

2000 Continuous Roll Update

A report from the CRU Implementation Steering Committee
to the Electoral Council of Australia.

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1 Executive Summary

This report summarises the operation of the Continuous Roll Update (CRU) strategies employed in the 2000 calendar year to maintain the electoral rolls for Commonwealth, State, Territory and local government elections. It has been prepared by the CRU Implementation Steering Committee (CISCO) which is a sub-committee of the Electoral Council of Australia (ECA) for submission to the ECA.

The CRU method of maintaining the rolls commenced national implementation in 1999. In 2000, the range of CRU strategies employed was expanded to include a wider range of data sources and methods employed to the secure up-to-date enrolment of eligible electors. CRU now provides a range of strategies for contacting eligible people to fulfil their obligation to be correctly enrolled for Commonwealth, State, Territory and local government elections. Further strategies to expand the CRU process were identified in 2000 for implementation in 2001.

Even though further strategies remain to be adopted to maximise the effectiveness of CRU, the results obtained across 1999-2000 indicate that CRU is and will continue to be a more effective method of maintaining up-to-date electoral rolls than the previous two-yearly habitation review (national door-knock) system.

CRU, in 1999 and 2000 combined, generated the receipt of over 2 million enrolment cards directly attributable to CRU activities, compared with the previous average of 1.4 million forms received during a two-yearly period of a habitation review. In 2000 CRU activities generated the receipt of over 1.2 million enrolment forms (compared to a total of just over 800,000 in 1999).

The total number of enrolment forms received in the last calendar year was in line with expectations. While the total number of enrolment forms from all sources was down in 2000 (1.89 million) compared to 1999 (2.28 million), this was clearly a consequence of there being no significant State or federal elections occurring in 2000. By comparison, in 1999, electoral events included the Commonwealth referendum, State parliamentary general elections in NSW and Victoria and local government elections in NSW and Western Australia, all of which generated significant numbers of enrolment transactions.

The CRU process consists of a range of strategies implemented to ensure the electoral roll is continuously kept up-to-date by using internal and external data to direct roll review activities to targeted persons and residences. This approach allows Australia's electoral authorities to review the accuracy of addresses and enrolled electors recorded on the entire electoral roll in an ongoing way without the inefficiencies inherent in the previous national door-knock system.

CRU initiatives successfully completed in 2000 were:

- ? mailing to persons and addresses where data matching with external sources indicated that an enrolment follow-up was required,
- ? "data mining" of the roll to generate mail to households where enrolment follow up may be needed (such as residences with no persons enrolled, or residences where too many people appear to be enrolled),
- ? establishing enrolment opportunities at life events, such as citizenship ceremonies, students turning 17 or 18, and providing "whole of government" change-of-address forms,

- ? targeted review activities, including reminder mailings and field work (door-knocks), to follow-up cases where responses have not been received to mailings,
- ? youth enrolment initiatives, such as using databases to target young people with mailing and approaching schools to collect enrolment forms from students,
- ? using information received from all the above activities and from “unsolicited” enrolment transactions to review the entire electoral roll and the national list of addresses to identify further cases where targeted review action may be needed and to verify the accuracy of enrolment records where no change is needed.

The combination of these proactive enrolment generation activities with general enrolment transactions (many of which are generated by the announcement of electoral events and by people enrolling without any targeted prompting by electoral authorities) clearly proved to be effective in 1999-2000.

Recommendations

As well as continuing the successful strategies of 2000, the members of CISCO recommend to the ECA that initiatives undertaken for CRU in 2001 include the following:

- ? the expansion of State and Territory data sources including State instrumentalities for data matching,
- ? new outlets are sought for the distribution and collection of enrolment forms, to avoid the need to mail enrolment reminder letters for example the school enrolment collection program,
- ? a more regular objection process is introduced for the removal of electors who have apparently left their enrolled address,
- ? enrolment forms and letters are reviewed,
- ? letters checking enrolled electors in a household are combined with the posting of enrolment acknowledgment cards to the address.

2 Introduction

This report provides a brief background to the implementation of CRU with a timeline showing the development of CRU, the 2000 results of the major CRU programs of data matching, data mining, enrolment opportunities, targeted follow-up review and youth enrolment initiatives. The report has been prepared by the CRU Implementation Steering Committee for submission to the Electoral Council of Australia.

2.1 Background

CRU commenced in 1999 following the last full national habitation review (door knock) in 1998. CRU was introduced following the recommendations of a study into alternatives to habitation reviews commissioned in 1995 by the then Australian Joint Roll Council¹ (now the Electoral Council of Australia). The study recommended a move to CRU, whereby ongoing enrolment programs are used to update electoral rolls by targeting both:

- ? potential new electors, such as new citizens and school leavers; and,
- ? electors who have moved.

Habitation reviews had been undertaken approximately every two years as the principal mechanism for updating the rolls. However, it was apparent that they were not the most effective or efficient method to maintain the rolls because:

- ? door-knocks updated the roll to a point in time and then became increasingly out-of-date and could be up to an estimated 15%-20% out-of-date in a two-year cycle.
- ? they did not always suit the electoral cycles of the States, Territories and the Commonwealth,
- ? difficulties were encountered with access to urban dwellings resulting in inaccuracies,
- ? 60%-80% of residences door-knocked had no change to their enrolment details,
- ? they generated a high number of objections which resulted in up to 5% of the electorate being removed by objection. In many cases, the objections were only finalised immediately before an election, resulting in a rush of re-enrolments at the close of rolls and declaration voting on polling day and subsequent re-instatement to the roll thus compounding roll accuracy problems.

During 1996-98 CRU pilot studies were undertaken by the Australian Electoral Commission in Queensland and the Victorian Electoral Commission and the South Australian State Electoral Office also conducted state specific CRU programs.

In 1999 CRU expanded nationally into a continuous multi-strategy approach.

¹ "Study into Electoral Roll Review Alternatives" Australian Strategic Planning Pty Ltd, Sydney, April 1996.

In 2000, a year without significant electoral events, CRU programs produced excellent enrolment results well in excess of those from the narrower-based habitation reviews, highlighting its effectiveness in targeting new eligible electors and those on the move. A total of 1.2 million enrolment cards were delivered by CRU programs in 2000, which represented 65% of enrolment cards received from all sources, as shown in Table 1. In a year without significant electoral events to stimulate enrolment this indicates the high level of enrolments CRU can generate.

