

Electoral Council of Australia

Report of the 1999 Continuous Roll Update Activities to update the electoral roll for the Commonwealth, States, Territories and Local Government

**CRU Implementation Steering Committee
December 1999**

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1 Summary

In 1999 the electoral roll for the Commonwealth, States, Territories and Local Governments was updated using Continuous Roll Update (CRU) activities. CRU uses data from external agencies and the electoral roll to identify eligible persons not correctly enrolled and direct enrolment activities. CRU activities were conducted both nationally by the Australian Electoral Commission and by State and Territory electoral authorities.

The major national activities were:

1. Mailing of letters to persons who changed addresses by completing an Australia Post (AP) Change of Address (COA) form and where RMANS did not show an enrolment change had occurred.
2. Vacant Address Mailing (VAM) where letters were mailed to addresses on the RMANS Address Register with no current enrolment with the aim of contacting eligible electors who may live at those addresses.

The State and Territory activities included receiving data from energy authorities, motor registries and mailing to people who have changed their address or became eligible to enrol and incorporating enrolment forms into all of government change of address forms.

The CRU data matching activity using AP COA data commenced with an address match between the AP Addressfile and the RMANS Address Register to align addresses. This produced a match rate of approximately 82% nationally.

A total of 601 128 AP COA records were received from AP and covered the period from November 1998 to July 1999. The response period covered in this report was up to 19 November 1999 and is divided into four Stages:

Stage 1	up to two months after the mailing
Stage 2	from two months to 19 August 1999
Stage 3	20 August 1999 to 8 October 1999
Stage 4	9 October 1999 to 19 November 1999

Each COA record contained the first named person on the COA form and the "to" address and "from" address. This comprised total of 1 161 199 individual address records. Individually addressed letters were sent to the "to" addresses and "to the householder" letters were sent to the "from" addresses. No follow up activities were conducted for non-responses.

The COA activity mailed to 615 484 addresses and 199 414 addresses responded which is a national response rate to the mailing of 32.3%. From these addresses 297 081 enrolment cards were received, which is approximately 1.5 cards per address. The highest response rate to the mailing was from the ACT at 41.1% and the lowest from NSW at 28.9%.

From the results it appears that the most effective period for responses is in the two months following the mailing. A response of 11.2% nationally from the total addresses mailed was received in this Stage. Then responses dropped markedly in Stage 2 to 1.19%. Stage 3 responses rose to 13.93% and this was probably due to the close of rolls for the Victorian election and the Referendum. In Stage 4, which included the Referendum polling day the response rate was 6%.

In the VAM activities, 1 215 461 vacant addresses were identified. The mailing period was between March 1999 and September 1999. The response period is measured up to 19 November 1999 and was divided into the same Stages as the COA mailing. From the vacant address identified, 1 042 416 addresses were mailed with a "to the householder" letter. 268 287 addresses responded with 390 020 cards. This is a national response rate of 25.7% of the total addresses mailed. Similarly to the COA response Stages, Stage 1 received 9.9% of responses and then this dropped to 3.4 in Stage 2 and increased to 7.9% in Stage 3 with the electoral events and dropped to 4.5% in Stage 4.

The issues arising from COA and VAM activities which form recommendations for CRU 2000 include:

- 1 The most effective response rate is in the two months after mailing.
- 2 Response rates for the different States and Territories over the response Stages are sufficiently different to be further investigated for specific enrolment environment anomalies.
- 3 COA and VAM mailings are not reaching the 17 to 18 year olds.
- 4 Further national sources of data are required for CRU.
- 5 Follow up activities are likely to increase the response rate.

The State and Territory CRU activities which used external databases are the most effective in targeting the youth enrolment sector of 17 to 21 year olds through access to motor registry and education department records. In addition, State and Territory all-of-government service address change forms and land title databases are also effective in reaching movers.

The Report recommends that CRU activities in 1999 implement the following operations:

- Undertake follow up activities to improve responses to mailing.
- Investigate differences in response rates between States and Territories.
- Further develop youth enrolment strategies.
- Access other external national data sources.
- Expand recording of responses to be more comprehensive.
- Co-ordinate mailing, recording of statistics and reporting of CRU costs between the Commonwealth, States and Territories.

2 Recommendations

The major recommendations from the 1999 CRU activities are:

2.1 Follow up activities

Follow up activities to COA and VAM mailings should include a second letter and where appropriate targeted door knocks and phone calls.

2.2 State and Territory response rates

Where there is a significant variation in the response rates for the States and Territories further investigation into specific enrolment environment anomalies should be undertaken with the aim of tailoring CRU activities to attain the best response in the States and Territories.

2.3 Youth Enrolment

Special enrolment services to reach the 17 to 21 year olds should be undertaken with emphasis on obtaining data from State and Territory agencies such as motor registries and education departments.

2.4 National data sources

AP COA data should continue for another twelve months. Other national sources of data should be obtained for CRU 2000 to complement AP data.

2.5 Recording responses to CRU activities

CRU response records should include numbers of amendments to names and addresses, address information received and enrolments originating from COA data which has no RMANS address identification. These are at present not included in response rates.

2.6 Co-operation between CRU activities

A co-ordinated approach is desirable between Commonwealth, State and Territory CRU activities in obtaining and processing of data from external sources, mailing activities to electors and recording of statistics of enrolment products and standardised reporting of CRU costs.

3 Introduction

In 1999, CRU activities replaced the traditional Habitation Review (HR) door knock as the major electoral roll update methods. This report outlines the CRU activities conducted nationally by the AEC and by the State and Territory electoral authorities. The two major national activities were the mailing of letters to persons who changed addresses by completing an AP COA form and a VAM to addresses on the RMANS Address Register with no current enrolment. In addition some State and Territory electoral authorities conducted CRU activities using name and address data from external agencies such as power providers and drivers licence agencies. Appendix 1 shows a summary of Commonwealth, State and Territory CRU activities up to 1999.

3.1 1995 AJRC Report initiating CRU

The move to CRU followed recommendations from a 1995 report commissioned by the (then) Australian Joint Roll Council (AJRC), to investigate alternative methods of maintaining the electoral roll.¹ The report recommended that HRs be replaced by "... a Continuous Roll Update process to provide higher roll integrity, with a more accurate, timely and cost effective methods of roll maintenance."

The report proposed CRU as a better method of updating the electoral roll as it aimed to gain current accurate enrolment data for enrolment update activities on a continuous basis. CRU identifies persons who are not accurately recorded on the electoral Roll and concentrates roll maintenance activities on these people. The advantages for roll maintenance are that it gets an enrolment card to electors who move or become eligible to vote as quickly as possible after the event.² CRU uses external databases and data matching techniques to generate targeted direct mail to electors.

