ①

1.	Canberra Alliance for Participatory Democracy – Awakening Democracy: ...	60
2.	About Us – Canberra Alliance for Participatory Democracy	22
3.	2022 Federal Election – Canberra Alliance for Participatory Democracy	14
4.	ELECTIONS – Canberra Alliance for Participatory Democracy	10
5.	Views – Canberra Alliance for Participatory Democracy	8
6.	Action Groups — Alliance Building – Canberra Alliance for Participatory De...	6
7.	Committee Members – Canberra Alliance for Participatory Democracy	6
8.	Hare Clark System - Canberra-Alliance	5
9.	Program – DemFest	5
10.	2022 Federal Election – Canberra Alliance for Participatory Democracy	4

## 1/5/22 – Pageviews and pages viewed



### Top Posts/Pages ①

1.	Canberra Alliance for Participatory Democracy – Awakening Democracy: ...	69
2.	2022 Federal Election – Canberra Alliance for Participatory Democracy	47
3.	2022 Federal Election – Canberra Alliance for Participatory Democracy	26
4.	About Us – Canberra Alliance for Participatory Democracy	26
5.	ELECTIONS – Canberra Alliance for Participatory Democracy	20
6.	Home - Canberra-Alliance	16
7.	CAPaD Activity – Canberra Alliance for Participatory Democracy	8
8.	Governance and Politics - Canberra-Alliance	7
9.	Program – DemFest	7
10.	Helping Make Change - Canberra-Alliance	6

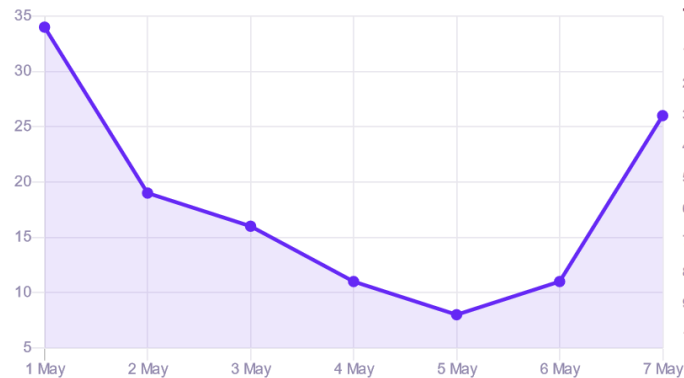
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### New vs. Returning Visitors ①

New Visitors  
70%

Returning Visitors  
30%

## 8/5/22– Pageviews and pages viewed



### Top Posts/Pages ①

1.	Canberra Alliance for Participatory Democracy – Awakening Democracy:...	133
2.	2022 Federal Election – Canberra Alliance for Participatory Democracy	54
3.	About Us – Canberra Alliance for Participatory Democracy	41
4.	2022 Federal Election – Canberra Alliance for Participatory Democracy	40
5.	ELECTIONS – Canberra Alliance for Participatory Democracy	32
6.	Committee Members – Canberra Alliance for Participatory Democracy	16
7.	Home - Canberra-Alliance	14
8.	CAPaD Activity – Canberra Alliance for Participatory Democracy	13
9.	Upcoming Events – Canberra Alliance for Participatory Democracy	10
10.	Join   Renew   Donate   Volunteer – Canberra Alliance for Participatory De...	10

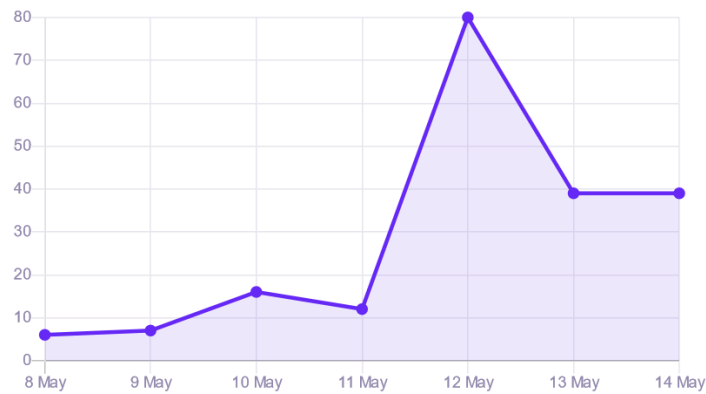
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### New vs. Returning Visitors ①

New Visitors  
83%

Returning Visitors  
17%

## 14/5/22 – Pageviews and pages viewed



### Top Posts/Pages ①

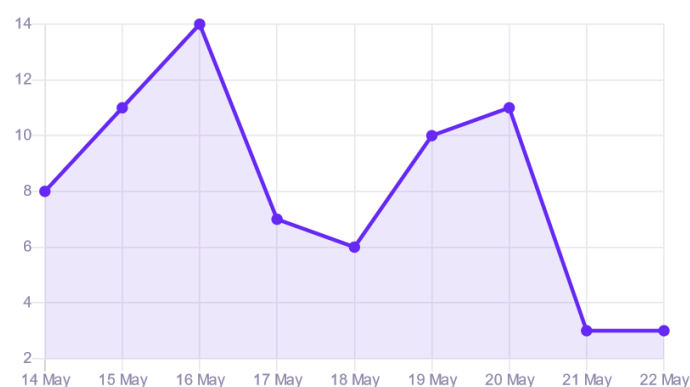
1. Canberra Alliance for Participatory Democracy – Awakening Democracy: ...	50
2. 2022 Federal Election – Canberra Alliance for Participatory Democracy	44
3. 2022 Federal Election – Canberra Alliance for Participatory Democracy	22
4. ELECTIONS – Canberra Alliance for Participatory Democracy	20
5. About Us – Canberra Alliance for Participatory Democracy	10
6. Contact Us – Canberra Alliance for Participatory Democracy	6
7. Deliberate ACT – Canberra Alliance for Participatory Democracy	6
8. Program – DemFest	5
9. Committee Members – Canberra Alliance for Participatory Democracy	4
10. CAPaD Activity – Canberra Alliance for Participatory Democracy	3