In 1999 the federal referendum and elections in NSW and Victoria stimulated large numbers of enrolment transactions. Of those electors who transferred their enrolment during the referendum close of rolls period in 1999, at least 50% lived at an address which had been identified and mailed through CRU programs. If these electors had responded at the time of the mail-out there may have been up to 100,000 fewer enrolment transactions required. This result clearly indicates that CRU is effective in targeting persons who need to update their enrolment, and highlights the need to pursue follow-up strategies to enrol these persons in the continuous regular follow-up and thereby reduce the close of rolls rush.

With regard to response rates to CRU mailings, it is recognised that, there will still be those who do not respond for various legitimate reasons including non-eligible persons, rural students moving to metropolitan areas for study purposes but maintaining their rural address for their principal residence and those persons who are constantly relocating and who are only likely to update their enrolment details at the time of a major electoral event.

*Table 1
Summary of enrolment forms from CRU in each State and Territory*

| | | <i>Total enrolment forms received</i> | <i>Enrolment forms from CRU</i> | <i>Enrolment forms from CRU as % of total forms</i> |
|----------|------|---------------------------------------|---------------------------------|---|
| NSW | 1999 | 761,190 | 247,639 | 33% |
| | 2000 | 543,217 | 303,750 | 56% |
| VIC | 1999 | 532,676 | 234,794 | 44% |
| | 2000 | 413,421 | 251,018 | 61% |
| QLD | 1999 | 466,755 | 165,662 | 35% |
| | 2000 | 490,252 | 381,171 | 78% |
| WA | 1999 | 231,347 | 75,234 | 33% |
| | 2000 | 175,154 | 108,961 | 62% |
| SA | 1999 | 163,497 | 44,727 | 27% |
| | 2000 | 163,817 | 101,882 | 75% |
| TAS | 1999 | 59,866 | 16,237 | 27% |
| | 2000 | 52,407 | 28,836 | 55% |
| ACT | 1999 | 40,865 | 22,168 | 54% |
| | 2000 | 34,062 | 25,000 | 73% |
| NT | 1999 | 26,964 | 5,653 | 21% |
| | 2000 | 23,049 | 3,838 | 17% |
| National | 1999 | 2,283,160 | 806,870 | 35% |
| | 2000 | 1,895,379 | 1,204,556 | 64% |

2.2 Main CRU programs

In 2000, the main CRU programs were:

2.2.1 Data-matching activities

Contacting electors who may have moved or become eligible to enrol through information from external databases. change-of-address data or data about potential electors who have turned 17 and 18-years of age is matched to the electoral roll to determine if an enrolment change has already been received for the elector at that address. If it has been received, no further action is taken. In some cases, where a previous address is available, contact is also made at the previous or *from* address after matching with the electoral roll.

2.2.2 Data-mining activities

Using electoral databases to contact addresses and individuals where it is indicated that enrolment details may not be up-to-date.

2.2.3 Enrolment activities

Using enrolment opportunities at events such as citizenship ceremonies, including enrolment forms as part of government change-of-address forms and school-based enrolment programs.

2.2.4 Targeted review activities

Directing enrolment follow up to specific addresses or specific groups of electors who may be under-enrolled or who have not responded to previous mailing. These include, fieldwork at non-response addresses and addresses in high turnover or new growth areas.

2.3 Development of CRU

1995

Australian Joint Roll Council (now the Electoral Council of Australia) commissioned a report on alternatives to electoral roll reviews.

1996

*Study into Electoral Roll Review Alternatives*² report completed by Australian Strategic Planning. Enrolment at citizenship ceremonies begins. Multi-purpose government change-of-address and enrolment form introduced in Tasmania.

1996–7

*Continuous Roll Update Pilot Study*³ conducted in Queensland using data-matching with Australia Post change-of-address data. Vacant address and Australia Post change of address mailings nationally March-May 1997.

1998

CRU programs commence

(Note—Full habitation reviews were also conducted or completed in 1998) Vacant address mailing in Tasmania and SA, prior to the federal election. Data-matching: Australia Post change of address. VIC: motor registry data, utilities. QLD and SA: residential tenancies. Enrolment at citizenship ceremonies.

1999

National implementation of CRU commenced

Data-matching: Australia Post change of address commenced nationally in March. VIC: motor registry, utilities, MAXI. SA: residential tenancies. ACT: change of address form. Data-mining: vacant address mailing. Enrolment at citizenship ceremonies, QLD Year 12 results mail-outs

2000

National, State & Territory activities expanded—non response fieldwork piloted

Data-matching—Australia Post and Centrelink change of address, Centrelink 17 and 18-year olds. VIC public utilities, motor registry, education department and public housing. South Australia motor registry, WA new land owner records, Queensland residential tenancies and year 12 results. Data-mining: vacant address mailings and multiple enrolment limit. Enrolment at citizenship ceremonies. School programs in WA, SA, TAS and ACT. TAS and ACT change-of-address form. QLD motor transport change-of-address form and year 12 result advices. Targeted review QLD phone and non-response fieldwork QLD/WA. Fieldwork NSW/ACT/TAS.

² Ibid.

³ "Report on the Continuous Roll Update Pilot Study, 1996/7" AJRC steering committee, July 1997.

2.4 Terms used in the report

2.4.1 Glossary

| | |
|--|--|
| <i>Addresses mailed</i> | Number of addresses mailed with enrolment information. Each mailing includes two enrolment cards. |
| <i>Addresses visited</i> | Number of addresses visited through fieldwork. |
| <i>All address responses</i> | Number of addresses mailed from which any response was received. These responses include enrolment cards, return to sender mail, information about the habitable or residential status of the address etc. |
| <i>% of all responses to mailing/contacts</i> | All addresses responding expressed as a percentage of the addresses mailed/contacted. |
| <i>Addresses responding with enrolment card</i> | Number of addresses mailed from which a response with an enrolment card was received. |
| <i>Addresses responding with enrolment cards as a % of mailing</i> | Number of addresses that responded with an enrolment card expressed as a percentage of the number of addresses mailed |
| <i>Enrolment cards received/collected</i> | Number of enrolment cards received/collected from the addresses mailed/visited. |
| <i>Enrolment cards as % of mailings/contacts</i> | Number of enrolment cards received as a percentage of the number of mailings/contacts made. |

2.4.2 Electoral roll management terms

| | |
|-------------------------|--|
| <i>RMANS</i> | AEC Roll Management System |
| <i>Address register</i> | National file of residential and other addresses held on RMANS |