3.2 Pilot Study

Following the recommendations of the report, a Pilot Study was conducted in Queensland over July 1996 to May 1997 using Australia Post Change of Address data to write to electors who had just moved, with enrolment information.³ The objective of the Pilot Study was:

*"To determine whether a CRU data source could be effectively applied to the AEC's RMANS and the extent to which AP COA data would provide timely and accurate information regarding changes in elector habitation addresses for continual roll maintenance."*⁴

The results indicated a national trial should be undertaken using AP COA data, that additional data sources should be investigated and that other CRU methods should be developed as the main roll update methods in Australia to largely replace HRs.

3.3 1999 CRU

Following the results of the Pilot Study, CRU in 1999 has expanded to a national trial of a continuous and multi-strategy approach. The major CRU activities were:

1. A national program of using AP COA data to write to electors who have recently moved.
2. Data mining activities using RMANS to identify addresses where electors may be incorrectly enrolled. The principal data mining exercise was Vacant Address Mining (VAM) where addresses on RMANS Address Register with no current enrolment were identified. Letters addressed "to the householder" were sent to these addresses with enrolment cards.
3. Data matching activities by State and Territory SEOs with State and Territory government agencies.

Although door knocks were no longer conducted as a major events, some targeted door knocks were (and will continue to be) a part of the overall CRU strategy.

¹ Australian Strategic Planning, "Report into Electoral Roll Review Alternatives", April 1996.

² Ibid, page 1, page 32.

³ Australian Joint Roll Council, "Report on the Continuous Roll Update Pilot Study 1996-7"

⁴ Ibid, page 9

All CRU activities in 1999 were directed at generating or stimulating enrolment. Name and address data was not entered onto RMANS without the receipt of a signed and witnessed enrolment card from an eligible elector.

3.4 Status of the electoral roll prior to the commencement of CRU in 1999

At the commencement of CRU nationally as the major roll update method in 1999, there had been a roll review in 1998 in all States and Territories except Queensland, using HR methods and Federal, Queensland, Tasmanian and ACT elections were held in 1998.

Therefore it was considered that the electoral roll was of good accuracy and quality to commence using CRU for 1999.

4 Australia Post Change of Address data

The 1999 national trial of CRU using AP COA data followed from the recommendation of the Queensland Pilot Study as outlined in Section 1. In December 1998, an agreement was negotiated by the ECA's subcommittee CRU Implementation Steering Committee (CISCO) with AP for the supply of COA data for 12 months from November 1998 to December 1999.

The agreement provided that the AEC would receive an estimated 70,000 national COA records from AP each month for twelve months. The cost of the data was an expected \$500,000 based on .55c per record with an expected volume of up to 900,000 for twelve months. Each COA record would consist of the first named person on the Change of Address form and their new ("to") and old ("from") addresses. The records would include both matched and unmatched records. Matched records have an AP Delivery Point Identifier Digit (DPID) attached and unmatched records do not. The DPID is a unique eight-digit number for every address, which is attached to all matched addresses in the RMANS Address Register. The cost of the AP data was met from Enrolment Review funding.

4.1 Address Matching

In order to be able to match AP's COA, name and address with RMANS data, the AP Addressfile and RMANS Address Register had to be aligned as much as possible so that the addresses being matched were expressed the same way, ie the correct locations for street addresses. In 1998, prior to the receipt of AP COA data, the RMANS Address Register was matched with the AP Postal Addressfile. This produced a satisfactory match rate of approximately 82% of addresses nationally. The match rate was higher in urban areas than rural areas.

The matching process also attached the AP DPID. The use of DPIDs in mailing enrolment letters increases the chance that mail will reach the correct addresses.

4.2 COA Data

A total of 601 028 COA matched and unmatched records were received from AP covering the period from November 1998 to July 1999 as shown below. Each COA record contained the first named person on the COA form and a "to" and "from" address.

TABLE 1 - COA DATA RECEIVED FROM AP

MONTHS	NO OF RECORDS
November 1998 to January 1999	210 421
February 1999	65 883
March 1999	71 309
April 1999	65 561
May 1999	58 592
June 1999	62 193
July 1999	67 069
TOTAL	601 028

These records contained a total of 1 161 199 individual addresses. The number of records received by each State and Territory during the period is shown in the first column in *Table 1 - COA Mailing and responses*.

A further 65 418 records were received for August 1999 and 58 390 for September but these were not actioned in the period covered by this report because the impending mailouts for the Referendum to every elector in Australia included a form to change addresses. The August and September records were actioned after the Referendum mailing.

4.3 Operations

On receipt of each batch of AP COA data, the AEC (CO in Canberra) matched it against the RMANS current file (to avoid sending a letter to someone who had already changed their enrolment) and the Vacant Address file (to avoid sending a letter to an address in the Vacant Address mailing operation as well). Each State and

Territory mailed between four and six COA batches during the period of this report. All letters were sent from State and Territory head offices except for Victoria and the Northern Territory where they were sent from Canberra.

4.4 Mailing

An individually addressed letter with enrolment cards was sent to the first named person at the "to" address. A "to the householder" letter was sent to the "from" address. A total of 615 484 letters were mailed nationally in up to six batches per State or Territory. Copies of the letters are at Appendix 2.

The mailing period commenced in April (for Queensland) and June (other States and Territories) and ceased in September (all states and Territories). The response rate period shows the addresses which returned enrolment cards and number of enrolment cards received by 19 November 1999.

The letter did not mention Australia Post as the provider of the name and address information. However, the COA form advises that information provided on the COA form may be forwarded to the AEC. In the negotiations with AP, CISCO advised that electoral authorities would name AP as the source of the information in response to queries about the issue.

4.5 Response rates

Table 1, COA Mailing and responses shows the **records received, addresses mailed, addresses responding and enrolment cards received** in the CRU activities using AP COA mail. No distinction is made in the statistics between the mailing activities or responses for "to" and "from" addresses in this report. However approximately two thirds of addresses mailed are individually addressed to "to" addresses and the remainder to "from" addresses. The response rate period (up to 19 November 1999) includes the processing of cards collected at Referendum polling places.

The COA activity mailed to 615,484 addresses nationally. Approximately 200,000 addresses responded with almost 300,000 enrolment cards. The national average response rate for **total addresses mailed** was 32.3%.

