

**Hon Kris Faafoi**  
Minister of Justice

**Proactive release – documents related to referendums held alongside 2020 General Election**

Date of issue: 11 January 2022

The following documents have been proactively released in accordance with Cabinet Office Circular CO (18) 4.

Some information has been withheld on the basis that it would not, if requested under the Official Information Act 1982 (OIA), be released. Where that is the case, the relevant section of the OIA has been noted and no public interest has been identified that would outweigh the reasons for withholding it.

No.	Document	Comments
1.	<b>Provision of public information for the 2020 referendums</b> <i>Aide memoire</i> Ministry of Justice 25 November 2019	Some information has been withheld in accordance with the following sections of the OIA: <ul style="list-style-type: none"><li>• section 9(2)(g)(i) to protect the provision of free and frank opinions,</li><li>• section 9(2)(f)(ii) to protect collective and individual Ministerial responsibility, and</li><li>• section 9(2)(j) to enable a Minister of the Crown or public service agency to carry on negotiations without prejudice.</li></ul>
2.	<b>Electoral Programme – Public Information Programme Strategy</b> <i>Memorandum</i> Ministry of Justice 9 March 2020	Released in full.
3.	<b>Public Information Programme Strategy</b> <i>Report</i> Ministry of Justice 9 March 2020	Some information has been withheld in accordance with section 9(2)(a) of the OIA, to protect the privacy of natural persons.
4.	<b>Socialisation of public information explanatory materials</b> <i>Memorandum</i> Ministry of Justice 3 March 2020	Some information has been withheld in accordance with section 9(2)(a) of the OIA, to protect the privacy of natural persons.
5.	<b>Approval of ‘Guide to’ the proposed Cannabis Legislation and Control Bill</b> <i>Memorandum</i> Ministry of Justice 3 March 2020	Released in full.

No.	Document	Comments
6.	<b>Performance updated on 1 May released of proposed Cannabis Legislation and Control Bill and refreshed referendums website</b> <i>Aide memoire</i> Ministry of Justice 8 May 2020	Released in full.
7.	<b>Referendums accessible resources – signoff</b> <i>Memorandum</i> Ministry of Justice 8 July 2020	Some information has been withheld in accordance with section 9(2)(a) of the OIA, to protect the privacy of natural persons.
8.	<b>Referendums Easy Read accessible resources</b> <i>Memorandum</i> Ministry of Justice 13 August 2020	Released in full.
9.	<b>Referendums translated brochure</b> <i>Memorandum</i> Ministry of Justice 8 July 2020	Some information has been withheld in accordance with section 9(2)(a) of the OIA, to protect the privacy of natural persons.
10.	<b>Referendums translated summaries</b> <i>Memorandum</i> Ministry of Justice 24 July 2020	Some information has been withheld in accordance with section 9(2)(a) of the OIA, to protect the privacy of natural persons.
11.	<b>Public Information Programme Concept Testing Recommendation</b> <i>Memorandum</i> Ministry of Justice 21 February 2020	Released in full.
12.	<b>Public Information Programme – concept testing recommendation</b> <i>Report</i> Ministry of Justice 21 February 2020	Some information has been withheld in accordance with the following sections of the OIA: <ul style="list-style-type: none"> <li>• section 9(2)(a) to protect the privacy of natural persons, and</li> <li>• section 9(2)(j) to enable a Minister of the Crown or public service agency to carry on negotiations without prejudice.</li> </ul>
13.	<b>Use of social media to signpost the public information programme for the 2020 referendums</b> <i>Memorandum</i> Ministry of Justice 10 March 2020	Released in full.
14.	<b>Topic-specific messaging for referendums public information campaign</b> <i>Memorandum</i> Ministry of Justice 20 March 2020	Released in full.

No.	Document	Comments
15.	<b>Public information programme for the 2020 referendums: Visual elements and messaging</b> <i>Aide memoire</i> Ministry of Justice 20 March 2020	Released in full.
16.	<b>Approval of public information programme creative development</b> <i>Memorandum</i> Ministry of Justice 26 May 2020	Released in full.
17.	<b>Referendums 2020 – Signposting activity for approval</b> <i>Report</i> Saatchi & Saatchi 26 May 2020	Released in full.
18.	<b>Referendums social media approach</b> <i>Memorandum</i> Ministry of Justice 3 June 2020	Some information has been withheld in accordance with the following sections of the OIA: <ul style="list-style-type: none"> <li>• section 9(2)(a) to protect the privacy of natural persons, and</li> <li>• section 9(2)(j) to enable a Minister of the Crown or public service agency to carry on negotiations without prejudice.</li> </ul>
19.	<b>Public information programme – Media strategy risk management</b> <i>Memorandum</i> Ministry of Justice 9 June 2020	Some information has been withheld in accordance with section 9(2)(j) of the OIA, to enable a Minister of the Crown or public service agency to carry on negotiations without prejudice.
20.	<b>Approval of final public information programme ‘sign-posting’ material</b> <i>Memorandum</i> Ministry of Justice 16 June 2020	Some information has been withheld in accordance with section 9(2)(j) of the OIA, to enable a Minister of the Crown or public service agency to carry on negotiations without prejudice.
21.	<b>Decision regarding ‘signposting’ activity on election day</b> <i>Memorandum</i> Ministry of Justice 10 August 2020	Some information has been withheld in accordance with section 9(2)(j) of the OIA, to enable a Minister of the Crown or public service agency to carry on negotiations without prejudice.
22.	<b>Updated public information signposting media plan – election date impact</b> <i>Memorandum</i> Ministry of Justice 26 August 2020	Some information has been withheld in accordance with section 9(2)(j) of the OIA, to enable a Minister of the Crown or public service agency to carry on negotiations without prejudice.
23.	<b>Public information Market Research Recommendation</b> <i>Memorandum</i> Ministry of Justice 21 February 2020	Some information has been withheld in accordance with section 9(2)(j) of the OIA, to enable a Minister of the Crown or public service agency to carry on negotiations without prejudice.

No.	Document	Comments
24.	<b>2020 Referendums Information Access Questionnaire</b> <i>Report</i> Saatchi & Saatchi 20 February 2020	Released in full.
25.	<b>Referendums Public Information: Market Research</b> <i>Aide memoire</i> Ministry of Justice 15 May 2020	Released in full.
26.	<b>Public Information Programme Benchmark Market Research Report</b> <i>Memorandum</i> Ministry of Justice 7 May 2020	Released in full.
27.	<b>Measuring Baseline Awareness for Referendum 2020</b> <i>Report</i> Saatchi & Saatchi April 2020	Released in full.
28.	<b>Approval of KPIs for the Referendums Public Information Programme</b> <i>Memorandum</i> Ministry of Justice 8 June 2020	Some information has been withheld in accordance with section 9(2)(j) of the OIA, to enable a Minister of the Crown or public service agency to carry on negotiations without prejudice.
29.	<b>Public Information Programme Mid Campaign Market Research Report</b> <i>Memorandum</i> Ministry of Justice 23 September 2020	Released in full.
30.	<b>Referendums 2020 Awareness Mid-Campaign Report</b> <i>Report</i> TRA August 2020	Released in full.
31.	<b>Referendums 2020 Awareness Final Campaign Report</b> <i>Report</i> TRA November 2020	Released in full.



## **Proactive release relating to public information on the referendums held alongside the 2020 General Election**

This proactive release consists of various Ministry of Justice papers and reports concerning the Ministry's public information programme for the 2020 referendums on the draft Cannabis Legislation and Control Bill and the End of Choice Life Act. Its purpose is to support academic research on the 2020 referendums campaign, and the government's role in the provision of public information for these referendums. These documents, which span the length of the programme from initial set up to final evaluation, provide useful information on the development of the referendum information programme, and the governance structures and procedures put in place to ensure the programme provided factual and impartial information, in line with its Cabinet mandate.

# **Electoral Programme Academic Write-up**

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Signposting documents

## MEMORANDUM

<b>To</b>	Rajesh Chhana, Deputy Secretary, Policy Group	<b>File Ref:</b> 200220_M_PI2020
<b>From</b>	Anna Foley, General Manager, Electoral Programme	<b>Required by:</b> 25/02/20
<b>CC</b>	Graham Bethune, Manager, Public Information; and Shannon Bainbridge, Programme Manager, Electoral Programme	<b>Attachments:</b> 1. Saatchi & Saatchi Proposal 2. Concept Testing Recommendation
<b>Date</b>	21 February 2020	
<b>Subject</b>	<b>Public Information Programme Concept Testing Recommendation</b>	
<b>For</b>	<input checked="" type="radio"/> Approval <input type="radio"/> Review Comment <input type="radio"/> Action <input type="radio"/> Noting	

### Purpose

1. Proposal for Saatchi and Saatchi to carry out concept testing to ensure that the final creative concept and messaging selected for the public information programme 'sign-posting' activity is a robust and tested solution.

### Recommendations

2. It is recommended that you:
  - 2.1. **Note** the Saatchi and Saatchi *Concept Testing Proposal*; ☒
  - 2.2. **Note** the public information programme *Concept Testing Recommendation*; ☒
  - 2.3. **Note** funding is already within our fiscal envelope for the Electoral Programme; and ☒
  - 2.4. **Approve** the proposed *Concept Testing Recommendation* proposal for Saatchi and Saatchi to proceed with testing the final creative concept and messaging selected for the public information programme 'sign-posting' activity. Yes / No

### Background

3. The Cabinet paper *Provision of Public Information for 2020 Referendums* outlines the rationale for a public information programme and supporting website and explanatory materials [\[CAB-19-MIN-0624\]](#).
4. In order to deliver the 'sign-posting' activity committed to by the Minister in the Cabinet paper, a 'look and feel' and creative concept are required.

## Discussion

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5. The creative concept will act as the delivery mechanism for the most public-facing elements of the public information programme and will play an important role in ensuring that the eligible voting public know where to go to access factual and impartial information about the referendums.
6. To deliver on the programme objectives, it is essential that this concept is simple to comprehend, able to easily convey programme messaging and is a concept that resonates strongly with voters.
7. Due to the important role the concept will play in the programme overall, concept testing is highly recommended to ensure that the concept selected is robust, effective and will allow the public information programme to achieve the deliverables and objectives the Minister has committed to. In particular, concept testing will allow the programme to test that the target audience perceives the concept to be impartial.

*What is concept testing?*

8. Concept testing provides insights that are used to refine a proposed brand and key concepts prior to full development, to help identify whether a concept meets the necessary requirements with the target audience to be effective. The concept(s) are usually presented to small focus groups, with discussion facilitated by a research professional. Some benefits of concept testing include measuring the attitude of consumers towards the brand/concepts and finding solutions that can be taken to improve the concept or idea.

*Why do we need a third party to conduct testing?*

9. Engaging an independent third party to conduct the concept testing with the target audience ensures the outputs of the testing are unbiased. The discussion framework will be limited to the concept stimulus presented. The focus groups will not be used to canvass voter opinion or support for the referendums.
10. The cost of this activity is already in the scope of existing Electoral Programme funding and no additional budget is required.

## Recipient/s to complete

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### Senior Responsible Owner Approval

**Name:** Rajesh Chhana

**Position:** Deputy Secretary, Policy

**Signature:**



**Date:**

24/2/20

## Comments

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# Public Information Programme - concept testing recommendation

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## Electoral Programme 2020

Author: s9(2)(j)

Business Unit: Electoral Programme 2020, Policy Group

Version: V1.0

Date: 21/02/2020

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# Document Control

## Version History

Version	Date	Author	Description of Changes
V0.1	10/02/2020	s9(2)(a) Strategic Communications Advisor, Public Information	Original draft
V0.1	11/02/2020	s9(2)(a) Communications Advisor, Public Information	Peer review and feedback
V0.2	12/02/2020	Graham Bethune, Manager, Public Information	Review and amends
V1.0	13/02/2020	s9(2)(a) Strategic Communications Advisor, Public Information	Final version for approval.