2.4.3 Electoral authorities

| | |
|----------------|---|
| <i>AEC</i> | Australian Electoral Commission |
| <i>ACT EC</i> | ACT Electoral Commission |
| <i>ECQ</i> | Electoral Commission Queensland |
| <i>NSW SEO</i> | NSW State Electoral Office |
| <i>NTEO</i> | Northern Territory Electoral Office |
| <i>SA SEO</i> | South Australian State Electoral Office |
| <i>TEO</i> | Tasmanian Electoral Office |
| <i>VEC</i> | Victorian Electoral Commission |
| <i>WAEC</i> | Western Australian Electoral Commission |

2.4.4 Other terms

| | |
|-----------------|--|
| <i>COA</i> | Change of address |
| <i>CISCO</i> | CRU Implementation Steering Committee |
| <i>CRU</i> | Continuous Roll Update |
| <i>ECA</i> | Electoral Council of Australia |
| <i>DOLA</i> | Department of Land Administration, Western Australia |
| <i>VICROADS</i> | Victorian motor register and drivers licensing agency. |
| <i>MAXI</i> | Victorian government online change of address program |
| <i>VTAC</i> | Victorian Tertiary Admissions Centre |

3 Data-matching

CRU data matching programs use data from external sources to identify changes of address and potentially eligible electors. Name and address data from external databases is matched against the electoral roll to check if people have updated their enrolment details or have taken up their entitlement to enrol. Letters are mailed where no enrolment change is recorded, providing electors an opportunity to update their details promptly.

3.1 National data matching

The Australian Electoral Commission conducted national data matching for CRU in 2000 using change-of-address (COA) information from Australia Post and Centrelink.

Australia Post information includes the first-named person on the change of address form, and their new and previous address. Centrelink information includes name, address and date of birth. National mail-outs using Centrelink COA data were commenced on a monthly basis from April 2000. In October 2000, separate mail-outs were also commenced using data on new 17 and 18-year-old Centrelink clients.

Australia Post and Centrelink data is matched against RMANS and records are culled where people are already correctly enrolled, deceased, or have silent enrolment status (their address details do not appear on the public roll) or if there has already been a mail-out to that address. Where duplicate records are received from these two sources the single most recent record is used for mailing.

Australia Post data also contains records of addresses *from* which people have moved. These records go through the same data matching and culling processes outlined above but 90 days later to give new people time to move into the *from* address and to qualify for enrolment.

CRU mailings include a letter inviting eligible people to enrol for their current residential address and two electoral enrolment forms. Letters to 17 and 18-year-olds include a single enrolment form.

All responses to mail outs are recorded on RMANS, including enrolment, address information, left address information, mail returned to sender and advice from residents ineligible to enrol.

3.1.1 Australia Post

The Australia Post change of address data-matching program in 1999 and in 2000 is shown in Table 2. Mail-outs to both *to* and *from* addresses are included in the figures. Australia Post provided 1,337,218 change of address records in 1999 and 1,485,048 in 2000 of which 698,265 (47%) were used for mailouts, the remainder being culled for the reasons noted above.

Columns 2 and 3 of the table summarise the *all address responses* to Australia Post mail-outs. This response rate is the number of addresses mailed from which any response was received within the first six months of the mail-out. Nationally, the rate for *all address responses* was 47% in 2000 compared to 50% in 1999. The slightly higher response rate in 1999 was boosted by enrolment activity prior to the federal referendum and elections in NSW and Victoria. Electors may have kept the cards sent to them in CRU mailings during the year and returned them in the lead up to these electoral events.

Table 2
1999 – 2000 National Australia Post mail-outs

| | | 1 Addresses mailed to | 2 All address responses | 3 All address responses as a % of mailings | 4 Addresses responding with an enrolment form | 5 Addresses responding with an enrolment form as % of mailing | 6 Enrolment forms received | 7 Enrolment forms as % of mailings |
|----------|------|-----------------------------|-------------------------------|--|--|---|-------------------------------------|---|
| NSW | 1999 | 209,647 | 93,396 | 45 | 60,934 | 29 | 97,160 | 46 |
| | 2000 | 238,640 | 106,462 | 45 | 64,230 | 27 | 101,986 | 43 |
| VIC | 1999 | 165,233 | 85,545 | 52 | 58,028 | 35 | 94,767 | 57 |
| | 2000 | 130,510 | 62,888 | 48 | 36,762 | 28 | 57,734 | 44 |
| QLD | 1999 | 191,092 | 97,050 | 51 | 67,894 | 36 | 110,876 | 58 |
| | 2000 | 177,351 | 89,841 | 51 | 48,003 | 27 | 75,045 | 42 |
| WA | 1999 | 65,928 | 37,703 | 57 | 27,292 | 41 | 44,581 | 68 |
| | 2000 | 74,374 | 36,792 | 49 | 20,307 | 27 | 31,910 | 43 |
| SA | 1999 | 29,816 | 17,417 | 58 | 12,749 | 43 | 20,228 | 68 |
| | 2000 | 45,781 | 19,602 | 43 | 12,352 | 27 | 18,953 | 41 |
| TAS | 1999 | 11,873 | 6,344 | 53 | 5,169 | 44 | 8,283 | 70 |
| | 2000 | 14,460 | 6,948 | 48 | 4,059 | 28 | 6,220 | 43 |
| ACT | 1999 | 12,900 | 7,489 | 58 | 5,398 | 42 | 8,644 | 67 |
| | 2000 | 12,713 | 6,036 | 47 | 3,525 | 28 | 5,429 | 43 |
| NT | 1999 | 4,183 | 2,171 | 52 | 1,662 | 40 | 2,858 | 68 |
| | 2000 | 4,436 | 1,900 | 43 | 1,241 | 28 | 1,933 | 44 |
| National | 1999 | 690,672 | 347,115 | 50 | 239,126 | 35 | 387,397 | 56 |
| | 2000 | 698,265 | 330,469 | 47 | 190,479 | 27 | 299,210 | 43 |

The rate of *addresses responding with an enrolment form* was 27% in 2000 compared to 35% in 1999. The 2000 response rates vary only slightly between States and Territories – 27% to 28%, and this rate is reflected in the small variation in the number of enrolment forms received, between 41% and 44% (see columns 6 and 7). The lack of variation is a positive indicator that this CRU program is equally successful in all States and Territories in the absence of significant electoral events.