Table 1 shows the response period divided into four **Response Stages**. Within each Stage the responses are shown as the percentage of **total addresses mailed** on the upper row and the percentage of **total addresses responding** on the lower row:

- Stage 1 up to two months after the mailing
- Stage 2 between two months after the mailing and 19 August 1999
- Stage 3 20 August 1999 to 8 October 1999
- Stage 4 9 October 1999 to 19 November 1999

At the start of this national trial it was considered that people who were going to respond to letters would probably do so in the first two months and the response would progressively reduce after this period. It appears that this has partly been the case, as Stage 1 received a third or more of **total addresses responding** in each State and Territory. Stage 2 received a much reduced response with 1.19% of **addresses mailed** replying in this time and this formed 3.49% nationally of the **total addresses responding**. However in Stage 3 which included the close of rolls and polling day for the Victorian Election and the close of rolls for the Referendum, the response rates rose sharply and were higher than Stage 1, with a response of 13.93% of all **addresses mailed** which was 42.9% of the **total addresses responding**. Stage 4, which included the processing of cards received on Referendum polling day, received 6% of responses to **total addresses mailed** which was 18.62% of **total addresses responding**.

TABLE 2 COA MAILING AND RESPONSES

State/ Territory	NSW	VIC	QLD	WA	SA	TAS	ACT	NT	National (Total/ Average)
COA ADDRESSES									
Received (1)	344 022	250 578	321 837	120 781	72 699	23 555	20 984	6 743	1 161 199
Culled (2)	174 076	119 472	130 537	54 617	42 701	11 637	10 181	2 554	545 775
% culled	50.6%	47.7%	40.5%	45.2%	58.7%	49.4%	48.5%	37.9%	46.5%
MAILING									
Addresses mailed	169 946	131 106	191 360	66 164	29 998	11 918	10 803	4 189	615 484
% mailed	49.4%	52.3%	59.5%	54.8%	41.2%	50.6%	51.5%	62.1%	53.5%
TOTAL RESPONSES									
Total Addresses returning cards	49 187	46 532	61 176	20 725	11 349	4 507	4 450	1 488	199 414
% of total mailing	28.9%	35.5%	31.9%	31.3%	37.8%	37.8%	41.1%	35.5%	32.3%
Total cards returned	73 761	68 947	91 276	31 207	16 448	6 626	6 517	2 299	297 081
RESPONSE STAGES									
1. %of Addresses mailed which returned cards within two months.	9.7%	11.9%	11.5%	10.3%	14.6%	11.6%	14.6%	14%	11.2%
1 % of total addresses responding	33.9%	33.6%	36.1%	32.9%	38.8%	30.8%	35.9%	40.6%	34.6%
2 % of Addresses mailed returning cards between Stage 1 and 19 August 1999	.1%	1.0%	2.6%	.6%	.5%	.9%	.01%	2%	1.2%
2 % of total addresses responding	.002%	2.9%	8%	1.9%	1.32%	2.5%	.7%	5.7%	3.7%
3. %of Addresses mailed which returned cards 20 Aug to 8 Oct	13.6%	15.6%	12.2%	15.8%	12.5%	15.9%	18.5%	13.5%	13.9%
3 % of total addresses responding	47%	44%	38.2%	50.6%	33%	42.1%	44.9%	37%	42.9%
4. % of Addresses mailed which returned cards 9 Oct to 19 Nov	5.5%	6.8%	5.6%	4.5%	10.1%	9.3%	7.3%	5.8%	6%
4 % of total addresses responding	19%	19.3%	17.4%	14.4%	26.7%	24.5%	17.6%	16.5%	18.6%

Notes

- 1 16 199 address records received comprise "to" and "from" addresses from 601 128 AP COA records.
2. these include duplicate addresses received, eg where two "to" addresses are the same or a "to" address is also a "from".

3. Approximately 1.5 cards are returned per address which responded to the mailing.

4.5.1 Stage 1 responses – Up to two months after the mailing

The response rates from Stage 1 for **addresses mailed** (within the first two months after mailing) ranged from 9.7% to 14.6% and the national rate was 11.2%. The percentage response of this Stage of the **total addresses responding** was between 30.8% for Tasmania and 40.6% for the Northern Territory with the national figure of 34.6%.

4.5.2 Stage 2 responses – between two months of the mailing and 19 August 1999

In this response period the percentage of **addresses mailed** which responded was the lowest, at between .1% for NSW and 2.6% for Queensland with a national rate of 1.2%. Of the **total addresses responding**, this Stage received between .002% for NSW and 8% for Queensland with a national percentage of 3.7%. It appears that after two months from the mailing that electors did not return cards unless there was an event to prompt their attention, such as those in the following stages.

4.5.3 Stage 3 responses - 20 August to 8 October 1999

This response period includes the close of rolls for two major electoral events - the Victorian election and the Federal Referendum (and the polling day for the Victorian Election). It is likely that responses in this Stage were prompted by these electoral events. Nationally the response rate was 13.9% of **total addresses mailed** which is higher than the 11.2% in Stage 1 in the two months immediately following the mailing. It is possible that the COA mailing may have stimulated an enrolment in the lead up to the close of rolls time. Electors may have kept the cards sent to them in the COA mailing and returned them during this time. This Stage comprised 42.9% of the **total addresses responding**.

4.5.4 Stage 4 responses – 9 October to 19 November 1999.

This Stage includes the processing of the cards handed in at the Referendum polling day. A national rate of 6% of **total addresses mailed** responded in this Stage. This Stage formed 18.6% of all **addresses responding** with South Australia the highest at 26.7% and Western Australia the lowest at 14.4%.

4.6 Roll amendments

The COA response rates in *Table 1* do not include amendments to enrolment records, ie amendments to names and addresses or misspellings, etc. These figures were included in previous Electoral Roll Review figures when HR were conducted, so comparisons between the two different methods must take this into account.

4.7 Comparison of results to the Queensland Pilot Study

In the 1996/7 Queensland Pilot Study, a response was received from 58% of households where the notice was sent to a “to” address and 41.7% where a “to the householder” notice was sent to “from” addresses. The combined response rate averaged between the “to” and “from” addresses was 49.8% for the Queensland Pilot Study. ⁵ Without the follow up letter (which boosted the reply rate by approximately 10%) the response rate for the Pilot Study would have been 39.8%. The response rate to addresses mailed for the national COA at 32.3% is comparable with the Queensland result. The Queensland study had the advantage of being a dedicated pilot in one state only for a three month period which operated without the distractions of national and interstate electoral events and where there had not been a roll review since 1994.

4.8 Enrolment with no RMANS Address identification

Enrolment cards received from COA addresses mailed which had no RMANS address identification are not accounted for in *Table 1*. 134 889 of the addresses mailed nationally could not be identified on the RMANS Address Register. They were not recorded as they could not be marked against any valid RMANS address. It is estimated that this may increase the actual number of enrolment cards received by approximately 10% (see point 7 in *Table 3* below).