## Endorsement

Date	Name	Role
13/02/2020	Graham Bethune	Manager, Public Information
13/02/2020	Anna Foley	General Manager, Electoral Programme

## Distribution

Date	Name	Role
14/02/2020	Shannon Bainbridge	Programme Manager, Electoral Programme
14/02/2020	Brendan Gage	General Manager, Criminal Justice
14/02/2020	Caroline Greaney	General Manager, Civil and Constitutional

## Approval

Date	Name	Role	Signature
14/02/2020	Rajesh Chhana	Deputy Secretary	

# Concept testing recommendation

## Purpose

This document outlines the proposed approach to concept testing, as recommended by the Electoral Programme Public Information team.

## Background

At the 2020 General Election, New Zealanders will be given the opportunity to vote on two referendums:

- Draft Cannabis Legalisation and Control Bill; and
- End of Life Choice Act 2019.

The Cabinet paper, *Provision of public information for the 2020 referendums* outlines the need for a public information campaign and supporting website and explanatory materials. These materials will help to ensure the public can participate meaningfully in the referendum process and support voters in making an informed choice in each referendum [CAB-19-MIN-0624].

The Public Information Team *Communications Strategy and Delivery Plan* outlines the approach and specific pieces of work that are required in order to successfully achieve the deliverables outlined in the Cabinet paper.

A key piece of work is the 10 -11 week 'sign-posting' activity. To be effective, voters need to know where they can access the information materials. Publicity will 'sign-post' voters towards the referendum.govt.nz website and will help to ensure they know that they can access impartial information about both referendums from this site. Publicity will be placed across a range of media, including Māori media. Saatchi & Saatchi, a creative services agency, has been engaged to support in the delivery and execution of this activity, alongside the experienced marketing communications professionals in the Public Information team.

## Concept testing recommendation

To deliver the 'sign-posting' publicity activity, a 'look and feel' and campaign concept are required. These will define the development of assets such as explanatory materials and publicity materials to ensure all communications appear cohesive, uniform and are easily recognisable as being part of the same communications programme.

Concept testing is highly recommended; this is due to the highly visible nature of the public information programme, and the need for everything produced by the programme to be perceived as factual and impartial.

### **What is concept testing?**

Concept testing provides insights that are used to refine a proposed brand and key concepts prior to full development, to help identify whether a concept meets the necessary requirements with the target audience to be effective. Multiple concepts can be presented to identify the strengths and weaknesses of various options.

The concept or concepts are usually presented as draft mock-ups to small focus groups. Participants see the stimulus and are asked to write a private response before participating in a group discussion, which is facilitated by a research professional.

Some benefits of concept testing include:

- measuring the attitude of consumers towards the brand/concepts;
- determining the likelihood of consumers embracing the proposed idea or concept;
- identifying whether the concept, idea, message or image is easily understood by the target audience;
- finding steps that can be taken to improve the concept or idea;
- highlighting any failures of the concept to communicate clearly; and
- detecting failure caused by lack of perceived value by the target audience.

As part of the public information programme, we will test for:

- **Comprehension.** Is the brand able to convey messaging and information that everyday New Zealanders can understand;
- **Impartiality.** Are the concepts presented perceived to be impartial and unbiased, without leading voters towards one side or another of the debate; and
- **Understanding how to access information.** Do participants know to go to [referendum.govt.nz](https://www.referendum.govt.nz) if they wish to seek impartial information about the referendums.

The publicity deliverables of the programme will be highly visible and will likely be subject to scrutiny from a wide range of groups on all sides of the referendum debates. Publicity activity will also be hosted in a crowded environment of competing, ideologically-charged and sometimes conflicting election information and advertising.

Concept testing is recommended as part of our due diligence to ensure that the final creative concept and messaging selected for the public information programme 'sign-posting' activity is a robust and tested solution.

## Alignment with Programme objectives

As outlined in the public information programme *Communications Strategy and Delivery Plan*, the objectives of the public information programme are to:

- ensure the voting public is given the opportunity to be informed;
- make information publicly available, and easy to access by eligible voting New Zealanders;
- ensure all information is, and is perceived to be, factual and impartial; and
- combat mistruths by making the facts readily available.

## Concept testing objectives

In order to deliver on the programme objectives, it is essential for the 'look and feel' and campaign concept to be understood and resonate strongly with voters. The concept will act as the delivery mechanism for the most public-facing elements of the programme and will play an important role in ensuring New Zealanders know where to go to access factual, impartial information about the referendums.

The outcomes of the concept testing will include:

- identifying a proposed idea or concept that resonates strongly with the target audiences;
- ensuring the proposed idea or concept is easy to comprehend and able to convey information in a way that voters can understand;
- measuring the public's perception that the concept or idea is, or isn't, seen to be impartial; and
- determining any steps that can be taken to improve the concept or idea prior to implementation.

## Concept testing recommendation

### Work to be delivered

One round of qualitative research is proposed as part of this work, executed across three focus groups.

The focus groups will be used to test a creative concept(s). Overall results of the testing will provide a high-level view of which concept performed the best. Individual results allow the programme to dive into each concept, to gain an understanding how each one fared and why.

## Method

- Three short focus groups (maximum 1 hour each, 6 people per group);
- Recruitment will be 'blind', i.e. people will just know they are coming to look at advertising concepts – not the subject. This way we ensure impartiality and spread in participant selection;
- All participants would see stimulus, and then do a private response before discussing as a group;
- We would be probing for:
  - Comprehension;
  - Impartiality; and
  - Understanding how to access information.
- Discussion will be limited to the concept stimulus presented. The focus groups will not be used to canvass voter opinion or support for the referendums.

## Stimulus

Boards of creative concept(s) – as close to finished design as possible.

## Audience analysis

The core audience for our communications programme is all eligible New Zealand voters. There are 3,781,000 people in New Zealand over the age of 18. In the 2017 general election 92.4% of eligible voters were enrolled. Voter turnout was 79.8% overall, with 66.7% turnout in Māori electorates.

Research participants will all be 'eligible voters' (of voting age, with the right to vote in New Zealand). They may or may not be intending to vote and/or be currently enrolled. Quotas will be enforced to achieve representation in terms of age, gender and ethnicity, which includes ensuring appropriate Māori representation.

### Excluded groups

Due to the nature of the material and the timings of the research activity, it is recommended the following groups be excluded from participating.

- Advertising, media, marketing or communications professionals;
- Journalists, broadcasters or reporters;
- Political staff or politicians; and
- Ministry of Justice employees.

Group	Age	Number of participants
Group 1	Age 18-24	6
Group 2	Age 25-45	6
Group 3	Age 45+	6

### Participant reward

It is standard industry practice for a small incentive to be offered to those who participate in the research to solicit sufficient levels participation. In this case, each focus group participant will receive \$80 cash in return for their time (approximately one hour, plus travel). Participants will receive the incentive from the research agency. This is not gifted on behalf of the Ministry of Justice or the Electoral Programme.

## Confidentiality

- Focus groups will be held in a controlled environment;
- Participants will be supervised by the research professional who is facilitating the focus group session;
- Participants will not be permitted to take photos, videos or otherwise record the session or the stimulus presented;
- Participants will be asked to sign a non-disclosure agreement; and
- Participants will not know in advance the subject matter that will be discussed at the focus group.

## Timeline

See below an outline of indicative timings, subject to the approval of this recommendation.

Proposed deliverable	Proposed timings
Approval to proceed	21 February

Stimulus received	24 February
Recruitment begins	25 February
Fieldwork (focus groups held)	27 February
Initial debrief	28 February
Full documented debrief	3 March

## Costs and procurement

The concept testing will be coordinated by Saatchi & Saatchi, the marketing communications vendor already contracted to the programme and will be carried out as part of the existing contract and within the existing budget. Additional procurement is not required.

The costs outlined below are within the scope of the public information programme budget and are in line with the advice provided to the Minister in the supporting aide memoire, dated 25 November 2019 to the Cabinet paper *Provision of public information for 2020 referendums*, which stated “market research is a small part of the publicity activity; we are budgeting up to s9(2)(f)(ii) for this function. This is at the lower end of what would typically be allocated to an information programme of this size”. No additional budget is required to carry out this activity [CAB-19-MIN-0624].

Proposed deliverable – concept testing	Proposed cost
Project set-up, consultation	s9(2)(f)
Recruitment, incentives, venue hire and travel	
3 x focus groups	
Analysis, early reporting, and full documentation	
<b>TOTAL</b>	

## Risk mitigation

This section outlines relevant risks to the programme, and the ways in which concept testing will help to mitigate these.

Risk	Mitigation
The public information programme is seen as biased, or to be supporting one side or the other of the debate.	Concept testing will ask participants about the perceived impartiality of the ideas or concepts being considered by the Public Information Programme. This will inform the final selection of the concept and will provide an evidence-base from which to combat any anecdotal feedback or opinions surrounding impartiality or bias, from groups such as the public, the media, political parties or lobby groups on either side of the debate.
The information provided by the public information programme through publicity is seen to be confusing, unclear or 'too hard' to comprehend by the general public.	The outputs of the concept testing will determine whether the proposed concepts are suitable to convey information in a way in which the target audience is able to understand. Feedback on any failures or areas of improvement will inform the final concept design and selection.
The public information programme publicity concept does not resonate with the target audience OR the target audience is unclear what the concept is asking them to do OR the target audience fails to take action because the concept offers a lack of perceived value.	The outputs of the concept testing will provide an overview of how well the concept(s) resonate with the audience, the participants' comprehension of the concept(s), whether the participants understand what action to take to find impartial referendum information, and whether the concept(s) would drive them to take action.
The Ministry or the Minister are concerned about the robustness, impartiality or effectiveness of the final concept proposed by the Public Information team.	Engaging an expert, independent third party to conduct concept testing with the target audience will offer insight as to how the concept may perform in a real-world scenario and will provide unbiased feedback on the robustness, impartiality and effectiveness of the concept.

## Summary

To be effective, voters need to know where they can access referendum information. Publicity will 'sign-post' voters towards the referendum.govt.nz website, and ensure they know where to go to access factual, impartial information about both referendums.

In order to deliver the 'sign-posting' activity committed to by the Minister in the Cabinet paper *Provision of public information for the 2020 referendums*, a 'look and feel' and campaign concept are required. To deliver on the programme objectives, it is essential that the concept is simple to comprehend, can easily convey programme messaging and is a concept that resonates strongly with voters [CAB-19-MIN-0624].

The concept will act as the delivery mechanism for the most public-facing elements of the programme and will play an important role in ensuring New Zealanders know where to go to access impartial information about the referendums. It will also ensure all communications appear cohesive, uniform and are easily recognisable as being part of the same communications programme.

Due to the important role the concept will play in the programme overall, concept testing is highly recommended, to ensure that the concept selected is robust, effective and will allow the public information programme to achieve the deliverables and objectives the Minister has committed to. Concept testing will allow the programme to test that the target audience perceives the concept to be impartial. Engaging an independent third party to conduct concept testing with the target audiences will help to ensure the outputs of the testing are unbiased.

The publicity deliverables of the programme will be highly visible and will likely be subject to scrutiny from a wide range of groups on all sides of the referendum debates. Publicity activity will also be hosted in a crowded environment of competing, ideologically-charged and sometimes conflicting election information and advertising.