3.1.2 Australia Post reminder letter mailouts

In late 2000, *reminder* letters were mailed to addresses from Australia Post COA records, which had not responded to the first letter inviting people to update their enrolment details. Monthly mail-outs of these *reminder* letters commenced in Queensland, South Australia and the Northern Territory in September 2000, in October 2000 in New South Wales, Victoria, Western Australia and the Australian Capital Territory and in December 2000 in Tasmania.

The national response rate from *all addresses responding* was a relatively high 40%, with 18% responding with a card which supplemented the 43% enrolment cards response rate from the initial mailing.

Table 3
2000 National Australia Post reminder letter mail-outs

| | 1 Addresses mailed to | 2 All address responses | 3 All address responses as a % of mailing | 4 Addresses responding with enrolment forms | 5 Addresses responding with enrolment forms as % of mailing | 6 Enrolment forms received | 7 Enrolment forms received as % of mailing |
|----------|-----------------------------|-------------------------------|---|--|---|-------------------------------------|---|
| NSW | 35,289 | 13,720 | 39 | 4,878 | 14 | 6,987 | 20 |
| VIC | 21,139 | 6,410 | 30 | 2,848 | 13 | 4,082 | 19 |
| QLD | 50,489 | 23,225 | 46 | 12,141 | 24 | 18,016 | 36 |
| WA | 14,348 | 6,326 | 44 | 2,900 | 20 | 4,306 | 30 |
| SA | 3,964 | 1,148 | 29 | 551 | 14 | 788 | 20 |
| TAS | 2,632 | 688 | 26 | 223 | 9 | 326 | 13 |
| ACT | 1,997 | 781 | 39 | 308 | 15 | 432 | 22 |
| NT | 598 | 208 | 35 | 59 | 10 | 81 | 14 |
| National | 130,465 | 52,506 | 40 | 23,908 | 18 | 35,018 | 27 |

When statistics for the Australia Post first and reminder letters are combined, an overall 55% of addresses responded and 335,000 enrolment forms were received. This is an excellent response to this CRU activity.

3.1.3 Centrelink

In 2000, a total of 1,384,378 Centrelink COA records were received and matched. 749,754 first letters (54%) were mailed.

Table 4, shows the response rate for *all address responses* varied from 30% in the ACT to 45% in Victoria and Queensland, with a national rate of 39%, which is lower than the 47% rate for Australia Post mailouts. The response rate of *addresses responding with an enrolment card* was 19% which is less than for Australia Post at 27%.

Table 4
National Centrelink mail-outs in 2000

| | 1 Addresses mailed to | 2 All address responses | 3 All address responses as a % of mailing | 4 Addresses responding with enrolment form | 5 Addresses responding with enrolment forms as % of mailing | 6 Enrolment forms received | 7 Enrolment forms as % of mailings |
|----------|--------------------------------|----------------------------------|--|---|---|-------------------------------------|--|
| NSW | 241,249 | 77,507 | 32 | 46,954 | 19 | 70,293 | 29 |
| VIC | 149,723 | 68,322 | 45 | 31,647 | 21 | 45,822 | 31 |
| Qld | 189,643 | 86,612 | 45 | 36,240 | 19 | 59,211 | 31 |
| WA | 75,583 | 31,525 | 42 | 14,333 | 19 | 21,539 | 28 |
| SA | 52,672 | 17,212 | 32 | 8,874 | 17 | 15,239 | 29 |
| TAS | 23,998 | 9,420 | 39 | 4,510 | 19 | 6,314 | 26 |
| ACT | 8,963 | 2,741 | 30 | 1,701 | 19 | 2,527 | 28 |
| NT | 7,923 | 2,988 | 38 | 1,071 | 14 | 1,435 | 18 |
| National | 749,754 | 296,327 | 39 | 145,330 | 19 | 222,380 | 30 |

Addresses responding with an enrolment form are shown in columns 4 and 5 of Table 4. These varied from 17% to 21% between States and the Australian Capital Territory, with the Northern Territory lower at 14%. Likewise the number of enrolment forms received as a percentage of letters mailed (column 7 of Table 4) varied between 26% and 31%, with the Northern Territory at 18%.

3.1.4 Centrelink reminder mailouts

In late 2000, reminder letters were mailed to addresses from Centrelink COA records, which had not responded to the first letter. Monthly mail-outs of reminder letters commenced in Queensland and the Northern Territory in September 2000, in Victoria, Western Australia and South Australia in October 2000 and in Tasmania in December 2000.

The table below shows the response rates to these letters in 2000 (note that, as these mailouts commenced late in the year, many of the responses to these mailouts would be received in 2001).

*Table 5
2000 National Centrelink reminder letter mail-outs*

| | <i>1 Addresses mailed to</i> | <i>2 All address responses</i> | <i>3 All address responses as a % of mailings</i> | <i>4 Addresses responding with enrolment form</i> | <i>5 Addresses responding with enrolment form as % of mailing</i> | <i>6 Enrolment forms received</i> | <i>7 Enrolment forms as % of mailings</i> |
|----------|--------------------------------------|--|---|---|---|---|---|
| VIC | 55,549 | 16,329 | 29 | 6,478 | 12 | 9,101 | 16 |
| QLD | 88,828 | 34,383 | 39 | 19,275 | 22 | 26,857 | 30 |
| WA | 21,341 | 7,385 | 35 | 3,287 | 15 | 4,427 | 21 |
| SA | 11,692 | 2,478 | 22 | 1,136 | 10 | 1,465 | 13 |
| TAS | 10,021 | 2,022 | 20 | 565 | 6 | 741 | 7 |
| NT | 2,708 | 681 | 25 | 179 | 7 | 229 | 7 |
| National | 189,616 | 63,278 | 33 | 30,920 | 16 | 42,820 | 18 |

When statistics for the Centrelink first and reminder letters are combined, an overall 48% of addresses responded and 265,200 enrolment forms was received. This result is consistent with that obtained using Australia Post data.

3.1.5 Centrelink program for 17 and 18-year-olds

In October 2000, monthly mail-outs commenced using data on new 17 and 18-year-old Centrelink clients. A total of 78,087 of these Centrelink records were received and, following matching and culling, a total of 64,606 letters (87%) were mailed using this data. The mail-out rate indicates that this is a very valuable data source of potential electors in the traditionally under-enrolled youth sector of the population. Table 6 below sets out the response rates to these mail-outs (note that, as these mailouts occurred late in the year, further responses to these mailouts would be expected in 2001).