4.9 Volume of COA data

The volume of COA records received from AP was less than the anticipated 900,000 per annum. It appears that the market penetration of the COA is not as high as AP predicted. This confirms the recommendation from the Queensland Pilot Study⁶ that other external data sources are required to gain good coverage of the population for CRU activities.

4.10 Addresses culled

The number of address records culled prior to mailing was almost 50%, for reasons shown in *Table 2 Summary of Major Reasons for culling prior to mailing*. The reasons included invalidity of addresses, problem delivery areas, addresses already mailed under other activities, multi listings of electors or institutions such as defence establishments, (eg a letter was not mailed “to the householder” at a “from” address which was an institution) .

TABLE 3 - SUMMARY OF MAJOR REASONS FOR CULLING ADDRESSES PRIOR TO MAILING

State/Territory	NSW	VIC	QLD	WA	SA	TAS	ACT	NT	National (Total/Average)
Records received	344 023	250 578	321 836	120 781	72 699	23 555	20 984	6 743	1 161 199
CULLING REASONS									
Other mail sent (1)	58 603	35 526	33 127	17 241	10 709	3 597	2 386	1 047	162 236
% of records	17%	14.2%	10.3%	14.3%	14.7%	15.3%	11.4%	15.5%	14%
Duplicate Addresses (2)	29 549	22 083	38 351	14 622	7 418	1 723	2 031	526	116 303
% of records	8.6%	8.8%	11.9%	12.1%	10.2%	7.3%	9.7%	7.8%	10.0%
Elector details changed (3)	32 100	23 276	25 419	7 346	6 756	1 992	2 244	376	99 509
% of records	9.3%	9.3%	7.9%	6.1%	9.3%	8.5%	10.7%	5.6%	8.6%
Already enrolled(4)	41 560	33 037	25 428	11 829	9 608	3 341	2 711	538	128 052
% of records	12.1%	13.2%	7.9%	9.8%	13.2%	14.2%	12.9%	8.0%	11%
Total reasons	161 812	113 922	122 325	51 038	34 491	10 653	9 372	2 487	506 100
% of records	47%	45.5%	38%	42.3%	47.4%	45.2%	44.7%	36.9%	43.6%

Notes

1. Other CRU mail had been sent to those addresses, eg previous COA mailing, undeliverable addresses.
2. Multiple COA records for the one address
3. Already some enrolment action at the address
4. A person of the name on the COA record is enrolled at the new address.

4.11 Different response rates for States and Territories.

Table 1 – COA mailing and responses shows some marked differences in the response rates between the different States and Territories through the different Stages. While the percentage responses of **total addresses mailed** and the **addresses responding** in Stage 1 are much closer together, in Stage 2 there is a marked difference between NSW receiving .1 % of the **total addresses mailed** and .002% of the **total addresses responding**, to Queensland receiving 2.6% and 8% respectively and the Northern Territory receiving 2% and 5.7% respectively. In Stage 3 Western Australia picked up 50.6% of its **addresses responding** . Further analysis of the different conditions and situations in the States and Territories would be necessary to give more insight into these results.

⁶ Ibid, page 34

4.12 Costs

The costs of initiating the AP COA CRU exercise in 1999 are shown below. These costs represent the extra costs to conduct the AP COA exercise and exclude RMANS programming, overheads, Divisional costs and head office staffing costs etc.

TABLE 4 - COA COSTS AND COSTS PER RESPONSE

Item	Cost
AP data (1)	\$ 330 620
Postal cost of mailing out (2)	\$ 246 193
Postal costs of mail received (3)	\$ 119 574
Casual staff in Divisions (4)	\$ 451 584
Casual staff in Head Office(5)	\$ 44 800
Printing (6)	\$ 135 406
TOTAL	<u>\$1 328 177</u>
Cost per address response (7)	<u>\$ 6.66</u>
Cost per card received(8)	<u>\$ 4.47</u>

Notes

1. 601 128 records @ .55c each for November 1998 to July 1999 inclusive (raw records before culling)
2. 615 484 articles @ approximately .40c per article (including "to" and "from" letters)
3. 199 414 articles (responses) received @.47c per article plus and additional 55,000 articles received without cards enclosed not be RTS mail.
4. One person for one day per week for 24 weeks @ \$112 per day, for each Division with 20 Divisions employing two people.
5. 400 casual employment days nationally at \$112 per day (spread over 24 weeks).
6. 615 484 articles mailed at .22 c printing/stationery per article
7. 199 414 responses received nationally (see Table 1). This total does not include an additional estimated 10% responses not matched to an address at time of mail out so not marked separately to this activity on return.
8. 297 081 cards received (see Table 1 plus noted at 7 above)

5 Vacant Address Mailing

The main data mining activity conducted in 1999 was VAM where letters were mailed to addresses on the RMANS Address Register with no current enrolment. The aim of VAM is to contact eligible electors who may live at those addresses.

5.1 Operations

The VAM activity identified addresses on the RMANS Address Register which had no current enrolment but may have had previous enrolment. At the beginning of the activity, 1 215 461 VAM address records were identified nationally as vacant.

The culling of records before mailing at 14% of VAM records extracted, was of course much less than in the COA exercise which was 46.5%, as all addresses originated from the RMANS Address Register and were presumed to be valid at the time of mailing. Addresses were culled because of other CRU mail being sent to those addresses or there were duplicate addresses, etc. Approximately 170 000 addresses were culled.

5.2 Mailing

All letters in the VAM mailing were addressed "to the householder". A total of 1 042 416 addresses were mailed nationally. The mailing period commenced in March (for Queensland) and May (other States and Territories) and ceased in September (all states and Territories). Copies of the letters are at Appendix 2. The response rate period measures the addresses which returned enrolment cards and the number of enrolment cards received by 19 November 1999. Addresses were not mailed until they had been vacant for two months

During the mailing period 22% of letters were returned to sender (RTS). This was due to duplicate addresses, incorrect addresses, vacant addresses, business addresses etc. Where this mail was notated by Australia Post with an RTS reason it provided valuable information for updating the Address Register.

5.3 Response rates

Table 3, *Vacant Address Mailing and Responses* shows the **vacant address records** extracted, **addresses mailed**, **addresses responding** and **enrolment cards received** in the VAM. No follow up or re-mailing was conducted during the period of this report.

A total of 390 020 enrolment cards were received nationally from 268 287 addresses which responded. A similarity exists to the COA mailing in that the high response rates in Stage 3 were prompted by the close of rolls and polling days for the Victorian State election and the Referendum. However, similarly to the COA responses, it can be considered that the original VAM mailing to an address may have stimulated this enrolment.