Concept testing is a recommended part of due diligence to ensure that the final creative concept and messaging selected for the public information programme 'sign-posting' activity is a robust and tested solution.

**Ministry of Justice**  
**Tāhū o te Ture**

**justice.govt.nz**

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endoflifechoiceact@referendum.govt.nz

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New Zealand Government

## MEMORANDUM

<b>To</b>	Rajesh Chhana, Deputy Secretary Policy	
<b>From</b>	Graham Bethune, Manager, Public Information	<b>File Ref:</b> 20200310_M_Social Media
<b>Cc</b>	Anna Foley, General Manager, Electoral Programme	<b>Required by:</b> N/A
<b>Date</b>	10 March 2020	<b>Attachments:</b> Draft Social Media Terms of Use
<b>Subject</b>	<b>Use of social media to signpost the public information programme for the 2020 referendums</b>	
<b>For</b>	<input checked="" type="radio"/> Approval <input checked="" type="radio"/> Review Comment <input type="radio"/> Action <input type="radio"/> Noting	

### Purpose

1. This note identifies possible mediums (including social media) for 'signposting' the public information programme for the referendums and invites discussion to inform a decision.

### Recommendations

2. It is recommended that you:
  - 2.1. **note** that publicity is needed to ensure voters are aware where they can access impartial, factual information about referendum proposals; ☐
  - 2.2. **note** that social media can be an effective tool for reaching audiences who do not engage with traditional media; ☐
  - 2.3. **note** that Cabinet has directed officials not to engage in public discussion about the merits, risks, costs and benefits of the referendums proposals; and ☐
  - 2.4. **note** that a decision as to whether the Ministry uses social media to signpost explanatory material about the referendums is required so that the information programme can be planned in a holistic rather than ad hoc way. ☐

### Objective of the public information programme

3. Cabinet has directed the Ministry to deliver a public information programme about the proposed Cannabis Legislation and Control Bill and the End of Life Choice Act. The objective of the programme is to:

- 3.1. ensure voters are given the opportunity to be informed about the referendum before casting their votes;
  - 3.2. make information publicly available and easy to access by the voting public;
  - 3.3. be, and perceived to be, factual and impartial, i.e. not contain opinion or commentary; and
  - 3.4. combat mistruths by making the facts readily available.
4. The information materials will be made available on a stand-alone government website.

### **The need for publicity**

5. Publicity is needed to let voters know where to find information, i.e. signpost voters towards the [www.referendum.govt.nz](http://www.referendum.govt.nz) website. Signposting activity will not contain information about the content of the Bill or Act.
6. The aim of the signposting activity is to ensure that a broad range of voters are reached, as many times as possible, in a cost-effective manner. Social media provides an effective and cost-efficient method to reach those who do not engage with traditional media. Eighty-one per cent of New Zealanders who do not watch television, 79 per cent of those who do not read daily newspapers or listen to broadcast radio, have accessed social media in the preceding seven days. Social media is widely used by New Zealanders including Māori, disability groups and overseas voters. For this reason, it is important that we consider using social media as part of the signposting approach.
7. We also note the Electoral Commission's Statement of Intent includes an intention to increase voter turnout amongst Māori, youth, Pacific peoples, Asian, and culturally and linguistically diverse communities. Targeting these groups using their preferred platforms would complement the Electoral Commission's intent.
8. Unlike traditional media (television, radio, newspapers, outdoor and digital advertising), social media allows for engagement with a range of audiences, including those who do not engage with traditional media. This presents some risks for the Ministry, as members of the public are able to freely comment and engage with content if they choose. The public information programme must be impartial, unbiased and factual and not engage in discussion on the risks and merits of the topics.

### **Possible signposting options**

9. The below signposting options have been identified by the Public Information Team. Each option is briefly described, high level pros and cons are identified, and potential risks and mitigations are discussed.

#### *Option 1: Only using traditional media, including digital (status quo)*

##### *Description*

10. The Ministry will run signposting activity across a range of traditional media platforms, including print, radio, television, outdoor (such as billboards, bus shelters) and digital (such

as Stuff, NZHerald and TVNZ On-demand). This will include advertising on Māori and a range of media outlets to reach Māori and non-English speaking voters. This option is outlined in detail in the Public Information Strategy and is progressing.

11. Signposting activity on traditional media will take place in the 10-11 weeks before the election, in line with activity by the Electoral Commission.
12. The following pros and cons of excluding social media platforms have been identified:

<i>Pros</i>	<i>Cons</i>
<ul style="list-style-type: none"> <li>• no commentary for the Ministry to oversee therefore no perception issues relating to Ministry engagement</li> <li>• No resourcing needed to oversee the platform</li> </ul>	<ul style="list-style-type: none"> <li>• limits reach of publicity, as signposting will not reach those who do not engage with traditional media channels or who are overseas</li> <li>• Ministry potentially criticised for not using this channel</li> <li>• accessible video content, such as New Zealand Sign Language translations and audio-described sign-posting videos would not be available to the disability community</li> <li>• reduces the amount of publicity the Ministry can purchase as traditional media is more costly than social media</li> <li>• may not meet voter or media expectations as to visibility of advertising, i.e. not using social media considered a "missed opportunity"</li> <li>• public information programme will have fewer performance metrics for the sign-posting activity</li> <li>• less ability to adjust sign-posting activity, as all of the spend will be on traditional channels which provide less control</li> </ul>

## *Discussion – risk and mitigations*

13. The main risk with this approach is that the reach of signposting activity is insufficient and that large sectors of the community are uninformed about the referendums. This can, to some extent, be mitigated by:
- The plan for reaching voters directly - at a minimum, all enrolled voters will receive the summary information sent out with the Electoral Commission's enrolment update and EasyVote mailouts. This information will sign-post voters towards the [www.referendum.govt.nz](http://www.referendum.govt.nz) website. Those who are not on the electoral roll at the time of the mailout, or who have out-of-date details, would not receive information directly and would need to request information via the 0800 number;
  - Television and radio platforms continue to provide effective ways of reaching mass audiences, with 78% of New Zealanders watching free-to-air TV and 79% of New Zealanders listening to radio each week. Outdoor and Digital channels tend to skew towards younger audiences with 64% of New Zealanders 18 or over having seen outdoor channels in the last week;
    - For more detail on the effectiveness of channels please see the Public Information Strategy; and
  - The contracted agency, Saatchi and Saatchi, can make recommendations for the most effective spend within these parameters.

### *Option 2: Using YouTube (with comment functions disabled)*

#### *Description*

14. In addition to the traditional and digital channels, the Ministry would use YouTube to host publicity/advertising. This would allow the Ministry to embed the videos on the referendum website. This means the video file is hosted by YouTube and the referendum website can make the video available to visitors to the site, utilising YouTube's technology. YouTube would be an ideal platform for displaying visual clips in New Zealand Sign Language, as well as copies of television and digital adverts. This content could also facilitate digital video sign-posting on other digital platforms.
15. YouTube is an essential part of making accessible referendum content available to the public. New Zealand Sign Language translations of collateral, and any audio-described videos (for the blind community) will need to be hosted online. YouTube provides a well known and trusted platform on which to do this.
16. This approach reflects that used in previous referendums, such as by the Flag Consideration Panel in 2015.
17. The comments function of YouTube could be disabled/turned off. This would enable the Ministry to use YouTube as a static advertising medium.
18. Signposting activity on YouTube would take place in the 10-11 weeks before the election, in line with activity by the Electoral Commission.
19. The following pros and cons with this option have been identified:

<i>Pros</i>	<i>Cons</i>
<ul style="list-style-type: none"> <li>• reaches social media users - YouTube is a popular social media platform, with 80% of over 18s in New Zealand using the platform</li> <li>• accessible collateral and signposting is easily available for all New Zealanders</li> <li>• video content on YouTube can be made available on a range of sites, including the referendum website</li> <li>• increases the amount of publicity because advertising on YouTube is cost effective</li> <li>• enables voters to click through from the advert to the <a href="http://www.referendum.govt.nz">www.referendum.govt.nz</a> website</li> <li>• YouTube allows for comments to disabled, meaning there is no oversight requirements or impacts to resourcing</li> </ul>	<ul style="list-style-type: none"> <li>• limits reach of publicity, but to a lesser degree than option 1</li> <li>• could disenfranchise some voters due to lack of awareness, e.g. overseas voters difficult to reach, but to a lesser degree than option 1</li> <li>• may not meet voter or media expectations as to visibility of advertising, i.e. not using social media considered a “missed opportunity”</li> </ul>

#### *Discussion – risk and mitigations*

20. This option ensures that there is publicity available to all New Zealanders, including disabled persons.
21. The disabling of comments removes the perception that the Ministry is entering into public discussion on the referendum proposals.

#### *Option 3: Using Facebook and Instagram*

##### *Description*

22. In addition to traditional and digital platforms, and YouTube, the Ministry would use Facebook and Instagram to signpost where to find explanatory material about the referendums. To do this, the Ministry would need to set up a Facebook Page from which it can ‘anchor’ and serve advertising content. Facebook does not accept advertising that does not link to a Facebook Page. As Instagram is owned by Facebook, the Ministry would not

need to set up a specific Instagram account to operate on Instagram, as the Facebook Page would cover the requirements.

23. If this option was advanced, the Ministry would develop a social media protocol. The protocol would set out how the Ministry would oversee and respond to commentary, including measures to establish the public information programme's role, such as:
  - A comment from the Facebook Page on all activity by the Page briefly outlining the Page's role in providing information for voters and not engaging in debate;
  - Pointing commenters with legitimate questions to the appropriate place on the referendum website; and
  - Removing abusive comments in line with Facebook's community guidelines.
24. This option would ensure the sign-posting activity reflects the advertising activity of the Electoral Commission, i.e. those who are reached by the Electoral Commission Advertising on social media are also likely to see the sign-posting activity, further supporting a seamless voter experience.
25. The Facebook page would be established only for the duration of the sign-posting campaign. It would be disestablished following the referendum.
26. The following pros and cons with this option have been identified:

<i>Pros</i>	<i>Cons</i>
<ul style="list-style-type: none"><li>• reaches hard to reach voters who do not use traditional media, i.e. Facebook is New Zealand's most used social media platform – estimated 3 million active users, including 91% of 18-39 year olds and 83% of New Zealanders over 40</li><li>• increases the amount of publicity because advertising on social media is cost effective</li><li>• enables voters to click through from the advert to the <a href="http://www.referendum.govt.nz">www.referendum.govt.nz</a> website</li><li>• allows for targeted advertising towards key groups, such as overseas voters</li><li>• provides the ability to actively manage advertising in real-time, due to the level of control offered by</li></ul>	<ul style="list-style-type: none"><li>• will attract comment and engagement from Facebook users, which will require active management by Ministry staff, including oversight and limited responses</li><li>• may result in, or create the perception, that Ministry staff are entering in to discussion about the proposals. This could be mitigated by an opening comment on all content, as per paragraph 23</li><li>• creates additional workload for Ministry staff because of the need to actively manage Facebook</li><li>• creates the perception that the Ministry is monitoring public debate on the referendums</li></ul>

<p>Facebook advertising</p> <ul style="list-style-type: none"> <li>• public information programme seen as using all the available tools to effectively deliver the public information programme</li> <li>• provides increased performance metrics for the public information programme to measure the effectiveness of the sign-posting activity</li> </ul>	
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*Discussion - risk and mitigations*

27. The key risk with this option is that using Facebook is likely to attract comments and engagement from Facebook and Instagram users. As Facebook is a social networking tool there would be an expectation that the Ministry has oversight of feedback (if only to ensure there is no abusive language left on a government website). This could create the impression that the Ministry is monitoring social media for mis/disinformation about the referendums, which no government agency currently has the mandate (or the capability) to do. There would also be an expectation that the Ministry responds to comments. This puts the Ministry in a difficult position as Cabinet has directed that officials are not to facilitate public discussion or enter in to any dialogue on the merits or otherwise of the referendum proposals. The public information programme would create a protocol that includes:
- A clear disclosure statement accompanying the signposting material, i.e. that Ministry won't be entering into any dialogue or correcting information.
  - A clear set of expectations for engagement with the content, outlined in the Page's 'About' section and on the referendum website, which reflect Facebook's Community Guidelines, including:
    - Removal of all abusive comments: and
    - pre-agreed responses to specific questions that the Ministry is able to post, directing commenters to the referendum website.
28. If a decision was made that Facebook advertising was not meeting the needs of the programme, it could be shut down in less than 24 hours and all advertising turned off.
29. Consideration was given to using the existing Facebook pages of the Ministry or the Electoral Commission. However, this approach was not seen as a viable given the requirement for the explanatory material to be made available on a standalone government website rather than the Ministry or Electoral Commission websites.

