

This information was presented to the Māori Outcomes Political Working Group on 21 February 2025 and is proactively published as public information relating to the 2025 Auckland local elections.

# Local elections 2025

Māori Outcomes Political Working Group

21 February 2025



# Overview

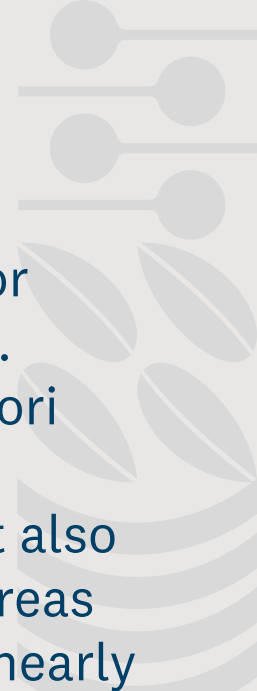
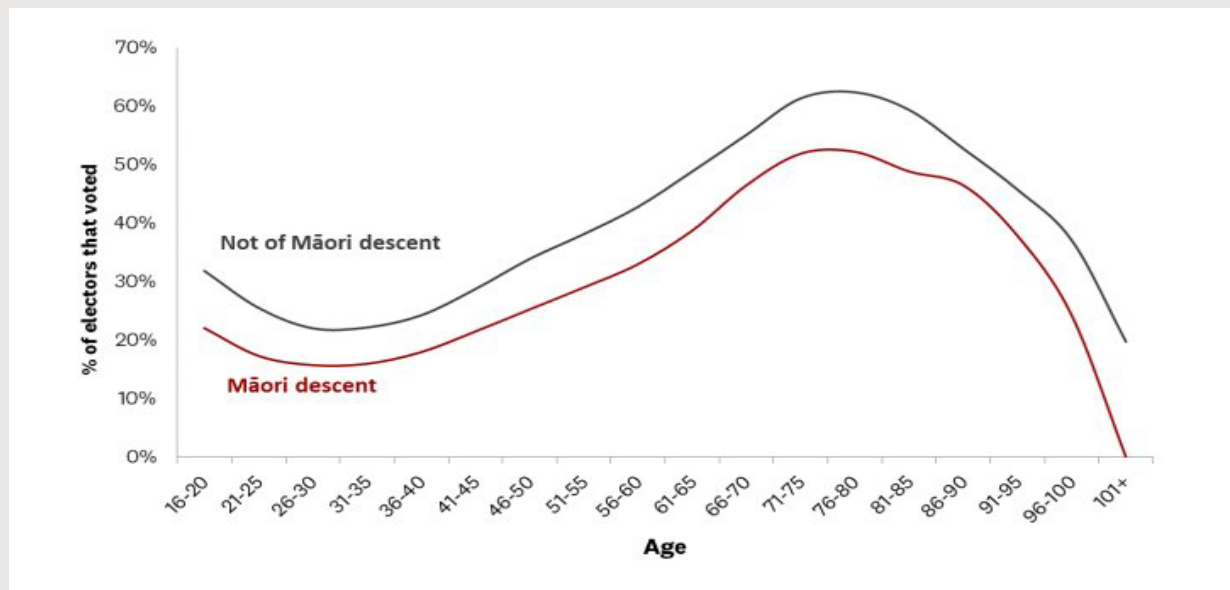
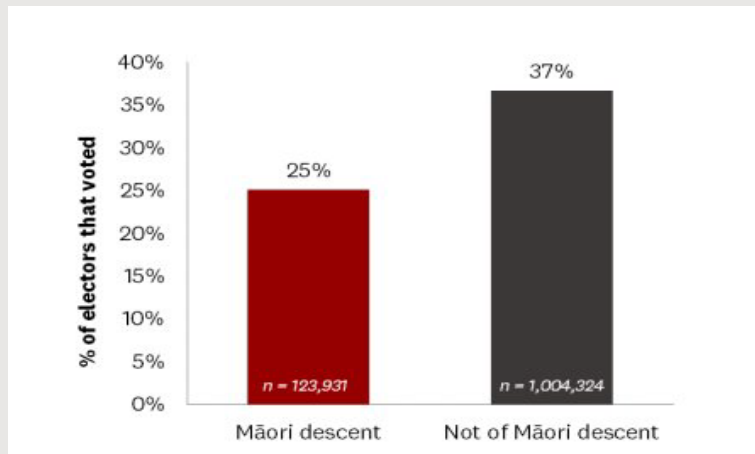
Update on planning for the 2025 Auckland local elections:

- 2022 local elections – results and learnings
- 2025 local elections– Māori engagement approach



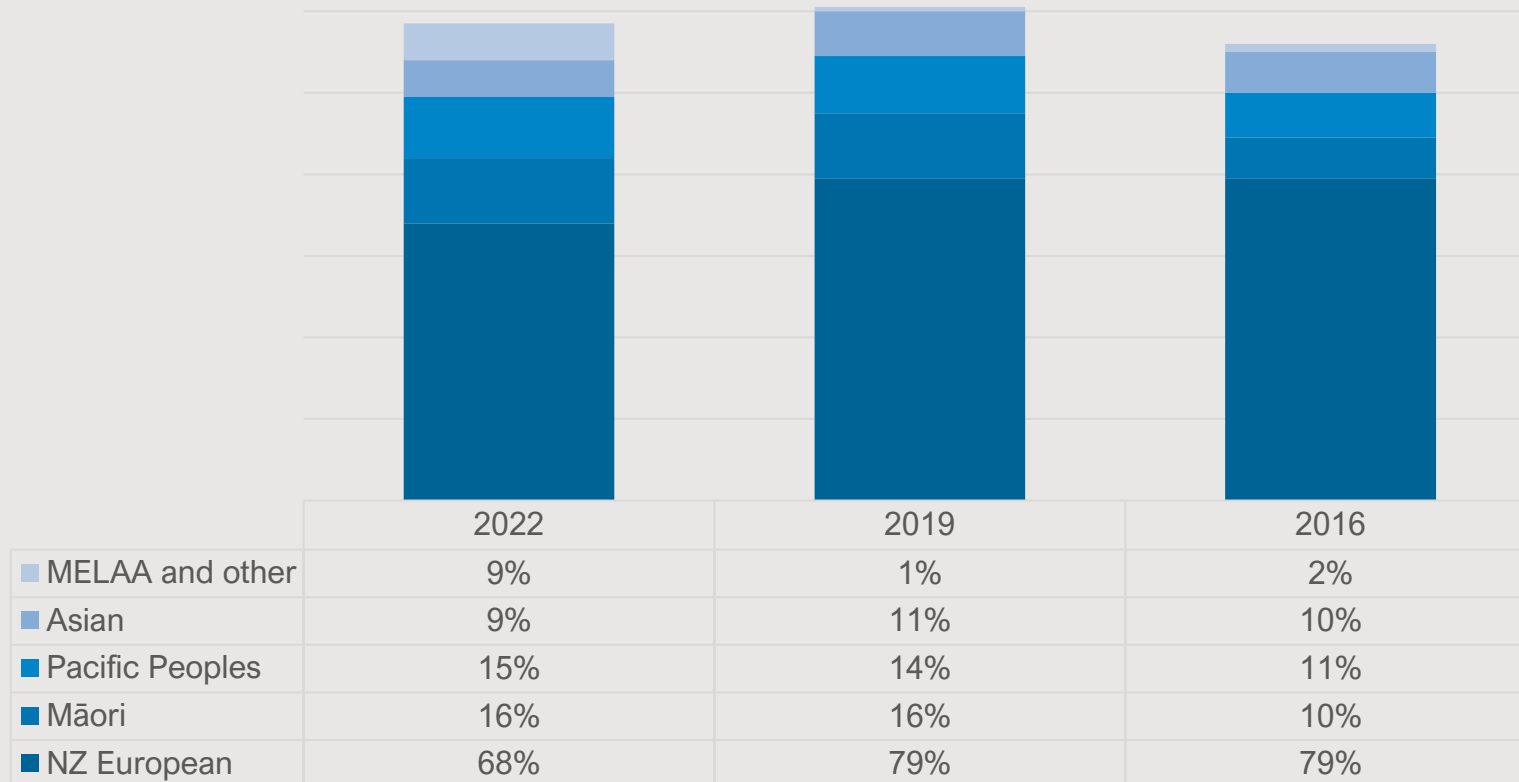
# Auckland local elections - Māori electors turn-out

