

4 December 2025

By email to: [REDACTED]

Kia ora [REDACTED]

OFFICIAL INFORMATION ACT REQUEST 2025/84

On 10 November 2025 you made a request under the Official Information Act 1982 (the OIA) for the following information:

In regard to Local Body Elections: A significant concern is the public information available on conditions of special voting and it has been difficult to understand where the process went wrong to avoid it happening again.

In light of this information can you please provide the documentation the was put out to the public for the following:

** Prior to 11 July 2025 regarding Maori enrolment cut off date*

** Prior to 11 September any public information regarding general enrolment first enrolment and change of address cut off date*

Thank you for your request in regard to local body elections. While we ran campaigns that delivered advertising to audiences outside of home (digital billboards, media placements, etc.), we understand your questions ask about documentation put out to the public regarding two specific cut-off dates:

- **Thursday 10 July 2025:** The Māori Electoral Option cut-off date, which was the last day where eligible electors could switch between the general roll or Māori roll or vice versa; and
- **Friday 10 October 2025:** The local body election enrolment cut-off date, which was the last day to enrol or update enrolment information for those wanting to vote in the 2025 local body elections.

Thursday 10 July 2025:

In anticipation of this cut-off date, we produced and put out the following documentation:

- The Māori Electoral Option inserts. These were printed and delivered in the post to electors who declared that they are of Māori descent. This insert was posted to eligible electors who live within New Zealand and overseas.
- A PDF that shows social media content the Electoral Commission created to support the Māori Electoral Option. This includes:
 - Paid ad placements on Facebook,
 - Paid Instagram content with a social media influencer,
 - Placed organic content on Electoral Commission accounts for both Facebook and Instagram.

Friday 10 October 2025:

In anticipation of this cut-off date, we produced and put out the following documentation:

- ROE2 mail outs, which are the enrolment update packs posted to eligible electors within New Zealand and overseas. All enrolment update packs included messaging to 'Get ready to vote in the local elections'. These enrolment update packs were sent to the following groups of electors:
 - Standard (enrolled on either the general roll or the Māori roll)
 - Provisional ([17-year-olds on the provisional roll](#))
 - Unpublished ([electors who have their details excluded from the published rolls](#))
 - Unpublished Provisional (17-year-olds on the provisional unpublished roll).
- A PDF that shows social media content the Electoral Commission created to support the local body elections. This includes:
 - Paid ad placements on Facebook,
 - Placed organic content on Electoral Commission accounts for both Facebook and Instagram.

We have also included a PDF attachment which shows the Electoral Commission web content plan that provided guidance for local body elections and the Māori Electoral Option for those visiting our website [vote.nz](https://www.vote.nz).

In the interests of transparency, we release responses to Official Information Act requests every 3 months. We will publish this response with your personal details redacted.

You have the right under section 28(3) of the Act to make a complaint to the Ombudsman if you are not satisfied with the response to your request. Information about how to do this is available at www.ombudsman.parliament.nz or by phoning 0800 802 602.

Yours sincerely



Deputy Chief Executive Operations