

This information was sent to all current Auckland Council elected members and is proactively published as public information relating to the 2025 Auckland local elections

Election planning update and election year policy

Sent via email to all Auckland Council Elected members on 20 September 2024

Tēnā koutou elected members

As you know, our local elections are taking place next year, with election day on Saturday 11 October 2025. A programme of work is underway to plan and deliver the elections and promote civic participation. Below you will find high-level information about the elections programme, as well as key information about elected member involvement in the elections.

Key dates

Friday 4 July 2025	Nominations open
Friday 11 July 2025	Start of three-month pre-election period
Friday 1 August 2025	Nominations close
Saturday 9 August 2025	Start of the nine-week period for election signs
Tuesday 9 September – Monday 22 September 2025	Delivery of voting documents
Saturday 11 October 2025	Election day
Friday 17 October – Saturday 18 October 2025	Public notice of declaration of results
Between declaration of results and inauguration meetings of the Governing Body and local boards	Interregnum

Delivering and promoting the elections

As in previous Auckland local elections, Independent Election Services has been contracted to run the election processes, including nominations and voting. Dale Ofoske of Independent Election Services will be the Electoral Officer, with Warwick McNaughton, Principal Advisor Governance, as the Deputy Electoral Officer. The Electoral Officer is the primary point of contact for any questions relating to the conduct of the elections, including election signage, and can be contacted on **09 973 5212** or info@electionservices.co.nz.

The VoteAuckland website voteauckland.co.nz will be the main source of information about the elections and will be updated throughout the phases of the election process.

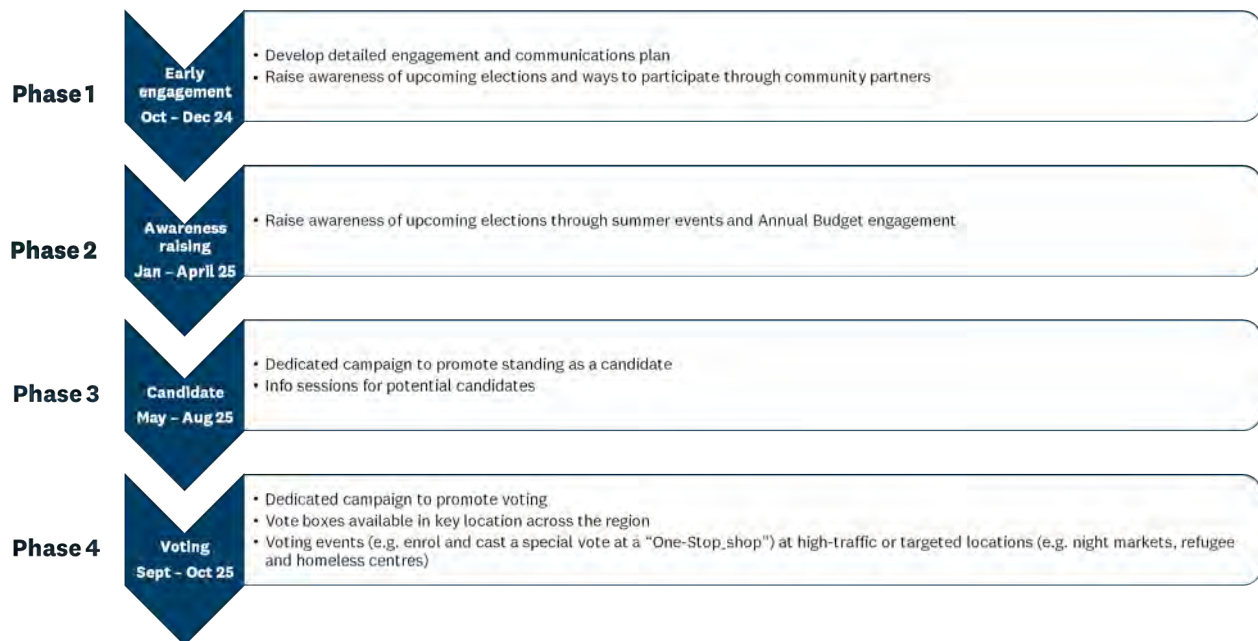
The elections programme is guided by the chief executive’s responsibility (under Section 42 of the Local Government Act) for “facilitating and fostering representative and substantial elector participation in elections and polls held under the Local Electoral Act 2001”. Alongside delivering free, fair and effective elections, the programme will therefore also work towards:

- improved voter turnout and equity
- a contest for every seat, and candidates who reflect the diversity of Auckland

- a positive experience for candidates and voters
- civic education to increase knowledge and understanding of the council and relevance of participating in the elections

To achieve these outcomes, we will be partnering with the Electoral Commission and working closely with our demographic advisory panels and our community partners to engage with and encourage participation from our diverse communities.

We are developing marketing, communications and engagement plans that will follow 4 main phases:



Elected members' involvement in the elections

We are aware some of you are passionate about encouraging participation in next year's elections and, as current elected members, you can play a key role in your communities to foster and mentor new potential candidates and promote voting. While we encourage you taking these initiatives in your personal capacity, please note that these cannot be coordinated or supported by the council or our staff.

As per our election year policies for staff and for elected members, the council has to maintain a firm neutral position between its current members, any candidates campaigning for (re-)election, and all the activities that will deliver the elections and encourage participation.

Blurring the lines, such as by using current members as part of our promotion of the election (including explanatory videos), would provide – or may be perceived to provide – a re-standing member an unfair electoral advantage.

Please refer to the [Election-year policy for elected members \(Attachment D to your elected members' code of conduct\)](#) for additional detail about separating elected members' business as usual and candidate campaigning.

If you have any questions, please contact me or Elodie Fontaine, Elections Programme Manager.

Ngā mihi

Oliver

Oliver Roberts | Planning and Operations Manager
Governance and Engagement