- Turnout in local elections has been declining for decades and remains low throughout Aotearoa.
- Overall turnout in 2022 was 35.5%; 25% for Māori voters – in line with 2019.
- Turnout is consistently lower among Māori, but also among youth voters and in ethnically diverse areas
- Key challenge/opportunity with youth voters - nearly 50% of Maōri in Tāmaki are under 25 with 16% being of voting age. Average turnout in 18-35 year old is 23%



# 2022 Candidates

- 466 candidates stood for election in 2022 (10% increase compared to 2019)
- Just under half of these completed the optional demographic survey.
- 16% of the respondents identified as Māori.
- 20 Māori were successfully elected, with Māori representation on the Governing Body increasing from 10% to 15% of the governing body.



# Key learnings from 2022 local elections



Key barriers to participation remain lack of **understanding of local council** and lack of **knowledge of the candidates**



**Educating** communities on what council does and how our **decision-making impacts daily lives** is key to increasing participation



**Covid-19** impacted early engagement with diverse communities well into late 2021 and early 2022 (vaccine roll-out etc).



Engagement and communication activities **need to start earlier**, in particular for raising **awareness of standing** as candidate



Māori **leaders** are key for engaging effectively with Māori to increase interest and participation



# Timeline

Raise awareness of elections and encourage enrolments through summer events

**AWARENESS  
RAISING**

**JAN - APR 2024**

Supported by comms & marketing campaign and engagement activities

**CANDIDATE  
NOMINATIONS**

**FRI 4 JUL - FRI 1 AUG 2025**

- Voting documents delivered 9 - 22 Sept
- Comms & marketing and engagement campaign.
- Extended presence of vote voxes and voting events

**VOTING  
PERIOD**

**9 SEP- 11 OCT 2025**

**ELECTION  
DAY**

**SAT 11 OCT 2025**

- Voting closes at 12 pm.
- Progress results will be released that afternoon.
  - Final results to be declared by 18 Oct.

**INAUGURATION  
/ ONBOARDING**

**OCT - NOV 2025**

- Inaugural ceremonies for Governing Body and 21 local boards
- Onboarding and induction of all members

**PROGRAMME  
EVALUATION  
& CLOSE**

**NOV - DEC 2025**



# Increasing Māori interest and participation in elections



## Education

- Increase knowledge and understanding of Auckland Council through civic education programme
- Deliver civic education workshops to rangatahi Māori in high schools

## Partnership

- Partner with mana whenua to deliver election events
- Build a Māori-led community partner programme to deliver tailored communication and engagement activities
- Close collaboration with citizen engagement team, local boards' engagement advisors and Electoral Commission

## Presence in communities

- Presence at key local and regional events
- Marae-based events
- Leverage Waitangi Day, Polyfest, Pasifika and Matariki events to raise awareness
- Increase vote box drop off venues



# Engagement activities

## Early engagement (delivered)

- November 2024 - Mana whenua and mataawaka online sessions
- December 2024 - Candidate webinars held

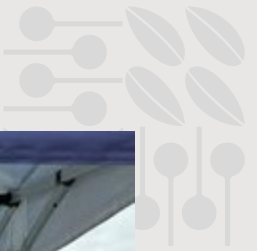
## Awareness raising and enrolment drive (in progress)

### February - April

- Waitangi Day at Pt England, Hoani Waititi and Manukau
- Movies and Music in Parks
- Pasifika
- Polyfest
- Marae events
- Sports events

### June - July

- Matariki Events





# Engagement activities continued

## Candidate phase April- July

- Dedicated candidate info sessions online and in person

## Voting phase – September-October

- Leverage opportunities at Te Wiki o Te Reo
- Dedicated voting events (incl. enrol and cast a special vote)

## Māori-led partnerships (in progress)

- Ngāti Tamatera
- Rangatahi Civics Education programme
- Te Kotahi a Tāmaki



# Comms & media

**Candidate phase** - promote opportunity to stand for council

- Owned channels from May/June - Our Auckland, Council social media pages, library screens...
- Paid media from mid-June - Mainstream and ethnic radio, LinkedIn, sponsored articles on news sites.