Table 6
2000 National mail-outs using new 17 and 18-year-old Centrelink clients

| | <i>1</i> <i>Addresses</i> <i>mailed</i> | <i>2</i> <i>All address</i> <i>responses</i> | <i>3</i> <i>% of all</i> <i>responses to</i> <i>mailing</i> | <i>4</i> <i>Addresses</i> <i>responding</i> <i>with</i> <i>enrolment</i> <i>form</i> | <i>5</i> <i>Addresses</i> <i>responding</i> <i>with</i> <i>enrolment</i> <i>form as %</i> <i>of mailing</i> | <i>6</i> <i>Enrolment</i> <i>forms</i> <i>received</i> | <i>7</i> <i>Enrolment</i> <i>forms as %</i> <i>of mailings</i> |
|----------|---|--|--|---|---|---|---|
| NSW | 21,505 | 6,930 | 32 | 5,137 | 24 | 5,260 | 24 |
| VIC | 14,611 | 4,103 | 28 | 2,748 | 19 | 2,829 | 19 |
| QLD | 13,871 | 4,752 | 34 | 3,039 | 22 | 3,151 | 23 |
| WA | 5,806 | 2,036 | 35 | 1,434 | 25 | 1,518 | 26 |
| SA | 5,330 | 1,705 | 32 | 1,243 | 23 | 1,277 | 24 |
| TAS | 2,382 | 821 | 34 | 566 | 24 | 595 | 25 |
| ACT | 802 | 266 | 33 | 199 | 25 | 200 | 25 |
| NT | 299 | 67 | 22 | 38 | 13 | 41 | 14 |
| National | 64,606 | 20,680 | 32% | 14,404 | 22% | 14,871 | 23% |

3.2 State and Territory data-matching programs

CRU data-matching programs conducted by State electoral authorities or by the Australian Electoral Commission using name and address data from State and Territory databases use data from motor registry, education and residential tenancy databases. In 2000 new initiatives were commenced in a number of States and Territories, including some specifically directed to youth enrolment.

3.2.1 Victoria

The Victorian Electoral Commission's CRU data matching programs are well established and have achieved positive results for a number of years, using data from utilities, motor registry and education databases. Table 7 lists the data-matching undertaken in 2000.

The data source with the highest response rate is from users of *MAXI*, the government on-line program. This rate is expected to be high as *MAXI* users have specifically selected to make an enrolment change through using the program. The birthday card sent to 17-year-olds on the Board of Studies database, receives a response rate of 43%, which is excellent from the youth sector. Throughout most of 2000, Victoria had the highest percentage levels of 17 and 18-year-old enrolment. The Victorian Electoral Commission's youth initiatives have resulted in the continued higher levels of youth participation.

Table 7
Victorian data-matching in 2000

| Source of data | No of records received | Records mailed | Returned to sender | Enrolment forms received | Enrolment forms as a % of mailings |
|---------------------------------------|------------------------|----------------|--------------------|--------------------------|------------------------------------|
| MAXI | 3,786 | 2,971 | 66 | 1,704 | 57% |
| Board of Studies <i>birthday card</i> | 185,013 | 49,858 | 789 | 21,490 | 43% |
| VTAC | 17,316 | 4,510 | 34 | 729 | 16% |
| VicRoads | 74,029 | 32,896 | 370 | 7,060 | 21% |
| Totals | 280,144 | 90,235 | 1,259 | 30,983 | 34% |

All Victorian Electoral Commission mail-outs are addressed to individual electors

Board of Studies mail-outs are a happy birthday card to secondary students who turn 17-years.

VICROADS mail-outs are to newly licensed drivers.

VTAC mail-outs are to ex-year 12 students who have applied for entry to a tertiary institution.

3.2.2 South Australia

The South Australian State Electoral Office received data from the SA Motor Registry on a monthly basis during 2000. A total of 216,647 records were received and, following matching and culling by the Australian Electoral Commission, a total of 101,865 letters (47%) were mailed. Like Centrelink data, these records include date of birth, which allows accurate matching.

This data is a valuable source of data on 17 – 21 year-olds as it includes details of new licencees as well as change of address data. For most of 2000, South Australia had the second highest percentage of enrolment of its 17 and 18-year-olds and this can be directly related to this data-matching initiative.

Table 8 sets out the very positive enrolment form response rate to this data source.

*Table 8
South Australian data matching in 2000*

| <i>Source of data</i> | <i>No of addresses mailed</i> | <i>All address responses</i> | <i>% of all responses to mailing</i> | <i>Enrolment forms received</i> | <i>Enrolment forms as a % of mailings</i> |
|-----------------------|-------------------------------|------------------------------|--------------------------------------|---------------------------------|---|
| Motor Registry | 101,865 | 45,040 | 44% | 38,948 | 38% |

3.2.3 Western Australia

For a trial period of six months, the West Australian Electoral Commission obtained information on owner occupied property purchases from the Western Australian Department of Land Administration (DOLA). A total of 20,123 records were received and 13,564 letters (67%) were mailed.

Table 9 sets out the excellent response rates for this program.

*Table 9
Western Australian data matching in 2000*

| <i>Source of data</i> | <i>Addresses mailed</i> | <i>All addresses responses</i> | <i>% of all responses to mailing</i> | <i>Enrolment forms received</i> | <i>Enrolment forms as % of mailings</i> |
|-----------------------|-------------------------|--------------------------------|--------------------------------------|---------------------------------|---|
| DOLA | 13,564 | 4,777 | 35% | 8,251 | 61% |

3.2.4 Tasmania

Agreement has been reached with the Tasmanian Department of Motor Transport for access to the vehicle registration and drivers licence databases. Commencement is subject to significant programming changes to the State system. The first supply of data is expected to be available in 2001

3.2.5 Queensland

Commencing in July 2000, 167,125 records of new bond-holders were received from the Queensland Rental Tenancies Authority this source and monthly mail-outs commenced in July 2000.

Table 10 sets out the enrolment form response rate, which is very positive.

*Table 10
Queensland data matching in 2000*

| <i>Source of data</i> | <i>Addresses mailed</i> | <i>All addresses responses</i> | <i>% of all responses to mailing</i> | <i>Enrolment forms received</i> | <i>Enrolment forms as % of mailings</i> |
|-----------------------|-------------------------|--------------------------------|--------------------------------------|---------------------------------|---|
| RTA | 112,165 | 43,256 | 39% | 48,748 | 43% |

3.2.6 Northern Territory

In the Northern Territory, early negotiations with motor vehicle registry, Power and Water Authority, Departments of Education and Housing were planned to obtain access to data in early 2001.