## Next Steps

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30. A meeting has been set up for 10 March to discuss including social media as part of the 'sign-posting' activity for the public information programme for the referendums.
31. A decision is required so that:
  - media planning can continue with certainty of the available platforms
  - advertising bookings can be made
  - any protocols can be developed and socialised

## MEMORANDUM

**To** Rajesh Chhana

**CC** Shannon Bainbridge, Programme Manager  
Anna Foley, General Manager, Electoral Programme

**From** Graham Bethune, Manager, Public Information

**Date** 20/03/2020

**Subject** **Topic-specific messaging for referendums public information campaign**

**For** ☒ Approval ☐ Review comment ☐ Action ☐ Noting

**File Ref:**  
200320\_M\_Topic\_Specific\_Messages\_Referendum

**Required by:**  
End of day 23/03/2020

**Appendix A:**  
List of messages for approval

**Purpose**

1. This memorandum seeks your approval and/or feedback on topic-specific messaging proposed for use as part of the public information programme for the referendums.

**Current decisions**

2. The New Zealand public will be given the opportunity to vote on two referendums alongside the General Election. *Provision of public information for the 2020 referendums [CAB-19-MIN-0624]* provides guidance on the deliverables and requirements of a public information programme.
3. To carry out a public information programme, a creative concept is required. A recommended creative concept was presented to you on 10 March. One aspect of the concept involved the use of topic-specific messaging to raise awareness of the two referendum topics and drive engagement.
4. The public information programme team strongly recommend the use of topic-specific messaging and this memo outlines the recommendation, rationale, development process, approvals process, timings and next steps. **The messages are supplied for your approval or feedback in Appendix A.**
5. Find below a visual example of the creative concept presented to you on March 10, as a reminder of the context in which the topic-specific messaging will be shown. The question will always be presented alongside "referendums.govt.nz", "Know before you vote" and the New Zealand Government logo.



6. The public information programme is based on the requirements in *Provision of public information for the 2020 referendums* [CAB-19-MIN-0624]. For your reference, see below some of the key requirements that the Cabinet paper stipulates programme communications must adhere to:

7. <b>Material produced as part of the public information programme will:</b>	8. <b>Material produced as part of the public information programme will <u>NOT</u>:</b>
<ul style="list-style-type: none"> <li>• "[be] strictly factual and does not provide opinion or commentary"</li> <li>• "combat mistruths by making the facts readily available"</li> <li>• "be used to help people to come to their own views"</li> <li>• "let voters know how to access all the explanatory materials before casting their referendum votes"</li> <li>• "[ensure] general comparability in the approach being taken to the provision of information for both referendums".</li> </ul>	<ul style="list-style-type: none"> <li>• "explore the merits or risks of either proposal"</li> <li>• "be perceived as speculative or supporting a particular position"</li> <li>• "include 'pros and cons'-type information"</li> <li>• "risk being seen as supporting one side or other of the debate"</li> </ul>

### **Rationale for recommending the use of topic-specific messaging**

9. As outlined in the *Public information programme strategy*, the programme communications objectives are to:
- 9.1. ensure the voting public is given the opportunity to be informed
  - 9.2. make information publicly available and easy to access by all eligible New Zealand voters
  - 9.3. ensure all information is, and is perceived to be, factual and impartial
  - 9.4. combat mistruths by making the facts readily available.
10. To achieve these objectives and ensure the delivery of a successful programme, the public information team strongly recommends that campaign messaging engages with the individual referendum topics ("topic-specific messaging").
11. There are inherent risks associated with not using topic-specific messaging as part of the campaign. The importance of being able to use topic-specific messaging cannot be emphasised strongly enough – it relates to the programme's ability to deliver a public information programme that is effective and achieves the Government's commitment, as outlined in the Cabinet paper. Refer to the key points from the Cabinet paper below:
- 11.1. "The[se] information materials will support voters in making an informed choice in each referendum"

- 11.2. "This explanatory information is necessary for the referendums to produce a fair outcome, that can be accepted by voters, even if the outcomes are not what they voted for"
- 11.3. "To be effective, voters need to know where they can access the information materials. Publicity will signpost voters towards the govt.nz website"
- 12. Simply producing the materials and sign posting voters to a govt.nz website by using only generic messaging will be *insufficient* to engage a large percentage of voters, particularly those who are not already engaged with broader democratic processes. To be engaging and effective, communications must 'cut through the noise'. Our messages must be powerful enough to motivate voters to visit the website.
- 13. We consider topic-specific messaging to be crucial to engage New Zealanders and ensure the largest possible number are given the opportunity to be informed ahead of casting their vote
- 14. There is a very real risk that, in the absence of the ability to use topic-specific messaging, the programme will not meet its overall objectives

#### **Topic-specific messaging will support the delivery of programme objectives**

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- 15. **The use of topic-specific messaging will support our overall programme objectives by:**
  - 15.1 Raising awareness of the two referendum topics and supporting voters who want to understand what they are voting on.
  - 15.2 Reinforcing that there are two referendums and that Government information on both referendums is available on one website.
  - 15.3. Engaging a wider audience, including those who are not already be engaged in the referendums or wider democratic processes.
  - 15.4. Promoting and extending the role of the site and its perceived importance.
  - 15.5. Allowing us to phase our communications messaging by introducing various pre-approved messages at different times. This means we can keep engaging voters and ensure our messaging evolves in line with voter interest and awareness as we move closer to election day.

#### **A robust approval process will mitigate potential communications risks**

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- 16. Due to the sensitive nature of both referendum topics, there is an element of risk associated with campaign messaging delving into the individual topics. The public information programme acknowledges the risk and is confident this can be mitigated by a robust, thorough sign off process, which is escalated to GM, SRO, Chief Executive and, if deemed appropriate, to Ministerial level
- 17. **The topic-specific questions proposed for use as part of the campaign are supplied as an appendix to this memo for your approval and/or feedback.** Please indicate in your feedback which messages you are comfortable with and any messages you deem to be unsuitable. Representatives from the public information team are available to discuss your feedback in person, or if you would like further information before indicating your preference on particular messages.

18. **The generic referendum messages proposed for use as part of the public information campaign are also supplied for your approval.** While these are not considered as high-risk as the topic-specific messages, it is recommended that these generic messages are signed off using the same feedback and approvals process.
19. Any feedback you provide will be incorporated before the messages are escalated to the Chief Executive.
20. Note: Not all messages that are signed off are guaranteed to be used. The approved messages that are selected for use will also vary by advertising channel.
21. Note: We will ensure that all messages selected for use are directly answered by content on the website.
22. Best efforts have been made to supply one consolidated list of messaging for use as part of the campaign so that sign-off can be packaged into one round of approvals. However, one of the benefits of this creative territory is that we can be nimble and switch out questions/messaging during the campaign period if this is recommended as part of optimisation efforts. In this case, additional questions would be put through the same sign off process at this time. No question would ever be published by the public information team or the advertising agency without sign off from the SRO or above.

#### **Timings: Why a decision on this matter is required quickly**

23. Timely approval of the proposed topic-specific messages is required for the programme to continue tracking in line with our delivery plan. The number of topic-specific messages available for use will impact the number of creative executions that can be produced, which has a flow-on effect on media planning, campaign phasing and production costs. Without resolution of this matter, these elements of the activity cannot proceed as originally planned and rework may be required if a decision on topic-specific questions is delayed.
24. The proposed timings are:
  - 24.1. **20-23 March** - SRO approval and/or feedback.
  - 24.2. **24 March** - Any feedback incorporated by public information programme team.
  - 24.3. **25 or 26 March** - Messages sent to the Chief Executive for final approval. A meeting to discuss this matter is scheduled for 25 March.
  - 24.4. **27 March** - Information supplied in Minister's weekend bag for socialisation.
  - 24.5. **30 March** - Information discussed with Minister at official's meeting (recommended by the Minister's office).

#### **Process undertaken to develop the topic-specific messaging**

25. Work to develop the topic-specific messages for consideration was immediately undertaken following the feedback received from the SRO on the creative concepts presented on 10 March.
26. Two workshops to develop a list of questions for consideration were held by the public information programme team on March 12 and 13 respectively, with input from policy subject matter experts. Feedback and advice were then sought from Saatchi & Saatchi.

creative experts, to ensure all questions put forward for consideration would be suitable for use, including being engaging enough and sufficiently plain-language to be effective in capturing the attention of everyday Kiwis as part of the campaign.

27. We have been very careful in the development of the proposed topic-specific messages, to structure them in a way as to continue to be impartial and to not be seen to imply a preference or likely outcome from the referendums. Phrasing the questions in a way that focuses on the Bill or the Act (e.g. "what does it say about ...?" or "what would the law be around ...?"), continues to achieve impartiality, while providing for a much more engaging and thought-provoking sign posting programme. Voters are far more likely to engage with content of this nature, than with generic messaging.
28. Outside of the Electoral Programme team, the topic-specific questions have been circulated with the below SMEs and their feedback is pending:
- 28.1 Caroline Greaney, General Manager, Civil and Constitutional
- 28.2 Brendon Gage, General Manager, Criminal Justice
- 28.3 Georgina Matheson, General Manager, Communication Services
- 28.4 Daniel Reid, Chief Advisor to the Chief Executive/ Secretary for Justice
- 28.5 Jono Weir, Policy Manager
29. Feedback has already been received and incorporated from:
- 29.1 Lauren Perry, Chief Advisor to the Deputy Secretary, Policy
- 29.2 Chris Hubscher, Policy Manager

### Next steps

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30. Please approve or provide feedback on the messages supplied in Appendix A of this memorandum.
31. Following your approval or feedback we will:
- 31.1 incorporate any feedback;
- 31.2 invite you to a meeting on 25 March to discuss this matter with the Chief Executive and Electoral Programme team representatives; and
- 31.3 discuss the referendum creative concept and the approved topic-specific messages with the Minister of Justice at the officials meeting on 30 March, as recommended by the Minister's office. Information will be provided in advance as part of the Minister's weekend bag on 27 March.

### Recommendations

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32. It is recommended that you:

1. **Note** the benefits, risks and mitigations identified in this memo; and
2. **Approve** the messages supplied in Appendix A of this memo.



Yes / No

- as agreed at meeting with Andrea Fiddell  
last the team. resolved in email for Graham 26/3/20

Recipient/s to complete

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Senior Responsible Owner Approval

Name: Rajesh Chhana

Position: Deputy Secretary, Policy

Signature:



Date: 27/03/2020.