Table 3 shows the response period divided into four **Response Stages**. Within each Stage the responses are shown as the percentage of **total addresses mailed** on the upper row and the percentage of **total addresses responding** on the lower row:

- Stage 1 up to two months after the mailing
- Stage 2 between two months after the mailing and 19 August 1999
- Stage 3 20 August 1999 to 8 October 1999
- Stage 4 9 October 1999 to 19 November 1999

The response rates of the different stages are very similar to those of the COA mailing. Stage 1 received over a third of **total addresses responding** in each State and Territory (except Northern Territory) and this response was 9.94% of the **total addresses mailed**. In Stage 2 the response was much lower at 3.37% of **total addresses mailed** and 13% of the **total addresses responding**. In Stage 3 which included the close of rolls and polling day for the Victorian Election and the close of rolls for the Referendum, the response rates increased almost to the Stage 1 rates with a response of 7.9% of **total addresses mailed** which was 30.6% of the **total addresses responding**. Response rates in Stage 4, which included the processing of cards received on Referendum polling day, dropped to 4.53% of **total addresses mailed** and 17.6% of **total addresses responding**.

TABLE 5 - VACANT ADDRESS MAILING AND RESPONSES

State/ Territory	NSW	VIC	QLD	WA	SA	TAS	ACT	NT	National (Total/ Average)
VAM RECORDS									
Records	387 567	259 309	240 732	98 517	121 835	61 159	15 376	30 966	1 215 461
Culled (1)	37 928	33 384	29 657	10 912	33 166	14 030	1 448	12 520	173 045
%culled	9.8%	12.9%	12.3%	11.1%	27.2%	22.9%	9.4%	40.4%	14.2%
MAILING									
Mailed	349 639	225 925	211 075	87 605	88 669	47 129	13 928	18 446	1 042 416
% Mailed of total records	90.2%	87.1%	87.7%	88.9%	72.8%	77.1%	90.6%	59.6%	85.8%
Returned to sender	81 601	64 955	56 929	24 649	17 648	17 082	2 938	2 532	268 334
% of mailed	21.1%	25%	23.6%	25%	14.5%	27.9%	19.1%	8.2%	22.2%
RESPONSES									
Addresses returning cards	78 159	60 935	47 977	19 364	37 021	16 934	4 818	3 079	268 287
% of mailed	22.3%	26.9%	22.7%	22.1%	41.7%	35.9%	34.5%	16.7%	25.7%
Cards returned	114 584	87 805	70 130	28 504	53 077	24 465	6 920	4 535	390 020
RESPONSE STAGES									
1. % of Addresses mailed which returned cards within two months	8.2%	10.3%	9.2%	9.2%	18%	10.6%	14.8%	4.2%	9.9%
1. % of total addresses responding	36.9%	38.4%	40.4%	41.8%	43.2%	29.6%	42.8%	25.2%	38.6%
2. % of Addresses mailed which returned cards between Stage 1 and 19 August 1999	1.8%	2.3%	3.4%	2.1%	8.3%	13.6%	2.9%	1.6%	3.4%
2. % of total addresses responding	8%	8.7%	14.8%	9%	20%	37.9%	8.5%	9.7%	13%
3. % of Addresses which returned cards 20 August to 8 October 1999	7.5%	9.7%	6.5%	8%	7.8%	6.7%	11%	7.4%	7.9%
3. % of total addresses responding	33.8%	36.1%	29%	36.1%	18.8%	18.8%	32%	44.3%	30.6%
4. % of Addresses which returned cards 8 October to 19 November 1999	4.7%	4.5%	3.6%	2.9%	7.5%	4.9%	5.7%	3.4%	4.5%
4. % of total addresses responding	21.1%	16.7%	15.8%	13.3%	18%	13.5%	16.5%	20.6%	17.6%

5.3.1 Stage 1 responses - Up to two months after the mailing

The national response rates in Stage 1 of the **total addresses mailed** and **total addresses responding** are the highest of all the Stages with 9.9% and 38.6% respectively.

5.3.2 Stage 2 responses – between two months of the mailing and 19 August 1999

The national response rates in this Stage are markedly lower than Stage 1. However the rates are higher than the same Stage for COA responses. The increased national response rate is due to the much higher response rates for South Australia at 8.3% of **total addresses mailed** and 20% of **total addresses responding** and Tasmania which is higher again at 13.6% and 37.9% respectively. The Tasmanian increase may have been due to the Legislative Council close of rolls which was on 2 August 1999, however that election was only in three out of fifteen Divisions.

5.3.3 Stage 3 responses – 20 August 1999 to 8 October 1999.

The national response rates in Stage 3 rose considerably to 7.9% to **total addresses mailed** and 30.6% of **total addresses responding**. It appears this may be due to the close of rolls for the Victorian and Referendum similar to the COA response rates. However the rates for South Australia, at 7.8% for **total addresses mailed** and 18.8% of **total addresses responding** and Tasmania at 6.7% and 18.8% respectively which were higher than other States and Territories in the previous Stage, are lower in this Stage.

5.3.4 Stage 4 responses – 9 October to 19 November 1999

This Stage includes the processing of the cards handed in at Referendum polling booths. The rates are in a similar range to those of the COA response rates for both percentage of **total addresses mailed** and **total addresses responding**. NSW and the Northern Territory had the highest rates and Western Australia the lowest as percentages of the **total addresses responding**.

5.4 Different response rates of States and Territories

As noted in Section 3.3 above there are distinctions between the States and Territories in response rates over the different Stages which run contrary to the overall results nationally.

An example of these distinctions were the greater response rates in Tasmania in Stage 2 when other States and Territories dropped considerably and the lower response rates in South Australia and Tasmania in Stage 3 than other States and Territories.

While Local Government electoral events may have influenced the State and Territory response rates there may also be other anomalies.

5.5 Costs

The costs of conducting the VAM CRU activity are only represented by postal costs, casual staff and printing as all other costs are ongoing or overhead costs of the AEC.

TABLE 6 VACANT ADDRESS MAILING COSTS

Item	Cost
Postal cost of mailing out (1)	\$ 416 966
Postal costs of mail received (2)	\$ 151 944
Casual staff in Divisions (3)	\$ 198 912
Casual staff in Head Office(4)	\$ 28 000
Printing (5)	\$ 229 331
TOTAL	<u>\$ 1 025 153</u>
Cost per response (6)	<u>\$ 3.82</u>
Cost per card received(7)	<u>\$ 2.63</u>

Notes

1. 1 042 416 @ (approx) 40c per article.
2. 268 287 @ 47c per returned response, plus an additional 55,000 articles received without cards enclosed not being RTS.
3. .5 casual member of staff for one day @ \$112 per day in each Division per week for 24 weeks.
4. 250 casual employment days nationally at \$112 per day (over 24 weeks)
5. 1 042 416 articles at (approx) .22c per article.
6. 268 287 responses.
7. 390 020 cards received.