4 Data-mining programs

Data-mining CRU programs conducted by the Australian Electoral Commission are used to examine the profile of enrolment of all addresses on the RMANS Address Register that are valid for enrolment, so that apparent inconsistencies can be followed up. This is an excellent method of gaining up-to-date and accurate address information for the Address Register

4.1 Vacant address system

The vacant address system identifies addresses that have no electors enrolled. A letter and two enrolment forms are mailed to the *current resident* at that address.

Table 11
1999-2000 Vacant address mailing

| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|----------|------|---------------------|--------------------------|-------------------------------------|---|--|--------------------------------|--|
| | | Addresses mailed | All address responses | % of all responses to mailing | Address responses with enrolment form | Address responses with enrolment form as % of mailing | Enrolment forms received | Enrolment forms as % of mailings |
| NSW | 1999 | 394,685 | 154,035 | 39 | 86,303 | 22 | 134,250 | 34 |
| | 2000 | 120,595 | 45,191 | 37 | 26,558 | 22 | 42,549 | 35 |
| VIC | 1999 | 225,926 | 106,303 | 47 | 57,861 | 26 | 88,932 | 39 |
| | 2000 | 187,185 | 61,474 | 33 | 29,665 | 16 | 44,421 | 24 |
| QLD | 1999 | 211,073 | 79,084 | 37 | 32,260 | 15 | 49,769 | 24 |
| | 2000 | 117,614 | 47,892 | 41 | 31,752 | 27 | 48,690 | 41 |
| WA | 1999 | 87,604 | 34,992 | 40 | 17,206 | 20 | 26,840 | 31 |
| | 2000 | 44,770 | 17,276 | 39 | 8,736 | 20 | 13,475 | 30 |
| SA | 1999 | 54,857 | 24,856 | 45 | 15,866 | 29 | 23,542 | 43 |
| | 2000 | 31,509 | 11,392 | 36 | 6,305 | 20 | 9,324 | 30 |
| TAS | 1999 | 23,820 | 10,330 | 43 | 5,064 | 21 | 7,629 | 32 |
| | 2000 | 22,332 | 8,671 | 39 | 4,294 | 19 | 6,509 | 29 |
| ACT | 1999 | 16,068 | 7,438 | 46 | 5,394 | 34 | 8,280 | 52 |
| | 2000 | 4,991 | 2,155 | 43 | 1,475 | 30 | 2,304 | 46 |
| NT | 1999 | 12,963 | 3,659 | 28 | 1,711 | 13 | 2,735 | 21 |
| | 2000 | 505 | 158 | 31 | 94 | 19 | 158 | 31 |
| National | 1999 | 1,026,996 | 420,697 | 41 | 221,665 | 22 | 341,977 | 33 |
| | 2000 | 529,501 | 194,209 | 37 | 108,879 | 21 | 167,430 | 32 |

The national rate of *all address responses* in column 3 in the above table, was 41% in 1999 and 37% in 2000. In 1999, this rate varied by State and Territory from 37% in Queensland to 46% in the Australian Capital Territory and in 2000 it varied from 33% in Victoria to 43% in the Australian Capital Territory.

Addresses responding with an enrolment form in Queensland increased by 12%.

In Victoria *all address response* rate decreased by 14% in 2000. There was a decrease of 10% in the number of *addresses responding with an enrolment form*, and 15% in the number of enrolment forms as a percentage of the addresses mailed.

South Australia shows a reduction of 9% in the number of responses containing enrolment forms and 13% the number of forms received as a percentage of addresses mailed.

Compared with 1999 the volume of vacant addresses mailed and responses, including enrolment forms was significantly reduced in 2000. This is mainly due to the 1999 vacant address mailings which identified address anomalies on the Address Register which have now been corrected. As a consequence a greater proportion of the 2000 mailing is to vacant addresses which are in fact temporarily unoccupied or have non-eligible residents eg non-citizens and temporary residents. Checking vacant residences is an important data integrity process and a reduction in the number of such address to investigate indicates an improvement in the completeness and accuracy of the roll.

4.2 Multiple enrolment/surname limit exceeded

The multiple enrolment/surname limit exceeded data-mining program was piloted in 1999.

This program identifies addresses where multiple enrolments may have occurred as a result of electors moving but not updating their enrolment combined with later enrolments by new residents. The aim is to review the currency of all enrolments by seeking advice from the current residents.

The system selects addresses where the enrolment limit is exceeded for the type of residence *and* where there are multiple surnames and enrolment dates.

Addresses where enrolment by a number of families and/or greater than four electors would be expected are removed before mailing.

A letter is mailed to the eldest person in the most recently enrolled surname group at the remaining addresses. The letter lists all electors enrolled for that address, and asks the person to whom it is addressed to confirm the correct enrolment at that address.

This program was implemented nationally in late 2000. Mail-outs were undertaken in New South Wales and the Australian Capital Territory in December, in Victoria and Western Australia in August, in Queensland in May, August and November, in South Australia in July, September and November, in Tasmania in August and November and in the Northern Territory in October.

Columns 2 and 3 in Table 12 show a high level of 59% for *all addresses responding*. It is estimated that actual response rates may rise to 70% when replies to letters posted late in 2000 are received in 2001, based on response rates in Queensland from mailings in mid 2000. This response rate is consistent with replies to mail review letters undertaken by the Australian Electoral Commission over the last ten years. As well, householders may be ready to report on previous enrolled occupants that no longer reside at the address. As the aim of the program is to gain information about existing enrolment at an address, a high rate of enrolment cards is not expected in this program.

Table 12

Mail-outs to multiple enrolment/surname limit addresses 2000

| | <i>1</i> <i>Addresses</i> <i>mailed to</i> | <i>2</i> <i>All address</i> <i>responses</i> | <i>3</i> <i>% of all</i> <i>responses to</i> <i>mailing</i> | <i>4</i> <i>Enrolment</i> <i>forms received</i> | <i>5</i> <i>Enrolment</i> <i>forms as % of</i> <i>mailings</i> |
|----------|--|--|--|---|---|
| NSW | 27,228 | 12,269 | 45 | 1,450 | 5 |
| VIC | 20,359 | 13,566 | 67 | 2,744 | 13 |
| QLD | 18,491 | 12,191 | 66 | 2,378 | 13 |
| WA | 6,206 | 4,108 | 66 | 850 | 14 |
| SA | 6,433 | 4,214 | 66 | 836 | 13 |
| TAS | 1,549 | 1,054 | 68 | 205 | 13 |
| ACT | 1,142 | 633 | 55 | 53 | 5 |
| NT | 501 | 267 | 53 | 57 | 11 |
| National | 81,909 | 48,302 | 59 | 8,573 | 11 |

5 Enrolment opportunities

These CRU programs is to enable eligible electors to enrol at events in external organisations eg citizenship ceremonies), to deliver an enrolment card to an elector at the time of another *life event* occasion eg, moving, leaving school, without the need for any follow up activity by electoral authorities. This CRU program successfully links the profile of eligibility for enrolment to other important *life events*.