Comments

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# Appendix A

## List of messages for consideration

### 1. Generic referendum messages

Question framework	Message
What...	am I actually voting on?
	am I voting on?
	are the referendum questions?
	is the difference between the two referendums?
	do I need to know before I tick a box?
	happens after we all vote?
	are the referendums actually about?
When...	are the referendums?
How many...	referendums are there?
Do...	I have to vote in both referendums?
	I vote in the referendum at the same time as the general election?
	we vote on the referendums at the same time?
When...	can I vote?
Where...	do I vote?
	can I cast my End of Life Choice and cannabis votes?
How...	many days until the referendum?
Will...	the referendums become law straight away?
	my choices change the law?

### 2. Generic website messages

Question framework	Message
Is...	there a place I can go for impartial information?
Where...	can I get impartial information?
	can I get unbiased information?
	can I get facts on the referendums?
	can I cast my End of Life Choice and cannabis votes?

### 3. Cannabis topic-specific messages

Question framework	Message
Would...	growing cannabis be legal?
	buying cannabis be legal?
	cannabis shops be legal?
	selling cannabis be legal?
	advertising cannabis be legal?
	smoking cannabis in public be legal?
	sharing cannabis be legal?
	BYO cannabis be legal?
	possession of cannabis be legal?
	cannabis be taxed?
	there be a cannabis tax?
	cannabis be legal straight away?
	the cannabis market be regulated by the government?
	the cannabis market be taxed?
	cannabis be legalised or controlled?
	cannabis be legalised or decriminalised?
Who could...	buy cannabis?
	sell cannabis?
	grow cannabis?
	grow their own cannabis?
	advertise cannabis?
	open a cannabis shop?
Who can or can't...	buy cannabis?
	sell cannabis?
	grow cannabis?
	grow their own cannabis?
	grow cannabis at home?
	open a cannabis shop?
	possess cannabis?
	share cannabis?
	smoke cannabis in public?
	advertise cannabis?
What would the law be around ...	buying cannabis?
	selling cannabis?
	growing cannabis?
	cannabis shops?
	cannabis possession?

What does it say about...	growing cannabis?
	growing cannabis at home?
	buying cannabis?
	selling cannabis?
	cannabis shops?
	cannabis possession?
	where you can smoke cannabis?
	sharing cannabis?
	the cannabis purchase age?
	cannabis and young people?
	smoking cannabis around children?
	smoking cannabis in public?
	advertising cannabis?
How does it deal with...	growing cannabis at home?
	smoking cannabis around children?
	advertising cannabis?
Would anyone be allowed to...	grow cannabis?
	buy cannabis?
	sell cannabis?
	open a cannabis shop?
	get a license to sell cannabis?
	advertise cannabis?
Can anyone...	grow their own cannabis?
Would it be legal to...	grow cannabis at home?
	buy cannabis online?
	grow your own cannabis?
Where...	would you be able to smoke cannabis?
What would...	the cannabis purchase age be?
What's...	the difference between legalisation and decriminalisation?
	the difference between cannabis legalisation and control?
	the difference between medicinal and recreational cannabis?
	the proposed age to buy cannabis?
	a cannabis edible?
What...	would change if the cannabis referendum passes?
	cannabis products would be legal?
How...	would the cannabis market be regulated?
	much cannabis would someone be able to sell?
	much cannabis would someone be able to possess?
	much cannabis would someone be able to buy?
	much cannabis would someone be able to grow?

Are...	medicinal and recreational cannabis covered?
Does it..	include edible cannabis products?
	include medicinal and recreational cannabis?
What's in there about..	cannabis taxes?
	buying cannabis online?

#### 4. End of Life Choice topic-specific messages

Question framework	Message
What...	does end of life choice mean?
	* does end of life choice <u>actually</u> mean? ✗
	does assisted dying mean?
	* does assisted dying <u>actually</u> mean? ✗
	are the restrictions on assisted dying?
	is end of life choice? ✓
	is assisted dying? ✓
	would change if the End of Life Choice referendum passes?
	would be the criteria for assisted dying?
Who...	is assisted dying for?
	could request assisted dying?
	would qualify for assisted dying?
	can or can't assist someone to die?
	could help someone with assisted dying?
Would...	assisted dying be available to everyone?
	assisted dying be available to people with mental illness?
	there be restrictions on who can request assisted dying?
	assisted dying become legal straight away?
Is assisted dying...	the same as euthanasia? <i>common understanding 'putting down'?</i>
	only for the terminally ill?
	only for terminally ill patients?
	the same as euthanasia?
	<u>dying</u> available to everyone?
Can someone...	change their mind on assisted dying?
	cancel their request for assisted dying?
	with a mental illness request assisted dying?
	with a terminal illness request assisted dying?
	with a disability request assisted dying?
Would someone...	be able to cancel their request for assisted dying?
	be able to cancel someone else's request for assisted dying?
How...	would assisted dying be regulated?

Are...	there restrictions on assisted dying?
Who could .	object to an assisted dying request?



## Public information programme for the 2020 referendums: visual elements and messaging

Hon Andrew Little, Minister of Justice  
30 March 2020

### Purpose

1. To update you on the visual elements and messaging that have been developed as part of the creative concept for the public information campaign on the 2020 referendums.

### Creative concept – visual elements and messaging

2. A creative concept ('look and feel') for the public information programme and accompanying messaging was approved by the Secretary of Justice on 25 March 2020.
3. The creative concept is centred around the call to action 'Know before you vote'. This concept offers an engaging and flexible mechanism for communicating with New Zealanders.
4. The concept uses a question format to reflect the voice of the voter and provoke a question in their mind. This approach:
  - creates attention, engagement and memorability
  - allows us to talk to the referendum topics and inform people about the information that is available at [referendums.govt.nz](https://referendums.govt.nz), without promoting specific contents of the Act or Bill
  - allows us to evolve our messaging over time, in the lead up to the election date.
5. We have chosen two unique and prominent colours to present our message. The [referendums.govt.nz](https://referendums.govt.nz) call to action is front and centre in everything we do. The New Zealand Government logo is also used prominently to add a stamp of authority to programme messaging. To be effective, it is essential that our messaging is engaging, impartial and memorable – and powerful enough to encourage voters to take action.
6. We have pluralised the URL of the website to [referendums.govt.nz](https://referendums.govt.nz) to highlight to the public that there are two referendums, and official government information about both topics is available in one place.
7. The 'questions' that will be used as part of the programme messaging have followed a robust feedback and review process with senior leaders at the Ministry of Justice and external creative experts at the programme's advertising agency. They have been approved by the Secretary of Justice.
8. Consultation on the creative concept was also sought from members of the public as part of focus group work to gain consumer feedback on the concept and messaging approach. We have also shared the creative concept with the Electoral Commission.
9. The creative concept will be shared with the State Services Commission and the Office of the Auditor General to ensure they remain informed on the programme's progress and approach.
10. Appendix 1 contains visual samples of the public information campaign and Appendix 2 sets out some of the 'question' message samples.

### The creative concept meets our information programme objectives

11. We are confident this approach aligns with our information programme strategy objectives and continues to reflect the importance of impartiality of programme messaging.
12. The objectives are to:
  - ensure the voting public is given the opportunity to be informed
  - make information publicly available and easy to access by all eligible New Zealand voters
  - ensure all information is, and is perceived to be, factual and impartial
  - combat mistruths by making the facts readily available.

13. This approach aligns with the commitments outlined in the *Provision of public information for the 2020 referendums* Cabinet paper [CAB-19-MIN-0624]. The commitments are:
- “The[se] information materials will support voters in making an informed choice in each referendum”
  - “This explanatory information is necessary for the referendums to produce a fair outcome, that can be accepted by voters, even if the outcomes are not what they voted for”
  - “To be effective, voters need to know where they can access the information materials. Publicity will signpost voters towards the [govt.nz](http://govt.nz) website.”

**Where will New Zealanders see the public information material?**

14. The public will see [referendums.govt.nz](http://referendums.govt.nz) promoted via:
- Print (newspapers, magazines)
  - TV (satellite, on demand)
  - Digital (including news sites)
  - Radio
  - Social media
  - Google search results
  - Out of home (billboard, buses)
  - Ethnic broadcasters and publications.
15. Wide-reaching public information activity is essential to ensure the largest number of New Zealanders are given the opportunity to be informed

**When will New Zealanders start seeing the promotional material?**

16. Promotional activity is scheduled to launch in early July, in line with the Electoral Commission’s pre-election activity.
17. The first public reveal of the creative concept will be the next release of the website, which is scheduled to be in mid-April to align with the next release of the proposed Cannabis Legalisation and Control Bill.

**Next steps**

18. We are now progressing to full design and production of public information materials.
19. We are currently on track in line with the delivery plan, with no disruption due to the Covid-19 epidemic. The next major milestones are:
- Mid-April – next release of the proposed Cannabis Legalisation and Control Bill and launch of additional website information.
  - Late April – print deadline for printed explanatory materials
  - 6 July – printed materials included in the Electoral Commission’s enrolment update
  - 6 July – formal commencement of public information programme, in line with Electoral Commission campaign activity.
20. We will continue to keep your office updated as major programme milestones are met, or if the Covid-19 epidemic affects any of our delivery timelines.

## Appendix 1

Visual samples of public information material.

### Posters



### Bus back and digital bus shelter advert



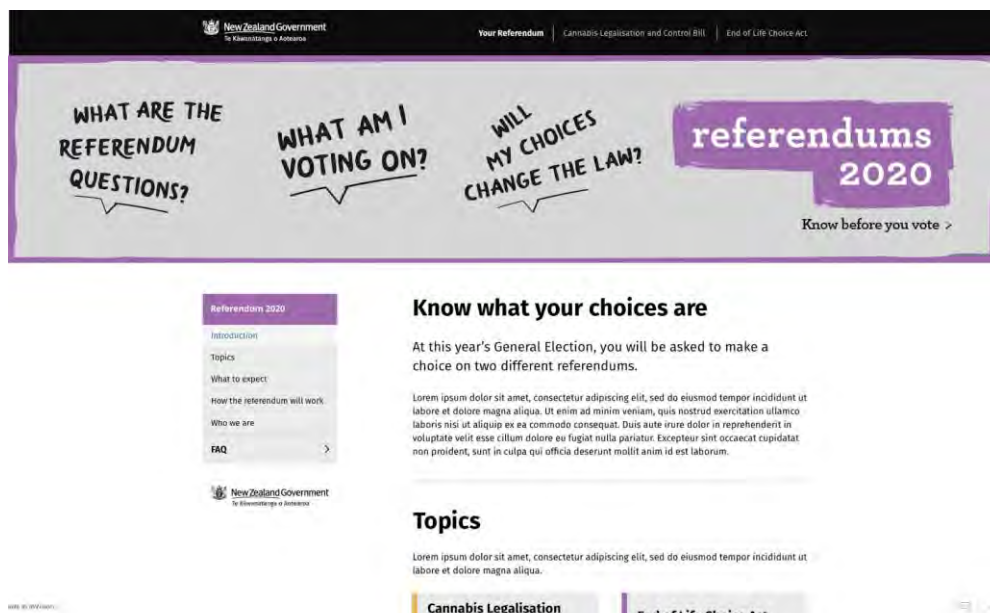
## Samples of printed explanatory materials (folded brochure)

*Note: text is for illustrative purposes only. Not final.*



## Mock-up of referendums.govt.nz homepage

*Note: text is for illustrative purposes only. Not final.*



## Appendix 2

### Approved list of messaging samples

*Note: While this list has been approved, a shortlist of questions will be drawn from this list for use in the campaign. Not all messages will be used.*

#### Generic messages

What... am I voting on?

are the referendum questions?

is the difference between the two referendums?

do I need to know before I tick a box?

happens after we all vote?