**Voting phase** - encourage voting

- Owned channels from August - Our Auckland, Council social media pages, library screens...
- Paid media from September - Radio, bus backs and bus shelters, dairy posters, social media, video on demand, (ethnic) newspapers, sponsored articles

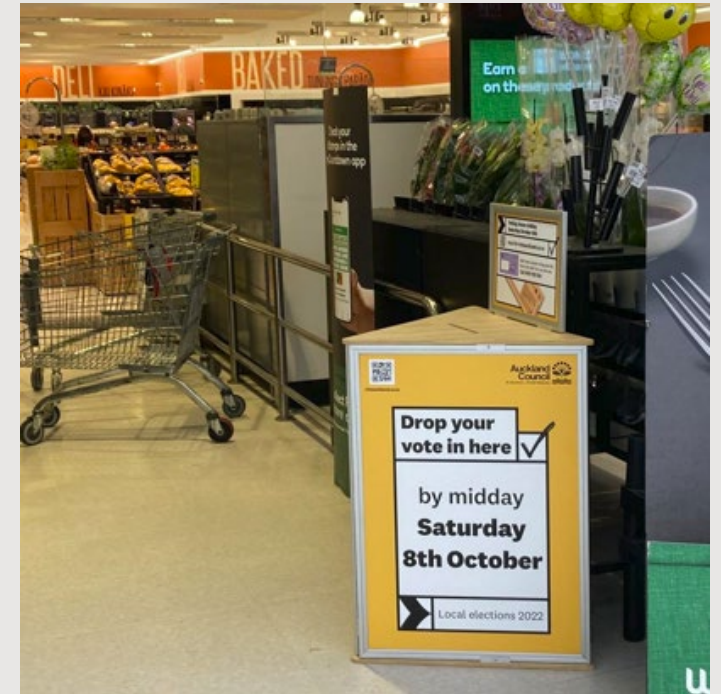


# Making voting accessible



Vote boxes in 215 locations - making return of votes as easy and accessible as possible, in places people visit every day:

- All council libraries
- All Woolworths stores
- All WINZ offices
- Select Pak n save stores
- Select uni/tertiary campuses
- Select transport hubs



# Making voting accessible

## Special voting in libraries

- 24 libraries (1 in each Local board area; 2 in rural boards)
- Available during opening hours throughout the voting period. All libraries have at least one late evening and 1 weekend day

## One-stop-shop events - enrol and cast a special vote

- Planning over 100 events throughout voting period in partnership with Electoral Commission
- Focus on high foot traffic and vulnerable/transient communities – e.g. markets, night markets, City Mission, marae, churches/temples, community events



# Turnout by local board area

Local board areas	Māori population (2023 census)	Māori turnout in 2022	Overall turnout in 2022	Māori turnout in 2019
Albert-Eden	8,322	33.46%	39%	31.00%
Aotea / Great Barrier	285	40.72%	55%	32.31%
Devonport-Takapuna	3,603	34.43%	43%	29.81%
Franklin	14,019	31.42%	43%	27.43%
Henderson-Massey	22,629	21.26%	30%	25.48%
Hibiscus and Bays	8,169	31.42%	42%	28.55%
Howick	9,717	28.65%	36%	28.04%
Kaipātiki	8,328	26.85%	35%	26.12%
Māngere-Ōtāhuhu	13,302	21.51%	26%	21.82%
Manurewa	24,858	21.58%	26%	20.04%
Maungakiekie-Tāmaki	11,013	24.16%	32%	24.42%
Ōrākei	5,316	35.84%	46%	31.86%
Ōtara-Papatoetoe	13,749	19.30%	23%	21.12%
Papakura	17,811	20.14%	27%	21.21%
Puketāpapa	3,795	24.99%	32%	28.03%
Rodney	9,543	34.53%	46%	30.03%
Upper Harbour	4,713	25.07%	34%	24.56%
Waiheke	1,125	39.42%	50%	42.14%
Waitākere Ranges	7,452	30.06%	40%	30.52%
Waitematā	6,876	30.31%	39%	29.15%
Whau	8,913	24.62%	32%	25.33%
<b>Auckland region</b>	<b>203,544</b>	<b>25%</b>	<b>35%</b>	<b>25%</b>