5.1 Citizenship ceremonies

Since 1998 successful liaison with the Department of Immigration and Multi-cultural Affairs (DIMA) provides enrolment for new citizens attending citizenship ceremonies.

A partially completed enrolment form is now included in DIMA's citizenship pack. The form has all the applicant's relevant details (including the citizenship number) pre-printed on it and, therefore, only requires the applicant's signature and the witness details to be completed. The Australian Electoral Commission divisional staff attend the ceremonies to collect completed enrolment forms.

*Table 13
Citizenship ceremonies 2000*

| | <i>Ceremonies attended</i> | <i>Enrolment forms collected</i> |
|----------|----------------------------|----------------------------------|
| NSW/ACT | 362 | 21,068 |
| VIC | 242 | Estimated 11,000 |
| QLD | 88 | 5,458 |
| WA | 144 | 4,718 |
| SA | 58 | 1,517 |
| TAS | 10 | 233 |
| NT | Nil | Nil |
| National | 1,207 | 43,994 |

5.2 Victoria

The Victorian Electoral Commission has arrangements with a range of utilities and housing authorities whereby enrolment cards are forwarded to new subscribers or new residential bond holders. The results of this program are shown below.

*Table 14
Victorian Electoral Commission programs 2000*

| <i>Source of data</i> | <i>No of records received</i> | <i>Records mailed</i> | <i>Enrolment forms received</i> | <i>Enrolment forms as a % of mailings</i> |
|-----------------------|-------------------------------|-----------------------|---------------------------------|---|
| Eastern Energy | 34,517 | 25,703 | 13,270 | 52% |
| Citipower | na | 51,329 | 7,116 | 14% |
| Powercor | na | na | 50 | na |
| Public Housing | 2,397 | 1,048 | 199 | 19% |
| Rental Bond | 132,522 | 111,983 | 18,974 | 17% |
| Yarra Valley Water | na | 14,274 | 2,693 | 19% |
| Total | 169,436 | 204,337 | 42,302 | 20.7% |

5.3 Queensland

In Queensland, liaison with the board of studies led to the inclusion of an enrolment form with year 12 result advices. The figures in the following table relate to completed enrolment forms received following the mailing of 1999 results. This program was repeated in 2000, with outcomes to be reported in 2001.

*Table 15
Queensland Year 12 enrolment in 2000*

| <i>Source of data</i> | <i>Students mailed to</i> | <i>Enrolment forms received</i> | <i>Enrolment forms as a % of mailings</i> |
|-------------------------|---------------------------|---------------------------------|---|
| Year 12 results mailing | 38,500 | 6,279 | 16% |

From mid 2000 an enrolment form was incorporated into the Queensland Transport change of address form.

5.4 Western Australia

In 2000, the Western Australian Electoral Commission also liaised with public schools to establish a school-based enrolment program. The outcome of this initiative is set out in Table 16 below.

*Table 16
Western Australian school-based enrolment in 2000*

| <i>Source of data</i> | <i>Enrolment forms received</i> |
|-------------------------|---------------------------------|
| School based enrolments | 5,309 |

5.5 South Australia

For many years, the South Australian State Electoral Office has arranged for enrolment forms to be included with Residential Tenancies Tribunal notices to new bondholders. Table 17 below sets out the results of this program and the school based enrolment program operated by the South Australian State Electoral Office.

*Table 17
South Australia RTA and school based enrolment in 2000*

| <i>Source of data</i> | <i>No of addresses (RTT) contacted</i> | <i>Responses from addresses (RTT) or Schools or addresses of motor registry</i> | <i>Enrolment forms received</i> | <i>Enrolment forms as a % of mailings</i> |
|--------------------------------|--|---|---------------------------------|---|
| Residential Tenancies Tribunal | 19,375 | 8,728 | 12,338 | 63% |
| School based enrolments | n/a | 78 | 1,197 | n/a |
| Totals | | 8,806 | 13,535 | |

5.5.1 Tasmania

Arrangements have been made with private and public senior colleges throughout Tasmania to pay colleges for enrolment forms collected from students over 17 years. While this program has achieved acceptance from college principals, only limited progress was made in 2000. Plans in 2001 are to develop an *enrolment day* each semester to focus attention on the program. Potential college enrolment each year is in the order of 8,000 eligible students.

*Table 18
Tasmanian school based enrolment in 2000*

| <i>Source of data</i> | <i>No of students contacted</i> | <i>Enrolment forms received</i> | <i>Enrolment forms as a % of students</i> |
|-------------------------|---------------------------------|---------------------------------|---|
| School based enrolments | approximately 8,000 | 1,462 | Approx 19% |

5.5.2 Australian Capital Territory

Since 1999 the ACT Electoral Commission has included an enrolment form as part of a *one-form-does-it-all* change-of-address form used in the ACT to assist in advising Territory Government agencies of changes of address. This form was distributed in 2000 with new electricity connection letters and to persons applying for rental bonds. In 2000, the ACT Electoral Commission also liaised with schools to establish a school-based enrolment program whereby schools are paid for each completed enrolment form.

The outcomes of both of these Territory specific initiatives are set out in Table 19 below.

*Table 19
ACT school-based and government change of address programs in 2000*

| <i>Source of data</i> | <i>Enrolment forms distributed</i> | <i>Enrolment forms received</i> | <i>Response rate</i> |
|--------------------------------------|------------------------------------|---------------------------------|----------------------|
| School based enrolment | 6,455 | 1,616 | 25% |
| Multi-purpose change-of-address form | N/A | 9,229 | N/A |
| TOTALS | | 10,845 | |

6 Targeted follow-up reviews

In 2000, the Australian Electoral Commission piloted a number of targeted follow-up review activities. Attention focussed on targeting addresses that had not responded to CRU mail-outs. This included telephone follow-up piloted in Queensland as a possible interim measure, and fieldwork (door knocking), trialed at non-responding addresses from mail-outs.