6 Queensland Field Investigation Report

The AEC in Queensland conducted a field investigation to facilitate strategies for follow up action for non-responses from the COA and VAM activities. The full report of this investigation appears at Appendix 3.

6.1 Aim

The investigation aimed to collect information on the following:

- 1 Address Register anomalies such as incorrect addresses, and non residential addresses which contribute to non responses.
- 2 Non- responding addresses with ineligible electors.
- 3 Difficulties in following up non-responding addresses, eg access, neighbourhood factors.
- 4 Effectiveness of mailing non-addresses, second mailings and personal follow up.

6.2 Fieldwork

The fieldwork was conducted in three Divisions in Queensland, an inner urban, outer metropolitan and outer metropolitan – semi-rural, where 3707 residences which had not responded to the early VAM and COA mailings in March and April were visited.

All residences in the study were visited once during a two week period by Review Officers to complete a questionnaire and undertake a review of the enrolment at the residence.

6.3 Results

The over all contact rate was quite low at only 38% of addresses. However even at addresses where no personal contact was made, an assessment of the correctness of the address and likely occupancy was still made. The results included the following:

1. 7.7% of addresses were incorrect, however this was higher in the semi rural Division. The VAM addresses had a much higher rate of error than the COA addresses.
2. Residents at 14.6% of addresses contacted claimed to be ineligible for enrolment. The majority were non citizens with the greatest percentage in the Division with the highest ethnic population.
3. There was no significant reaction against the letters.
4. A high proportion of addresses not responding required some enrolment action, eg new or departed electors.

6.4 Recommendations

The study made the following recommendations for CRU follow up strategies:

1. Fieldwork at non-responding addresses gains valuable address information even if no personal contact is made.
2. Post COA “*from*” letters one month after the “*to*” letters.
3. The initial letter should emphasise persons ineligible for enrolment to advise the AEC.
4. A follow up letter should be sent to non-respondents two months after the initial letter as the results indicated many people either forgot to enrol or reply.
5. Telephone contact via the “white pages” could be undertaken one month after the first mailout and before a second mailout.

7 Other 1999 activities

7.1 Citizenship Enrolment

In 1999 the AEC continued to conduct the New Citizens Enrolment activities in all States and Territories. AEC staff attend citizenship ceremonies and collect enrolment forms from new citizens which have been pre printed with elector details from immigration records. *Table 7 1999 New Citizen Enrolment* shows the number of enrolment forms collected at these ceremonies in 1999. This CRU activity will continue in 2000.

TABLE 7 - 1999 NEW CITIZEN ENROLMENT

State/ Territory	No of ceremonies	No of ceremonies attended	No of new citizens over 18	No of enrolment forms collected	% of citizens enrolled
NSW	420	108	18 484	16 229	87.8%
Victoria	262	146	8 181	7 095	86.7%
Queensland	180	81	4 725	4 102	86.8%
South Australia	71	38	1 317	957	72.6%
Western Australia	112	111	3 947	3 813	96.6%
Tasmania	89	4	212	135	63.7%
Northern Territory	2	2	62	60	96.8%
TOTAL	1 136	490	36 928	32 391	87.7%

7.2 Queensland Year 12 enrolment campaign

The AEC will conduct a youth enrolment generation activity in Queensland with year 12 students in December 1999. On 20 December 34,000 Queensland year 12 students will receive their graduation material including an information magazine from the Board of Senior Secondary School Studies. With the material they will receive a special combined enrolment form and envelope. The information magazine will include an AEC advertisement and some editorial as well. This activity will cost about \$3,000 for the printing of the form and \$1400 for the insertion cost. All enrolment cards are addressed for return to the AEC's Queensland Head Office and will be tallied to gauge the effectiveness of the activity.

8 State and Territory 1999 CRU activities

8.1 Australian Capital Territory

In 1999 the ACT Electoral Commission introduced the ACT's "One Form Does It All", which combines an electoral enrolment form with change of address forms for a range of ACT Government services, including rates, drivers licence, motor vehicle registration, library card, dog registration and seniors card.

The form is distributed in letters to households with new electricity accounts by ACT Electricity and Water (ACTEW) and made available at a range of ACT Government public contact areas. The form is also distributed to persons notifying change of address with the Office of Rental Bonds.

A total of 5244 forms were received and processed in 1999.

8.2 South Australia

In December 1999, all South Australian Year 12 students will receive a publication with their results which will include a strong enrolment message and enrolment cards.

8.3 Victoria

In 1999 the Victorian Electoral Commission (VEC) conducted a number of CRU activities with external agencies as shown in *Table 4 - Electoral Enrolments generated by the VEC*, below.

TABLE 8 ELECTORAL ENROLMENTS GENERATED BY THE VEC

Year	1996/7	1997/8	1998/9	Response rates
DATA SOURCE AGENCY				
Eastern Energy	18 000	26 500	27 000	50% response rates measured as the number of forms returned against the number of packages sent out.
Powercor	n/a	n/a	1 000	n/a
Maxi	n/a	700	2 000	66% of maxi transactions are enrolment changes
VICROADS	8 700	13 000	8 500	38-40% of enrolment forms returned
Other	4 900	5 000	5 000	n/a
TOTAL	31 600	45 200	44 000	n/a

8.4 Western Australia

In 1999 the Western Australian Electoral Commission (WAEC) conducted post Local Government election processing of change of name and address information using an elector certificate which contained fields for the change of name or address. This generated 18 938 responses in 1999. The WAEC checked the information against the electoral roll and sorted and distributed the cards to the relevant AEC division for processing. The procedures are well established and cost effective. It is anticipated that Local Government elections will serve as an expanding CRU data source as more municipal elections are conducted by post.

9 Issues and Conclusions

The following issues have arisen from the CRU activities in 1999.

9.1 COA and VAM Response rates

Tables 1 and 4 showing COA and VAM mailing and responses indicates that the highest response rates were received in Stage 1, in the two months following the mailing. In this period the response rate to **addresses mailed** was 11.2% for COA and 9.9% for VAM. After the two months, responses dropped sharply to 1.19% and 3.37% of **addresses mailed** for COA and VAM respectively. The subsequent rise in the response rates in Stages 3 and 4 may be attributed to electoral events in those periods. It appears that if electors do not respond in the first two months they probably won't at all unless prompted by an electoral event. Therefore CRU activities need to concentrate on improving the response rate in this period, ie marketing, targeting and follow up reminder activities.

In 2000 there appear to be no expected Federal, State or Territory elections, except for Western Australia, so there will be the opportunity to gauge the effectiveness of the COA and VAM mailing activities on their own.