When... are the referendums?

How many...

referendums are there?

days until the referendum?

Do... I have to vote in both referendums?

I vote in the referendum at the same time as the general election?

we vote on the referendums at the same time?

When... can I vote?

Where...do I vote?

can I cast my End of Life Choice and cannabis votes?

can I get impartial information?

can I get unbiased information?

can I get facts on the referendums?

can I cast my End of Life Choice and cannabis votes?

Will...

the referendums become law straight away?

my choices change the law?

Is...

there a place I can go for impartial information?

#### Cannabis topic-specific messages

Would...

growing cannabis be legal?

buying cannabis be legal?

cannabis shops be legal?

selling cannabis be legal?

advertising cannabis be legal?

smoking cannabis in public be legal?

sharing cannabis be legal?

BYO cannabis be legal?

possession of cannabis be legal?

cannabis be taxed?

there be a cannabis tax?

cannabis be legal straight away?

the cannabis market be regulated by the government?

the cannabis market be taxed?

cannabis be legalised or controlled?

cannabis be legalised or decriminalised?

Who could...

buy cannabis?  
grow cannabis?  
grow their own cannabis?

sell cannabis?  
advertise cannabis?  
open a cannabis shop?

Who can or can't...

buy cannabis?  
sell cannabis?  
grow cannabis?  
grow their own cannabis?  
grow cannabis at home?  
open a cannabis shop?

possess cannabis?  
share cannabis?  
smoke cannabis in public?  
advertise cannabis?

What would the law be around...

selling cannabis?

growing cannabis?  
cannabis shops?  
cannabis possession?

What does it say about...

growing cannabis?  
growing cannabis at home?  
buying cannabis?  
selling cannabis?  
cannabis shops?  
cannabis possession?  
where you can smoke cannabis?

sharing cannabis?  
the cannabis purchase age?  
cannabis and young people?  
smoking cannabis around children?  
smoking cannabis in public?  
advertising cannabis

How does it deal with...

growing cannabis at home?  
smoking cannabis around children?  
advertising cannabis?

Would anyone be allowed to...

grow cannabis?

buy cannabis?

sell cannabis?

open a cannabis shop?

get a license to sell cannabis?

advertise cannabis?

grow your own cannabis?

Can anyone...

grow their own cannabis?

Where...

would you be able to smoke  
cannabis?

Would it be legal to...

grow cannabis at home?

buy cannabis online?

What would...

the cannabis purchase age be?

What's...

the difference between legalisation  
and decriminalisation?

the difference between cannabis  
legalisation and control?

the difference between medicinal and  
recreational cannabis?

the proposed age to buy cannabis?

a cannabis edible?

What...

would change if the cannabis  
referendum passes?

would the cannabis market be  
regulated?

much cannabis would someone be  
able to sell?

much cannabis would someone be  
able to possess?

cannabis products would be legal?

How...

much cannabis would someone be  
able to buy?

much cannabis would someone be  
able to grow?

Are...

medicinal and recreational cannabis  
covered?

Does it..

include edible cannabis products?

include medicinal and recreational  
cannabis?

What's in there about...

cannabis taxes?

buying cannabis online?

## End of Life Choice topic-specific messages

What...

are the restrictions on assisted dying?

is end of life choice?

is assisted dying?

would change if the End of Life Choice referendum passes?

would be the criteria for assisted dying?

Who...

is assisted dying for?

could request assisted dying?

would qualify for assisted dying?

can or can't assist someone to die?

could help someone with assisted dying?

Would...

assisted dying be available to everyone?

Would someone...

be able to cancel their request for assisted dying?

be able to cancel someone else's request for assisted dying?

assisted dying be available to people with mental illness?

there be restrictions on who can request assisted dying?

assisted dying become legal straight away?

Is assisted dying...

only for the terminally ill?

only for terminally ill patients?

available to everyone?

Can someone...

change their mind on assisted dying?

cancel their request for assisted dying?

with a mental illness request assisted dying?

with a terminal illness request assisted dying?

with a disability request assisted dying?

How...

would assisted dying be regulated?

Are...

there restrictions on assisted dying?

Who could...

object to an assisted dying request?



## MEMORANDUM

To	Andrew Kibblewhite, Secretary for Justice	<b>File Ref:</b> 2605_Memo_RefsCreative
Endorsed by	Rajesh Chhana, Deputy Secretary Policy Anna Foley, General Manager, Electoral Programme	<b>Required by:</b> End of day 26/05/2020
From	Graham Bethune, Manager, Public Information	<b>Attachments:</b> Referendums creative development deck for formal approval
Date	26/05/2020	
Subject	<b>Approval of public information programme creative development</b>	
For	<input checked="" type="radio"/> Approval <input type="radio"/> Review comment <input type="radio"/> Action <input type="radio"/> Noting	

### Purpose

---

1. This memorandum seeks approval of the public information programme messaging, creative and scripts, provided as the attachment *Referendums creative development deck for formal approval*.
2. Note: An initial version of this deck was presented on 8 May to the SRO and relevant General Managers. Feedback from this process was incorporated and an amended deck was presented to you on 15 May. Further minor feedback on the questions was actioned and incorporated. Feedback was then sought from the Referendums communications messaging review panel on 22 May. All of this feedback has been incorporated in the final version of the document *Referendums creative development deck for formal approval*.

### Current decisions

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3. The New Zealand public will be given the opportunity to vote on two referendums at the 2020 General Election. *Provision of public information for the 2020 referendums [CAB-19-MIN-0624]* provides guidance on the deliverables and requirements of the public information programme.
4. **On 10 March the overarching creative concept for the public information programme was approved.** This was presented to the SRO, the Secretary for Justice, relevant Policy General Managers and the General Manager, Communications. Before selecting the recommended creative concept, the public information team had explored a range of creative territories with the advertising agency and carried out due diligence on the concepts, by undertaking concept testing with eligible voters.
5. **On 25 March a library of topic-specific messages for use as part of the public information programme was approved.** The rationale for using topic-specific messaging was outlined in a memo dated 20 March. On 25 March a meeting was held with the Secretary for Justice to discuss the rationale and the library of topic-specific messages. A small number of the messages were removed from the library at this time. The majority of the messages were approved for use, subject to final approval of the creative materials.
6. Following approval of the overarching concept and messages, updates on the progress of the public information programme were provided to the Minister of Justice, the State Services Commission, the Office of the Auditor General and the Electoral Commission.

## Presentation of creative recommendations

7. Following the formal approvals in March (as above), work was undertaken with the advertising agency in March and April to further develop the approved creative concept and establish the final messaging, creative, scripts and phasing for the campaign.
8. The outputs of this work were presented to the SRO, Chief Advisor to the Deputy Secretary Policy, the relevant Policy General Managers, and the Chief Advisor to the CE, on 8 May.
9. The particular areas of focus at the presentation were:
  - 9.1. television scripts;
  - 9.2. radio scripts; and
  - 9.3. final list of messages, selected from the library of messages approved on 25 March.
10. The overall creative presentation was well received and endorsed by those in attendance.
11. The attendees provided feedback on some of the detailed messages and suggested a number of amendments be made to the way some of the messages were framed. A summary of the feedback and actions taken is listed in the table below.

Feedback	Actions
Ensure consistent treatment across the generic, End of Life Choice and Cannabis messaging.	We have balanced the number of 'statements' and 'questions' used in each script.
Keep in mind that the way in which the scripts are brought to life has a significant impact on how the messages may be perceived in the final creative executions e.g. whether the tone of voice used by the voice over artist sounds enthusiastic or angry, positive or negative.	The public information team will ensure all voice over talent is clearly briefed and that the tone of the voice recordings matches the objectives of the sign posting programme and the importance of conveying impartiality. The final recordings will be provided as part of the final creative executions for sign off.
After the meeting, the General Manager Civil and Constitutional provided feedback that one of the proposed messages made reference to people with mental health issues and that could be unhelpful to the overall objectives of the campaign. The Act references mental health, disability and advanced age alongside each other, and using only one of these made the message feel out of place.	This message was removed.

12. This feedback was incorporated, and an amended version of the deck was presented to you on 15 May. You requested one of the End of Life Choice messages be removed but were otherwise happy with what was presented. This request was actioned.
13. In order to maintain balance of messaging between topics, we also removed one of the cannabis questions. This meant a slight re-jig of the messaging split between phases, again to ensure balance across the campaign period.

14. Following this, the messages were then considered by the Referendums communications messaging review panel on 22 May. One generic referendum message was elaborated on for added clarity (inclusion of the word "outcomes"), based on comments made by the panel members. One End of Life Choice message was removed and replaced with an entirely new message.
15. A summary discussion was had at the end of the day on 22 May to summarise all of the changes and ensure alignment and agreement. The outcomes are now reflected in the final version of the document *Referendums creative development deck for formal approval* supplied alongside this memo for formal approval.

### Next steps

16. Formal approval of the messaging, creative, scripts and phasing recommendations in the attachment *Referendums creative development deck for formal approval*.
17. Following approval, we will proceed with the following key actions:

When	What	Who
15 May	Endorsement to seek approval from the Secretary for Justice	SRO
22 May	Approval in principle by the Secretary for Justice	SRO and Electoral Programme General Manager, with support from Chief Advisor and Manager, Public Information
22 May	Status update	SRO presentation to <sup>Central Agency</sup> General Election Governance Board <sup>Coordinating Group</sup>
28 May	Formal approval recorded in memo signed by Secretary for Justice	Secretary for Justice
26 May to 15 June	Production	Public information team and advertising agency
27 May	Socialisation	Manager, Public Information to Minister's office
4 June, 11 June	Work in progress updates and feedback	Public information team and advertising agency
16 June	Final assets presented (e.g. TV commercials, radio ads)	Secretary for Justice, SRO, relevant policy GMs
16 June (preferable) 19 June (latest)	Final assets formally approved	SRO and the Secretary for Justice
19 June	Socialisation of final assets	Minister of Justice, the State Services Commission, the Office of the Auditor

		General and the Electoral Commission.
24 June	Last day to dispatch assets to broadcasters/publications	Public information team and advertising agency
6 July	Activity live in market	Public information team and advertising agency

#### SRO Endorsement

**Name:** Rajesh Chhana

**Position:** Deputy Secretary, Policy

**Signature:** 

**Date:** 28/5/2020

**Comments**

#### Recommendations for approver

18. It is recommended that you:

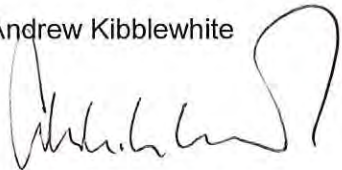
1. **Approve** the *Referendums creative development deck for formal approval* supplied as an attachment to this memorandum. **Yes / No**

#### Recipient/s to complete

##### **Secretary for Justice Approval**

**Name:** Andrew Kibblewhite

**Position:** Secretary for Justice

**Signature:** 

**Date:** 28/5/20

**Comments**

Approved, subject to using one of the listed questions, ~~for~~ <sup>not</sup> "Be it only for the terminally ill?"

SAATCHI & SAATCHI

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## Ministry of Justice

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Referendums 2020 - Sign-posting activity for approval

26th May 2020

# CONTENTS

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- Sign-posting activity - quick recap
- Messaging structure
- Creative executions
- TV animation treatment
- Refined question library

# RECAP

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It's a year of big choices for New Zealand. For the first time in living memory, Kiwis are being asked to consider what is right and wrong; should what has been illegal since long before any of us were born, now be made legal.