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### New vs. Returning Visitors ①

New Visitors	Returning Visitors
67%	33%

## 22/5/2022



### Top Posts/Pages ①

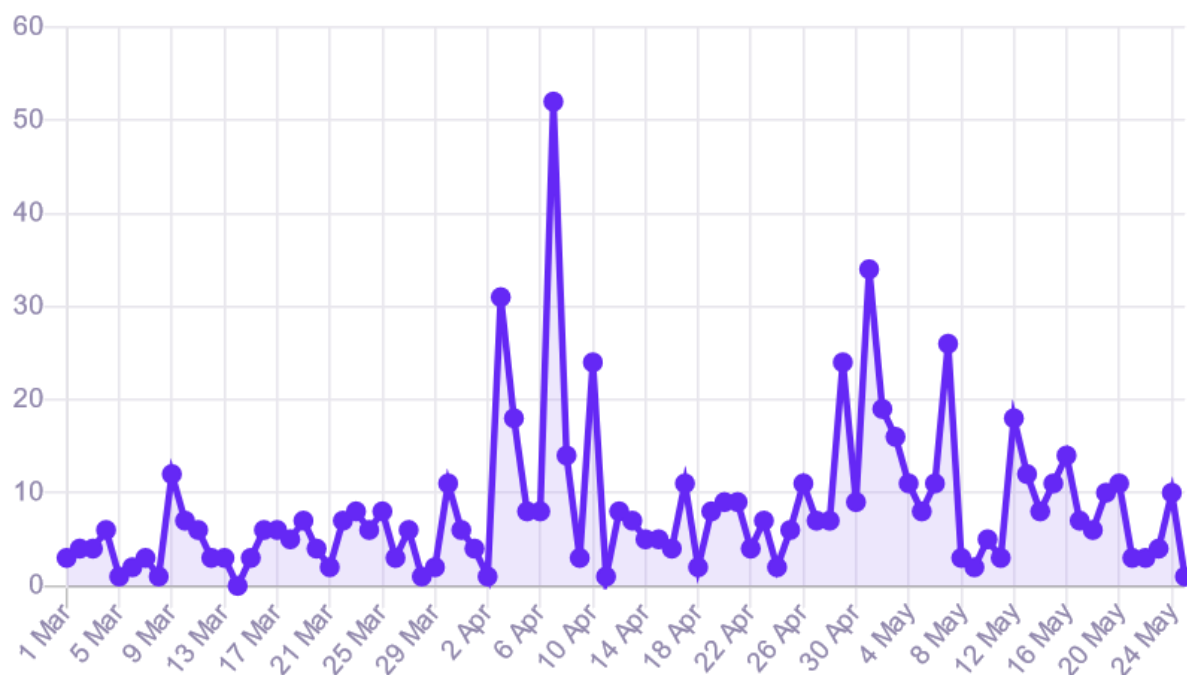
1. Canberra Alliance for Participatory Democracy – Awakening Democracy: ...	59
2. 2022 Federal Election – Canberra Alliance for Participatory Democracy	24
3. 2022 Federal Election – Canberra Alliance for Participatory Democracy	24
4. Program – DemFest	14
5. About Us – Canberra Alliance for Participatory Democracy	13
6. ELECTIONS – Canberra Alliance for Participatory Democracy	12
7. Things CAPaD is doing - Canberra-Alliance	11
8. Contact Us – Canberra Alliance for Participatory Democracy	10
9. Join   Renew   Donate   Volunteer – Canberra Alliance for Participatory De...	8
10. Selecting good representatives - Canberra-Alliance	7

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### New vs. Returning Visitors ①

New Visitors	Returning Visitors
70%	30%

## Summary 1 March to May 22



Our first letter was on April 7, and City News advertisements on April 28 and May 12. Second CT letter on April 29.

**1 March to 25 May pages visited.**

## Twitter

Fairly constant tweeting of election related material.

Promoting CAPaD Election 2022 page:

April 3, April 20 – video on preferential voting,  
April 25 promoting election page.

## Other

April 10: reminder email seeking donations resulted in a query about participatory democracy.

April 20: lecture / tutorial to ANUMS students about environmental health mentioning CAPaD.

April 23: talk to ANU students about voting for climate action and left cards with QR for website.

## Conclusion

The communications campaign would seem to have been seen and elicited some response in the general public. We cannot however claim to have had any influence on the outcome of the election but hopefully we did help people understand the voting process and how their preferences count.

### Top Posts/Pages ⓘ

1.	Canberra Alliance for Participatory Democracy – Awakening Democracy:...	694
2.	2022 Federal Election – Canberra Alliance for Participatory Democracy	308
3.	2022 Federal Election – Canberra Alliance for Participatory Democracy	264
4.	ELECTIONS – Canberra Alliance for Participatory Democracy	224
5.	About Us – Canberra Alliance for Participatory Democracy	181
6.	Program – DemFest	102
7.	CAPaD Activity – Canberra Alliance for Participatory Democracy	80
8.	Join   Renew   Donate   Volunteer – Canberra Alliance for Participatory De...	73
9.	Home - Canberra-Alliance	62
10.	Committee Members – Canberra Alliance for Participatory Democracy	54

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### New vs. Returning Visitors ⓘ

New Visitors  
69%

Returning Visitors  
31%