The telephone follow-up piloted in Queensland, used a small in-house call centre and contact was made with some 10,000 non-response addresses. The contact rate was high and feedback from electors was encouraging. However, the resulting return rate of enrolment cards was low. A full report on the pilot was presented to the ECA in mid-2000.

6.1 Non-response field work

In 2000, fieldwork targeted at addresses that had not responded to mail-outs was conducted in Queensland and Western Australia. Two fieldwork activities were undertaken in Queensland with the aim of gauging differences in the results when more recent data was used. Fieldwork in WA was ceased in December due to the pending State election.

The results of the non-response fieldwork are shown in Table 20. In addition to enrolment forms collected, the non-response addresses were reconciled and in the process valuable address information was obtained, such as, holiday homes, or the homes of non-citizens (15% in the first round of fieldwork in Queensland).

*Table 20
2000 field work follow-up of non-respondents to mail-outs*

| | 2 | 4 | 5 | 6 | 7 |
|-------|--------------------------|---|---|------------------------|--|
| | <i>Addresses visited</i> | <i>Addresses where enrolment form was collected</i> | <i>Addresses with enrolment form as % of visits</i> | <i>Enrolment forms</i> | <i>Enrolment forms as a % of addresses visited</i> |
| QLD | 126,290 | 35,012 | 28 | 51,337 | 41 |
| QLD | 83,847 | 24,823 | 30 | 35,732 | 43 |
| WA | 23,925 | 8,727 | 36 | 12,658 | 53 |
| Total | 234,062 | 68,562 | 29 | 99,727 | 43 |

Given the success of the trials, the Australian Electoral Commission will implement non-response fieldwork nationally in 2001.

7 Youth enrolment

7.1 Levels of youth enrolment

CRU programs which access State and Territory motor registry and education databases or which directly source completed forms from school students are the most successful methods of reaching the 17-20 year-olds to increase their levels of electoral participation. Habitation reviews using the door knock process were unable to maintain the level of youth enrolment on an ongoing basis.

However, CRU programs using State and Territory databases, which contact young people when they first become eligible and when they change their address, has boosted the youth participation on the electoral roll. These programs link enrolment to other *coming of age* events such as gaining a drivers licence, leaving school and entering tertiary study.

Youth participation levels vary between States and Territories, and are highest where there are CRU initiatives such as schools based program where students complete an enrolment form in the last years of school, and the inclusion of enrolment forms in Year 12 results mail-outs. The high participation levels in Victoria are directly related to its continuing and successful CRU programs such as the happy birthday card initiative, which uses the Victorian Board of Studies data to mail individually addressed letters to 17-year-olds, including an enrolment form. It similarly mails enrolment forms to ex-Year 12 students who have applied for entry into a tertiary institution and young licensed drivers from the VicRoads database. In South Australia, data-matching with motor transport data on new drivers also delivers a higher level of youth participation.

The CRU program making use of nationally available youth data was the matching of Centrelink data on new 17 and 18-year-old clients against the electoral roll, which commenced in October. Its full effect will be gauged in 2001, when it is hoped that more State/Territory specific databases will be used to target youth.

The comparison between 17 to 20 year-old enrolment rates can be used as a guide in evaluating the existence and effectiveness of different youth enrolment strategies between States and Territories, shown in Table 21 below, (based on extrapolated ABS estimated resident statistics).

Table 21
Youth enrolment by age as a percentage of population - December 2000

| | 17-year-olds | | 18-year-olds | | 19-year-olds | | 20-year-olds | |
|----------|--------------|-----------|--------------|-----------|--------------|-----------|--------------|-----------|
| | Enrolled | % of pop. | Enrolled | % of pop. | Enrolled | % of pop. | Enrolled | % of pop. |
| NSW | 7,657 | 10% | 21,126 | 27% | 54,585 | 69% | 65,346 | 83% |
| VIC | 20,137 | 35% | 31,467 | 54% | 49,232 | 84% | 52,291 | 88% |
| QLD | 5,117 | 11% | 17,836 | 38% | 36,117 | 78% | 37,586 | 83% |
| WA | 6,579 | 26% | 8,092 | 33% | 18,233 | 75% | 20,380 | 84% |
| SA | 3,187 | 17% | 8,592 | 47% | 15,056 | 84% | 16,212 | 93% |
| TAS | 1,410 | 22% | 3,031 | 49% | 5,217 | 86% | 5,449 | 96% |
| ACT | 848 | 20% | 1,910 | 42% | 3,581 | 78% | 4,200 | 86% |
| NT | 149 | 6% | 601 | 23% | 1,420 | 57% | 1,803 | 69% |
| National | 45,084 | 19% | 92,655 | 39% | 183,441 | 76% | 203,267 | 85% |

7.2 State and Territory youth enrolment CRU strategies

In 2000, State and Territory strategies concentrating on encouraging youth enrolment included:

| | |
|------------------|---|
| WA, SA, TAS, ACT | School-based enrolment campaigns—where secondary schools are paid an amount per completed enrolment form returned from 17 and 18-year-olds. |
| SA, VIC | Motor Registry data matching where newly licensed drivers are sent enrolment information. |
| QLD, VIC | Inclusion of enrolment forms in Year 12 results or tertiary institution admission notices |
| VIC | Birthday cards sent to 17 year olds from Board of Studies databases. |

In NSW there have not been youth enrolment strategies comparable to those employed in other states and territories. This is partly due to legislative and privacy restrictions to accessing name and address data from education or motor vehicle and licensing authorities, and contributes to the lower youth enrolment in the 17 and 18-year-old youth population sector in NSW as shown above.

7.3 Research into youth enrolment issues

In 2000 the South Australian State Electoral Office and the Victorian Electoral Commission commissioned research⁴ into attitudes to enrolment and responses to enrolment activities. Both research studies involved group discussions. The research in South Australia was specifically directed to youth groups. In summary, several similar conclusions were reached by the two studies—

- ? there was no incentive to enrol other than at election time
- ? enrolment and voting did not have the *coming of age profile* of other 18-year-old rights and obligations; and
- ? there were no perceived consequences for not enrolling.

⁴ “State Electoral Office – Advertising Concept Testing” McGregor Tan Research for the South Australian State Electoral Office, December 2000.

“Continuous Roll Update Program Research Proposal” Sweeney Research for the Victorian Electoral Commission, September 2000.