With such emotionally charged topics, we are here to ensure the public has easy access to our impartial source of information about the referendum. This is important in helping the referendum process, informing voters, but also to assure that we as a nation have the faith in the process to accept the outcome.

At its heart, we need to build the awareness of the site - so all New Zealanders know where to go for impartial information in the midst of the debate. Easy to remember. Easy to find. There for everyone.

To succeed, the creative approach needs to:

- Stand out from the noise with an impactful and consistent visual approach that is seen and remembered by all **but** that doesn't cue any political allegiance or side in the debates
- Delivers an impartial message that doesn't give even a hint of support one way or another on the issues **but** still engages directly by giving people a reason to engage and visit the site.

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# KNOW BEFORE YOU VOTE

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# KNOW BEFORE YOU VOTE

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## Idea:

Just about anyone will have gaps in their knowledge of the upcoming referendums. This campaign puts those knowledge gaps front-and-centre, and then provides a resolve – [www.referendums.govt.nz](http://www.referendums.govt.nz), the impartial referendums website.

We lead with the types of questions about the referendums that need answering. By putting a focus on them it encourages people to question themselves and what they actually know, and to then seek out the answers. Even if you know the answer to one, it's likely you might not know the answer to another.

By approaching it in such a way, it gives us a strong platform to talk directly about the two subjects while staying impartial.

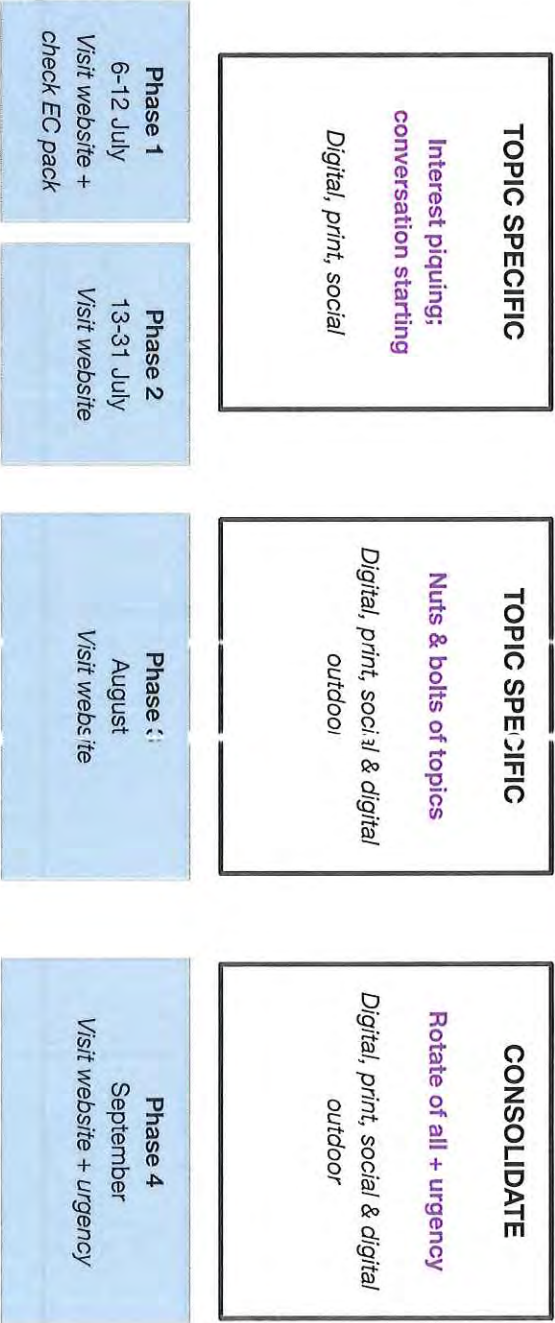
# Messaging Structure

**CORE QUESTIONS**

Awareness of two referendums. Piquing curiosity of what the two referendums are about. Includes topic specific, but broad.

TV, radio: July - Sept

Buses & static outdoor: Aug - Sept



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## CAMPAIGN RECAP

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# Website



## Know before you vote

At this year's General Election, you will be asked to make a choice on 2 different referendums.

Before you cast your vote, it's important that you have all the information you need to make your choice.

The factual, impartial information on this Government website has been designed to help you understand what is being proposed for each referendum, so you can feel confident that you know what you're voting on.

## What are the 2 referendum topics?

At the same time you vote in the General Election, you can vote in 2 referendums.

Cannabis legalisation and control referendum

End of Life Choice referendum

# Brochures



# Out of Home

Bus Backs



New Zealand Government

© Commercial in Confidence

SAATCHI & SAATCHI

# Out of Home

Bus Sides



New Zealand Government

© Commercial in Conf. since

SAATCHI & SAATCHI

# Out of Home

Billboards

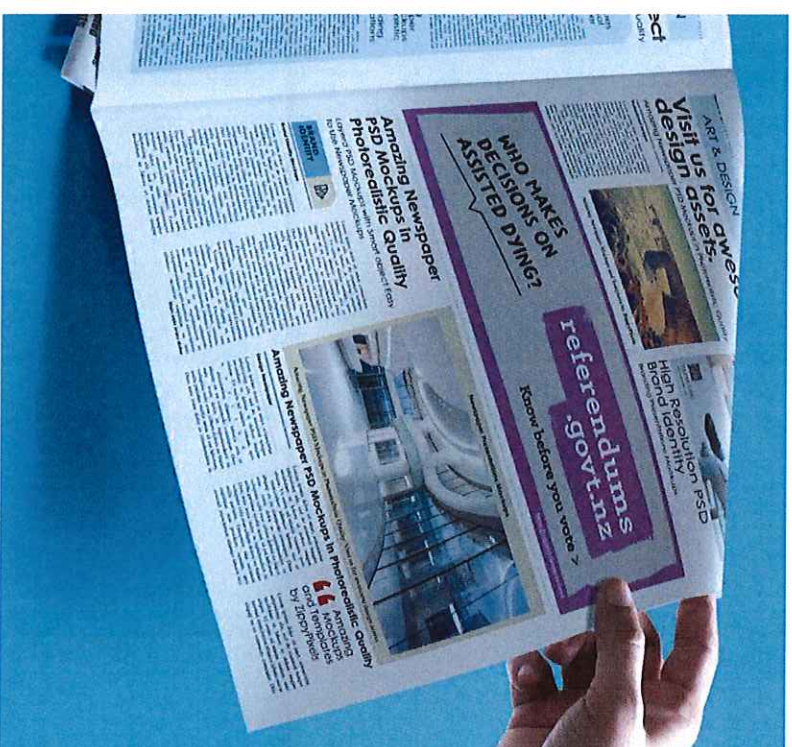


New Zealand Government

© Commercial in Confidence

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# Print



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# TV & RADIO

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# TVC - General 30"

In this video, we see questions about the upcoming referendums appear as graphics. While they're on screen, short snippets of discussions fade in and out - highlighting the confusion and noise out there.

SFX: *Sound design reflects each person speaking. Might be some crackle for a radio host, an office kitchen for co-workers, etc.*

GRAPHICS: **WHAT ARE THE TWO REFERENDUM TOPICS?**  
 Co-worker 1: "...It's just about cannabis...."  
 Co-worker 2: "...It's all about end of life choice...."

GRAPHICS: **WHAT AM I VOTING ON?**  
 Radio Host: "They're gonna be complicated questions..."  
 Grandmother: "It's pretty simple really..."

GRAPHICS: **WILL MY CHOICES CHANGE THE LAW?**  
 Young Person: "Don't they come in after 12 months?"  
 Older Person: "They're not exactly the same, are they?"

GRAPHICS: **WHERE CAN I GET IMPARTIAL INFORMATION?**  
 Man: "I heard on the radio this morning..."

*We see a range of referendum questions flash on screen as the VO speaks, and the referendum logo animates on.*

VO: *Have questions about the upcoming Cannabis and End of Life Choice referendums? Visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote.*

3FX (Ph1): [referendums.govt.nz](http://referendums.govt.nz).  
 Check your enrolment update pack  
 Know before you vote.  
 Authorised by the Secretary for Justice.

3FX (Ph 2/3): [referendums.govt.nz](http://referendums.govt.nz).  
 Know before you vote.  
 Authorised by the Secretary for Justice.

3FX (Ph4): [referendums.govt.nz](http://referendums.govt.nz).  
 Voting has started.  
 Know before you vote.  
 Authorised by the Secretary for Justice.

# TVC - Cannabis 30"

In this video, we see questions about the upcoming referendums appear as graphics. While they're on screen, short snippets of discussions fade in and out - highlighting the confusion and noise out there.

SFX:     *Sound design that reflects the person speaking. Might be some crackle for a radio host, an office kitchen for co-workers.*

GRAPHICS:     **WOULD GROWING CANNABIS BE LEGAL?**  
  
Young Person 1:     *"Would it be grown by businesses?"*  
Young Person 2:     *"I reckon you could grow your own."*

GRAPHICS:     **WHAT'S THE PROPOSED AGE TO BUY CANNABIS?**  
  
Grandpa:     *"They can't let just anyone buy it..."*  
Other Grandpa:     *"...yeah, but what's the age limit meant to be..."*

GRAPHICS:     **DOES IT INCLUDE MEDICINAL AND RECREATIONAL CANNABIS?**  
  
Man:     *"Isn't medicinal already legal?"*  
Woman:     *"...I hear it has nothing to do with medicinal."*

GRAPHICS:     **WHERE CAN I GET IMPARTIAL INFORMATION?**  
  
Woman:     *"My mate's brother said..."*

*I see a range of referendum questions flash on screen as the VO speaks, and the referendum logo animates on.*  
  
VO:     *Have questions about the upcoming Cannabis referendum? Visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote.*

*(SFX (Ph1):*  
  
*referendums.govt.nz.*  
*Check your enrolment update pack*  
*Know before you vote.*  
*Authorised by the Secretary for Justice.*

*(SFX (Ph 2/3):*  
  
*referendums.govt.nz.*  
*Know before you vote.*  
*Authorised by the Secretary for Justice.*

*(SFX (Ph4):*  
  
*referendums.govt.nz.*  
*Voting has started.*  
*Know before you vote.*  
*Authorised by the Secretary for Justice.*

# TVC - End of Life Choice 30"

In this video, we see questions about the upcoming referendums appear as graphics. While they're on screen, short snippets of discussions fade in and out - highlighting the confusion and noise out there.

SFX: *Sound design that reflects the person speaking. Might be some crackle for a radio host, an office kitchen for co-workers.*

GRAPHICS: **WHAT IS END OF LIFE CHOICE?**

TV Panel 1: *"It's assisted dying, right?"*  
TV Panel 2: *"How does it work, practically I mean..."*

GRAPHICS: **WHO IS ASSISTED DYING FOR?**

[ Older Person: *"Is it only for the terminally ill?"*  
Younger Person: *"Do family members get a say?"* ]

GRAPHICS: **ARE THERE RESTRICTIONS ON ASSISTED DYING?**

Man: *"There's got to be limits, surely..."*  
Woman: *"It's not an easy issue..."*

GRAPHICS: **WHERE CAN I GET IMPARTIAL INFORMATION?**

Young guy: *"My mate knows someone in Wellington..."*

*We see a range of referendum questions flash on screen as the VO speaks, and the referendum logo animates on.*

VO: *Have questions about the upcoming End of Life Choice referendum? Visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote.*

3FX (Ph1): [referendums.govt.nz](http://referendums.govt.nz).

