

Councillor Couros - QoN - Enrol to Vote Campaign Registrations

Tuesday, 11 August 2026
Council

Council Member
Councillor Mary Couros

Public

Contact Officer:
Anthony Spartalis, Chief Operating Officer

QUESTION ON NOTICE

Councillor Mary Couros will ask the following Question on Notice:

'Can the Administration provide a report on the outcomes of the City of Adelaide's "Enrol to Vote" campaign, including:

1. The total number of new registrations received to date.
2. A breakdown of registrations by category, including:
 - o Resident electors.
 - o Non-resident property owners.
 - o Non-resident business occupiers.
 - o Body corporate/company nominees.
 - o Resident non-Australian citizens (where eligible).
 - o Any other enrolment category recognised under the Local Government (Elections) Act.
3. The number of enrolment applications that were accepted, rejected or remain pending, by category.
4. The cost of the enrolment campaign to date, including advertising, mail-outs, digital marketing and staff resources it has cost to date.
5. Administration's assessment of whether the campaign is meeting its intended objectives and whether any further initiatives are proposed before the close of rolls for the 2027 Council elections. The next periodic local government elections are scheduled for April 2027, with the electoral roll closing on 4 January 2027?'

REPLY

1. Numbers provided below are current as of 29 July 2026.
2. Total number of new registrations received: 1,444.
3. Breakdown of registrations by category:
 - 3.1. Resident electors enrolled directly with the Electoral Commission of South Australia (ECSA). There are approximately 14,201 electors on the House of Assembly roll within the City of Adelaide.

- 3.2. Council has received 525 enrolments from eligible non-resident property owners and non-resident business occupiers.
- 3.3. Council has received 194 enrolments from nominees appointed by body corporates and companies.
- 3.4. Non-Australian citizens who are not enrolled as State electors are no longer eligible to vote in City of Adelaide elections.
- 3.5. The City of Adelaide electoral framework provides for owner and occupier "groups" to exercise a vote through the nomination of a single representative from the group. As at 29 July 2026, the City of Adelaide has received 725 owner/occupier group nomination(s).
4. To date, no enrolment applications to Council have been rejected, and none are pending.
5. The cost of the enrolment campaign to date, including advertising, mail-outs, digital marketing and staff resources is as follows:

Consultants (Election, BA, Strategic Marketing)	\$259,910.00
Property and Rating Software Changes (new legislation)	\$163,416.50
Marketing Materials	\$24,709.23
Mailout	\$63,709.00
Staff Resources	\$10,874.96
Staff	\$34,382.84
Data sources	\$1,498.00
Total:	\$558,500.53

6. Administration considers that the electoral participation campaign is progressing positively towards its objectives. Since the commencement of the campaign, there has been strong community engagement with the enrolment program, including a significant number of enrolment applications received and positive feedback regarding campaign communications, the dedicated election team and the Election Navigator service.
 - 6.1. Following the announcement of the revised election date, election engagement activities were temporarily paused to allow campaign materials and messaging to be updated. A further program of engagement activities is planned in the lead up to the close of rolls on 4 January 2027.
 - 6.2. Planned initiatives include:
 - 6.2.1. distribution of flyers to all properties within the City during August 2026 promoting the revised election dates and reminding eligible persons to enrol to vote;
 - 6.2.2. recommencement of the marketing and social media campaign, including videos featuring community members explaining voting eligibility and encouraging participation through the campaign message, "Make it your business to enrol to vote"; and
 - 6.2.3. the issue of reminder correspondence in late October 2026 to eligible persons who have not yet submitted an enrolment form.
 - 6.3. Administration will continue to monitor campaign performance and enrolment trends and, where appropriate, implement additional targeted engagement activities prior to the close of rolls.

Staff time in receiving and preparing this reply	To prepare this reply in response to the question on notice took approximately 9.5 hours.
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