9.2 Follow up activities

Follow up mailings and other activities were not undertaken in the COA and VAM mailings. The Referendum and State and Territory electoral events served as follow up activities in themselves in that enrolments were received at close of rolls from addresses mailed. However, as a follow up letter in the Queensland Pilot Study increased the response rate by 10% it may be considered to similarly increase responses for COA in 2000 with a follow up letter. This is particularly important for 2000 as there will not be any significant electoral events as follow ups.

9.3 State and Territory response rates

As noted in Section 2 and 3 above, the response rates for different States and Territories across the Stages are within the COA and VAM activities differ to a degree which may warrant further investigation. This could be performed to gain an insight into the best and most suitable CRU strategies for each State's and Territory's enrolment and electoral environment.

9.4 Mail Exercise

As a mail review exercise, COA and VAM "visited" 1.7 million addresses in Australia in 1999 and produced responses from almost 500,000 addresses which generated nearly 700,000 enrolments. These figures do not take into account the minor amendments to enrolment records, as noted elsewhere in the report. Therefore the real product of CRU activities in terms of enrolment can be considered to be understated. A method of assessing this information could be included in CRU operations in 2000.

9.5 Address information

Both the COA and VAM CRU activities generate a large amount of address information through RTS mail, and responses about addresses. This is not reflected in the statistics shown in the Tables for this report but is very valuable for the maintenance of the Address Register and the stimulation for new enrolment. Significant work has been done to create the Address Register. It is intended that more comprehensive statistics will be collated on the receipt of address information in 2000.

9.6 Quality of AP COA data.

AP COA data identifies people whose enrolment details require updating and the accuracy and integrity of the data is of medium quality in comparison to other data sources which originate from proof of identity documentation eg. Citizenship data and Drivers Licence data.

However it is apparent that further external national sources of data sourced from proof of identity documentation are required for ongoing CRU in 2000 in order to gain a greater coverage of the population and target under enrolled groups in the population.

9.7 Duplication of COA data.

Up to 50% of COA data is culled before using, as shown in *Table 2 Reasons for culling*. The major reasons are:

Duplicate addresses
 Other mail sent
 Elector details changed

Duplication of "to" and "from" addresses
 Other mail has been sent through enrolment activities
 The elector has already changed enrolment details

This highlights the need for co-ordinating the use of data from different external sources and on a particular population sector for CRU, eg data from several agencies on movers.

9.8 Youth enrolment – 17 – 21 year olds

The 17 to 21 year old sector of the population is well recognised as being under enrolled and difficult to effectively target enrolment activities. It appears that the two major national CRU activities conducted in 1999 were not very effective in enrolling the 18 to 21 year olds. AP have advised that their own research indicated that this group may not purchase COA services. It also appears this group also may not respond to or be identified by vacant address mailings.

Table 7 – Enrolment by 17 – 20 year olds at 17 July 1999 shows the national enrolment at 17 July 1999 for 18 year olds in the middle of the COA and Vacant Address mailing was extremely low at 42% and at 3% for provisional enrolment 17 year olds. However it had risen to 67% and 11% respectively at 12 October 1999 as shown in *Table 7 Enrolment by 17 – 20 year olds at 12 October 1999*. This rise in national figures is likely to be due to the enrolment for the Referendum. In Victoria the rise may be largely due to the close of rolls for the Victorian election, where it rose by 31% and 27% respectively from July to October. This would have been enhanced by the successful campaign conducted by the VEC to boost enrolment for over 17 year olds through sending them a birthday greeting with enrolment cards using Education Department data.

TABLE 9 – ENROLMENT BY 17 – 20 YEAR OLDS 17 JULY 1999

Age	NSW	VIC	QLD	WA	SA	TAS	ACT	NT	NATIONAL (total/ average)
17 years Enrolled	2 334	1 611	729	1 345	340	190	58	33	6 640
% of pop'n	3%	3%	2%	5%	2%	3%	1%	1%	3%
18 years Enrolled	38 844	29 440	13 2512	10 396	7 955	2 352	1 528	651	104 417
% of pop'n	47%	49%	28%	42%	43%	36%	34%	25%	42%
19 years Enrolled	65 335	51 398	35 144	19 842	15 350	5 658	4 364	1 545	198 636
% of pop'n	81%	85%	76%	80%	84%	91%	89%	58%	81%
20 years Enrolled	65 008	52 135	37 526	20 351	15 615	5 704	4 485	1 804	202 628
% of pop'n	80%	85%	81%	81%	85%	94%	89%	69%	82%

Notes

The percentages in the above table are taken from Australian Bureau of Statistics estimates of the resident population at June 1998.

TABLE 10 – ENROLMENT BY 17 – 20 YEAR OLDS - 12 OCTOBER 1999

Age	NSW	VIC	QLD	WA	SA	TAS	ACT	NT	NATIONAL (total/ average)
17 years Enrolled	4 037	17 912	1 702	1 931	797	587	229	168	27 363
% of pop'n	5%	30%	4%	8%	4%	9%	5%	6%	11%
18 years Enrolled	50 785	47 920	28 100	17 673	12 607	4 549	3 247	1 095	165 976
% of pop'n	62%	80%	59%	71%	68%	69%	73%	42%	67%
19 years Enrolled	65 616	52 564	35 337	20 244	15 608	5 555	4 390	1 650	200 964
% of pop'n	81%	87%	76%	82%	86%	90%	90%	62%	82%
20 years Enrolled	66 642	53 575	38 428	20 704	15 874	5 530	4 574	1 917	207 244
% of pop'n	82%	87%	83%	83%	87%	91%	91%	73%	84%

Notes

The percentages in the above table are taken from Australian Bureau of Statistics estimates of the resident population at June 1998.

It is apparent that special CRU enrolment services need to be developed in all States and Territories for 2000 to boost enrolment of this population group. States and Territories agencies such as Education Departments and Drivers Licence agencies appear to be the best source of data for youth enrolment projects and several State and Territory agencies have planned activities for 2000 as noted below.

10 2000 National CRU activities

10.1 Centrelink

In 2000 the AEC will have access to the Centrelink client database to enable contact with clients who have changed addresses with enrolment services.

In February 2000 Centrelink will commence supplying the AEC with a download of their database every two months. The download will contain name, address and date of birth of all Centrelink clients. The database has approximately 7 million clients. Centrelink receives 30,000 changes of addresses from the clients each week.

The Centrelink database will provide high quality change of address data for CRU as it has been subject to proof of identity at origin and will contain full names and date of birth when forwarded to the AEC.

Address matching between the AEC RMANS Address Register and the Centrelink address base will be required before the data can be processed for mailing etc.

