

# 2024 Local Government elections resource calendar

The following resources will be provided to councils through the [communications resources hub](#) as they become available in the lead up to and during the 2024 NSW Local Government elections period. Notifications of new resources added to the hub will be provided through the regular council election updates.

Date	Resource	Target audience	What will we do:	What you can do:
February	Save the date <ul style="list-style-type: none"> <li>Social tile</li> <li>Poster</li> <li>DL flyer</li> </ul>	NSW electors	Promote upcoming elections on our social media channels (Facebook, X, Instagram and LinkedIn) and media engagement.	Promote these resources (where appropriate) through your: <ul style="list-style-type: none"> <li>council social media platforms</li> <li>council buildings and venues</li> <li>rates notices and June quarter rate notices</li> <li>newsletters/direct mail from council</li> <li>council website</li> <li>posters on council noticeboards and outdoors</li> <li>council events</li> </ul>
June	Election notices <ul style="list-style-type: none"> <li>Check your enrolment</li> <li>Call for nominations</li> </ul>	NSW electors and potential candidates	Advertise in: <ul style="list-style-type: none"> <li>Sydney Morning Herald</li> <li>Daily Telegraph</li> <li>The Land</li> </ul>	Place these ads in your local papers.
June	Local Government election FAQs	NSW electors	Provide answers to frequently asked questions we are receiving on our social and other customer service channels.	Use these answers, where appropriate, to answer similar questions coming through your customer contact channels, particularly if they are about the election process.

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July	<p>Local Government election Stakeholder engagement kit including:</p> <ul style="list-style-type: none"> <li>• Explainer videos on Voting options, Postal voting, Enrolment, understanding the ballot paper and general information on local elections.</li> <li>• Translated explainer videos in Arabic, Cantonese, English, Greek, Italian, Korean, Mandarin and Vietnamese.</li> <li>• Key election information in 24 languages, and Auslan on Assistance in your language web page.</li> <li>• Easy read election guides.</li> <li>• Fact sheets</li> </ul>	NSW electors	Promote resources through community engagement partners, reference groups and councils.	<p>Promote these resources (where appropriate) through your:</p> <ul style="list-style-type: none"> <li>• social media platforms</li> <li>• newsletters/direct mail from council</li> <li>• website</li> <li>• networks</li> <li>• community events</li> </ul>
July	Candidate resources including the candidate handbook.	Potential candidates	<p>Promote these resources through our:</p> <ul style="list-style-type: none"> <li>• networks</li> <li>• webinars</li> <li>• social media channels</li> <li>• website.</li> </ul>	<p>Promote these resources (where appropriate) through your:</p> <ul style="list-style-type: none"> <li>• candidate events</li> <li>• social media platforms</li> <li>• newsletters/direct mail from council</li> <li>• website</li> <li>• networks</li> </ul>

Date	Resource	Target audience	What will we do:	What you can do:
1 July - 5 August	Phase 1 – Voter awareness campaign: save the date and enrolment <ul style="list-style-type: none"> <li>• Social video/tiles</li> <li>• Digital banner ads</li> <li>• Media releases</li> <li>• Explainer videos</li> <li>• CALD information sessions, dates TBC</li> </ul>	NSW electors	<ul style="list-style-type: none"> <li>• Advertising</li> <li>• Media engagement</li> <li>• Organic social campaign</li> </ul>	Promote these resources (where appropriate) through your: <ul style="list-style-type: none"> <li>• social media platforms</li> <li>• newsletters/direct mail from council</li> <li>• website</li> <li>• networks</li> <li>• community events</li> </ul>
1 July – 15 August	Social media tiles/posts, website content and media releases covering the following nominations topics: <ul style="list-style-type: none"> <li>• Prepare your nomination</li> <li>• Open of nominations</li> <li>• Close of nominations</li> <li>• Ballot paper draw</li> </ul>	Potential candidates	<ul style="list-style-type: none"> <li>• Media engagement</li> <li>• Organic social campaign</li> </ul>	Promote these resources (where appropriate) through your: <ul style="list-style-type: none"> <li>• social media platforms</li> <li>• newsletters/direct mail from council</li> <li>• website</li> <li>• networks</li> <li>• community events</li> </ul>
6 August – 9 September	Phase 2 – Voter awareness campaign: know your voting options <ul style="list-style-type: none"> <li>• Social video/tiles</li> <li>• Digital banner ads</li> <li>• Media releases</li> <li>• Explainer videos</li> <li>• CALD information sessions, dates TBC</li> </ul>	NSW electors	<ul style="list-style-type: none"> <li>• Advertising</li> <li>• Media engagement</li> <li>• Organic social campaign</li> <li>• Community engagement</li> </ul>	Promote these resources (where appropriate) through your: <ul style="list-style-type: none"> <li>• social media platforms</li> <li>• newsletters/direct mail from council</li> <li>• website</li> <li>• networks</li> <li>• community events</li> </ul>

Date	Resource	Target audience	What will we do:	What you can do:
2 - 14 September (TBC)	Phase 3 – Voter awareness campaign: Go and vote <ul style="list-style-type: none"> <li>• Social video/tiles</li> <li>• Digital banner ads</li> <li>• Digital audio/radio</li> <li>• Print</li> <li>• Outdoor</li> <li>• TV</li> <li>• Media releases</li> <li>• Explainer videos</li> </ul>	NSW electors	<ul style="list-style-type: none"> <li>• Advertising</li> <li>• Media engagement</li> <li>• Organic social campaign</li> </ul>	Promote these resources (where appropriate) through your: <ul style="list-style-type: none"> <li>• networks</li> <li>• newsletters</li> <li>• social media channels</li> <li>• website.</li> </ul>
14 September – 3 October	Social media tiles/posts and media releases outlining the counting and results process and timeline.	NSW electors and potential candidates	<ul style="list-style-type: none"> <li>• Media engagement</li> <li>• Organic social campaign</li> </ul>	Promote these resources (where appropriate) through your: <ul style="list-style-type: none"> <li>• social media channels</li> <li>• website</li> </ul>