10.2 Citizenship data

In 2000 AEC staff will continue to attend new citizenship ceremonies and collect preprinted enrolments forms after witnessing and signing by new citizens.

In addition, in February 2000 the AEC is to receive a complete download of the database of new citizens from the Department of Immigration and Multicultural Affairs. The database contains 3 - 4 million records of new citizens. Following the download, increments will be forwarded on a weekly basis.

The increments will be used to locate new citizens who are not enrolled during the current enrolment processes conducted at new citizenship ceremonies.

10.3 RMANS Data mining

10.3.1 Vacant Address mailing

This data mining program will be continued in its present format in 2000. Vacant addresses will be considered for re-mailing following no response for six months.

10.3.2 Multi surname mailing (MSM)

MSM mails letters to the most recently enrolled person at addresses with multi enrolment by different families or where the enrolment threshold is exceeded, eg six (6) adults of two different surnames enrolled at an apartment address. The assumption being that the longest enrolled persons may no longer live at the address. The aim is to correct enrolment records at those addresses.

The AEC will conduct this program in 2000. MSM is a targeted mail review program. MSM concentrates on locating incorrectly enrolled electors at addresses.

MSM identifies addresses which are not institutions, where there are four electors for each of two sets of surnames enrolled and examines the dates of enrolment. It may be apparent that previous residents at those addresses may have moved and not have re-enrolled. The most recently enrolled electors are mailed with a request to confirm all enrolments at that address.

10.3.3 Multi enrolments by postal address

The AEC will conduct this program in 2000. The purpose of this is to increase roll integrity by examining enrolments at multiple different residential addresses which have the one postal address.

This program will require examination of records by Divisions for local culling.

10.3.4 High turnover addresses

This program is planned for 2000. RMANS and the Address Register are investigated to reveal addresses at which enrolment turnover is frequent. It will indicate addresses which may be suitable to door knock to check enrolment accuracy.

10.3.5 Targeted door knocks

Targeted door knocks will be undertaken in 2000 in areas such as high turnover areas and new housing developments.

11 2000 State and Territory activities

11.1 Australian Capital Territory

In 2000, the ACT Electoral Commission intends to approach ACT schools with year 11 and 12 students to propose paying schools for enrolment forms received from students.

The ACT will continue to use the "One form does it all" change of address form.

11.2 Queensland

The AEC is presently negotiating with the state Department of Transport to print an enrolment form on their Change of Address form. The form will have a post free address and the AEC's 132326 contact number. The Department of Transport has about 400,000 address changes each year through their offices, police stations and government service centres. The AEC will print the forms (probably no net increase in costs as they are about the same price as an existing card and envelope) and the Department will distribute them as per their normal business. They will also hand a form to each new license applicant (estimated at 60,000 per year). The project is planned to run until 30 June 2000 when a new form would be necessary for the changed enrolment requirements under new legislation.

11.3 South Australia

1. The South Australian State Electoral Office will continue the program with the Residential Tenancies Tribunal whereby people who have moved out of a residence to a new location will receive an enrolment form. From 23 August 1999 to end November 1999, 3 465 cards were received through this activity.
2. The Motor Registry will forward all changes of addresses that are received for drivers licences and motor registrations, together with a focus on newly licensed drivers from 17 to 19 years.
3. Negotiations are underway with the State Commissioner for Taxation, for name and address data to be provided on every citizen who owns property, through the Emergency Services levy. Enrolment letters will be sent to these citizens.
4. Elections for all Local Government authorities will be conducted during May 2000 predominantly by postal ballot. All return to sender mail will provide important information for roll updating.

11.4 Tasmania

1. A school based enrolment program is planned for 2000. The Department of Education is keen to enable enrolment of eligible 17 year old students at all government colleges. Schools will be paid for the collection of completed enrolment forms. Negotiations are underway with non-government secondary colleges to offer those schools the same enrolment services.
2. Service Tasmania will continue to offer a common change of address form. This form allows Tasmanians to notify their change of address details for electoral enrolment, various state government services and in the near future for Centrelink.
3. Agreement in principal has been reached with the motor registry to gain data about newly licensed drivers and address changes for forwarding of enrolment letters and cards.
4. Negotiations are also underway with Aurora Electricity to gain details of address changes for electricity subscribers.
5. Trials In Innovative Government Electronic Regional Services (TIGERS) This program will take advantage of Service Tasmania infrastructure to trial and prototype various improvements to online service delivery such as a range of Commonwealth services through a Statewide network of shop fronts.

11.5 Western Australia

In 2000 the WAEC will conduct the following CRU activities:

1. The WAEC is currently developing a pilot to commence late 1999 or early 2000 in which will use data from the Department of Lands Administration (DOLA) on the name and address of new residential property owners intending to live at a new address. The data would be filtered to identify the desired property transactions and would be received electronically. The data would be checked against the electoral roll to filter unenrolled electors. Enrolment activities would then be concentrated on these names and addresses. It is estimated that 23,000 suitable records per annum would be obtained from DOLA at a cost of \$5000 data cost per annum and postage and processing costs.
2. A Pilot is planned which will use change of name and address data and new drivers licence registrations by 17 and 18 yr olds from the drivers licence registry for enrolment activities. This pilot has received in principle approval. The Department of Transport is currently developing a new database which should make obtaining the data easier. There are also some privacy issues to be addressed.
3. A trial of school based enrolment is planned for the second half of the school year in 2000. It is intended to offer schools a payment per valid and completed enrolment card
4. Preliminary discussions have been held with Curriculum Council regarding the possibility of sending a birthday enrolment cards to 17 year olds.
5. Post electoral processing of change of name and address information and RTS mail generated by local government postal elections. In the conduct of elections for local government, the WAEC collects elector certificates which contain fields for change of name or address and signature. This information is checked against the electoral roll and distributed to the relevant AEC Division for processing along with RTS mail. The May 2000 local government postal elections yielded 18 938 CRU information items. This source of CRU information will expand as more local governments use postal elections.

12 Appendices

1. Electoral Council of Australia, *Continuous Roll Update (CRU) Projects and Activities, 1996-1999*
2. Enrolment letters sent for CRU activities.
3. CRU 1999 Queensland Field Investigation Report.

13 Glossary

AEC	Australian Electoral Commission
AP	Australia Post
CISCO	CRU Implementation Steering Committee
COA	Change of Address
CRU	Continuous Roll Update
DOLA	Department of Land Administration (WA)
DPID	Delivery Point Identification Digit
ECA	Electoral Council of Australia
MSM	Multi Surname Mailing
RMANS	AEC Roll Management System
RTS	Return to Sender
VAM	Vacant Address Mailing
VEC	Victorian Electoral Commission
WAEC	Western Australian Electoral Commission