Check your enrolment update pack  
Know before you vote.  
Authorised by the Secretary for Justice.

3FX (Ph 2/3): [referendums.govt.nz](http://referendums.govt.nz).

Know before you vote.  
Authorised by the Secretary for Justice.

3FX (Ph4): [referendums.govt.nz](http://referendums.govt.nz).

Voting has started.  
Know before you vote.  
Authorised by the Secretary for Justice.

# TVC - General 15" (Phase 1-4)

In this video, we see questions about the upcoming referendums appear as graphics. While they're on screen, short snippets of discussions fade in and out - highlighting the confusion and noise out there.

SFX: *Throughout this ad we hear the Referendum VO*

*say common questions about the referendum. Then we hear conversation, almost like radio talkback, discussing each question.*

**VO (Ph 1):**

For answers to your questions about the upcoming Cannabis and End of Life choice referendums, check your enrolment update pack or visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote.

GFX (Ph 1):

[referendums.govt.nz](http://referendums.govt.nz).  
Check your enrolment update pack.  
Know before you vote  
Authorised by the Secretary for Justice.

GFX: **WHAT AM I VOTING ON?**

**VO (Ph 2&3):**

For answers to your questions about the upcoming Cannabis and End of Life choice referendums, visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote.

RADIO HOST: *"They're gonna be complicated questions."*  
GRANDMA: *"It's pretty simple really..."*

GFX (Ph 2&3):

[referendums.govt.nz](http://referendums.govt.nz).  
Know before you vote.  
Authorised by the Secretary for Justice.

GFX: **WHERE CAN I GET IMPARTIAL INFORMATION?**

MAN: *"I heard on the radio this morning..."*

**VO (Ph 4):**

Voting in the referendums has started. If you still have questions visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote.

*We see a range of referendum questions flash on screen as the VO speaks, and the referendum logo animates on.*

GFX (Ph 4):

[referendums.govt.nz](http://referendums.govt.nz).  
Voting has started.  
Know before you vote  
Authorised by the Secretary for Justice.

# **TVC - Cannabis 15" (Phase 1-4)**

In this video, we see questions about the upcoming referendums appear as graphics. While they're on screen, short snippets of discussions fade in and out - highlighting the confusion and noise out there.

**SFX:**  
*Throughout this ad we hear the Referendum VO say common questions about the referendum. Then we hear conversation, almost like radio talkback, discussing each question.*

**VC (Ph 1):**  
For answers to your questions about the upcoming Cannabis referendum, check your enrolment update pack or visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote.

**GFX:**  
**WOULD GROWING CANNABIS BE LEGAL?**

**GF X (Ph 1):**  
[referendums.govt.nz](http://referendums.govt.nz).  
Check your enrolment update pack.  
Know before you vote  
Authorised by the Secretary for Justice.

**RANT:**  
**YOUNG PERSON:**  
*"Would it be grown by businesses?"  
"I reckon you could grow your own."*

**VO (Ph 2 & 3):**  
For answers to your questions about the upcoming Cannabis referendum, visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote.

**GFX:**  
**WHERE CAN I GET IMPARTIAL INFORMATION?**

**GF X (Ph 2 & 3):**  
[referendums.govt.nz](http://referendums.govt.nz).  
Know before you vote.  
Authorised by the Secretary for Justice.

**MAN:**  
*"My mate's brother said..."*

**VO (Ph 4):**  
Voting in the referendums has started. If you still have questions visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote.

*We see a range of referendum questions flash on screen as the VO speaks, and the referendum logo animates on.*

**GF X (Ph 4):**  
[referendums.govt.nz](http://referendums.govt.nz).  
Voting has started.  
Know before you vote  
Authorised by the Secretary for Justice.

# **TVC - End of Life Choice 15” (Phase 1-4)**

In this video, we see questions about the upcoming referendums appear as graphics. While they're on screen, short snippets of discussions fade in and out - highlighting the confusion and noise out there.

SFX: *Throughout this ad we hear the Referendum VO say common questions about the referendum. Then we hear conversation, almost like radio talkback, discussing each question.*

GFX: **WHAT IS END OF LIFE CHOICE?**

RANT: *"It's assisted dying, right?"*  
YOUNG PERSON: *"How does it work, practically I mean..."*

GFX: **WHERE CAN I GET IMPARTIAL INFORMATION?**

MAN: *"My mate knows someone in Wellington..."*  
*We see a range of referendum questions flash on screen as the VO speaks, and the referendum logo animates on.*

VO (Ph 1): **For answers to your questions about the upcoming End of Life choice referendum, check your enrolment update pack or visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote.**

GFX (Ph 1): **[referendums.govt.nz](http://referendums.govt.nz).  
Check your enrolment update pack.  
Know before you vote  
Authorised by the Secretary for Justice.**

VO (Ph 2&3): **For answers to your questions about the upcoming End of Life choice referendum, visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote.**

GFX (Ph 2&3): **[referendums.govt.nz](http://referendums.govt.nz).  
Know before you vote.  
Authorised by the Secretary for Justice.**

VO (Ph 4): **Voting in the referendums has started. If you still have questions visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote.**

GFX (Ph 4): **[referendums.govt.nz](http://referendums.govt.nz).  
Voting has started.  
Know before you vote  
Authorised by the Secretary for Justice.**

# Bumpers - Generic 6"

## 6" – Generic V1

*We see a question about the upcoming referendum appear as a graphic.*

SFX: Light sound design bringing the animation to life, then our sting.

GFX: **Will my choices change the law?**

*We transition into the endframe.*

VO: **Have questions? Visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote.**

GFX: **REFERENDUMS.GOV.T.NZ**

**Know before you vote.**

**Authorised by the Secretary for Justice.**

## 6" – Generic V2

*We see a question about the upcoming referendum appear as a graphic.*

SFX: Light sound design bringing the animation to life, then our sting.

GFX: **Where can I get impartial information?**

*We transition into the endframe.*

VO: **Have questions? Visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote.**

GFX: **REFERENDUMS.GOV.T.NZ**

**Know before you vote.**

**Authorised by the Secretary for Justice.**

# Bumpers - Cannabis & End of Life Choice 6"

## 6" – Cannabis

We see a question about the upcoming referendum appear as a graphic.

SFX: Light sound design bringing the animation to life, then our sting.

GFX: **Would growing cannabis be legal?**

We transition into the endframe.

VO: **Have questions? Visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote.**

GFX: **REFERENDUMS.GOV.T.NZ**

**Know before you vote.**

**Authorised by the Secretary for Justice.**

## 6" – End of Life Choice

We see a question about the upcoming referendum appear as a graphic.

SFX: Light sound design bringing the animation to life, then our sting.

GFX: **What is End of Life Choice?**

We transition into the endframe.

VO: **Have questions? Visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote.**

GFX: **REFERENDUMS.GOV.T.NZ**

**Know before you vote.**

**Authorised by the Secretary for Justice.**

# RADIO - General 30" (Phase 1 -4)

*Throughout this ad we hear the Referendum VO say common questions about the referendum. Then we hear conversation, almost like radio talkback, discussing each question.*

VO: **WOULD GROWING CANNABIS BE LEGAL?**

*Young Person 1: "Would it be grown by businesses?"*

*Young Person 2: "I reckon you could grow your own."*

VO (Ph 1):

Have questions about the upcoming Cannabis and End of Life Choice referendums? Check your enrolment update pack or visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote. Authorised by the Secretary for Justice.

VO: **WHAT IS END OF LIFE CHOICE?**

*Panelist 1: "It's assisted dying, right?"*

*Panelist 2: "How does it work, practically I mean...?"*

VO (Ph 2&3):

Have questions about the upcoming Cannabis and End of Life Choice referendums? Visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote. Authorised by the Secretary for Justice.

VO: **WHAT AM I VOTING ON?**

*Radio Host: "They're gonna be complicated questions."*

*Grandmother: "It's pretty simple really..."*

VO (Ph 4):

Voting has started for the Cannabis and End of Life Choice referendums. For answers to your questions visit [referendums.govt.nz](http://referendums.govt.nz) - and know before you vote. Authorised by the Secretary for Justice.

VO: **WHERE CAN I GET IMPARTIAL INFORMATION?**

*Woman: "...last night's news said..."*

# RADIO - Cannabis 30" (Phase 1 -4)

*Throughout this ad we hear the Referendum VO say common questions about the referendum. Then we hear conversation, almost like radio talkback, discussing each question.*

VO: **WOULD ANYONE BE ALLOWED TO GROW CANNABIS?**

VO (Ph 1):

Young Person 1: "Would it be grown by businesses?"  
Young Person 2: "I reckon you could grow your own."

Have questions about the upcoming Cannabis referendum? Check your enrolment update pack or visit [referendums.govt.nz](https://www.referendums.govt.nz) and know before you vote. Authorised by the Secretary for Justice.

VO: **DOES IT INCLUDE MEDICINAL AND RECREATIONAL CANNABIS?**

VO (Ph 2&3):

Man: "Isn't medicinal already legal?"  
Woman: "...I hear it has nothing to do with medicinal."

Have questions about the upcoming Cannabis referendum? Visit [referendums.govt.nz](https://www.referendums.govt.nz) and know before you vote. Authorised by the Secretary for Justice.

VO: **WHAT CANNABIS PRODUCTS WOULD BE LEGAL?**

VO (Ph 4):

Radio Host: "There'll be whole new markets..."  
20-Something: "What about edibles?"

Voting has started for the Cannabis referendum. For answers to your questions visit [referendums.govt.nz](https://www.referendums.govt.nz) - and know before you vote. Authorised by the Secretary for Justice.

VO: **WHERE CAN I GET IMPARTIAL INFORMATION?**

Woman: "...last night's news said..."

# **RADIO - End of Life Choice 30” (Phase 1 -4)**

*Throughout this ad we hear the Referendum VO say common questions about the referendum. Then we hear conversation, almost like radio talkback, discussing each question.*

VO: **WHAT IS END OF LIFE CHOICE?**

VO (Ph 1):

TV Panel 1: *It's assisted dying, right?*  
TV Panel 2: *How does it work, practically I mean...*

**Have questions about the upcoming End of Life Choice referendum? Check your enrolment update pack or visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote. Authorised by the Secretary for Justice.**

VO: **WHAT WOULD CHANGE IF THE END OF LIFE CHOICE REFERENDUM PASSES?**

VO (Ph 2&3):

Man: *Does it come into law straight away?*  
Woman: *I think it takes like a year...*

**Have questions about the upcoming End of Life Choice referendum? Visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote. Authorised by the Secretary for Justice.**

VO: **WHO IS ASSISTED DYING FOR?**

[ *60-something: Is it only for the terminally ill?* ]

*30-something: Do family members get a say?*

VO (Ph 4):

**Voting has started for the End of Life Choice referendum. For answers to your questions visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote. Authorised by the Secretary for Justice.**

VO: **WHERE CAN I GET IMPARTIAL INFORMATION?**

Woman: *...last night's news said...*

**Voting has started for the End of Life Choice referendum. For answers to your questions visit [referendums.govt.nz](http://referendums.govt.nz) and know before you vote. Authorised by the Secretary for Justice.**

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# TVC Treatment

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## **Animation**

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TV Animation Treatment - see link sent separately.

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## REFINED QUESTION LIBRARY

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# Refined questions and phasing

Question	Core Jul-Sept	Phase 1 & 2 July	Phase 3 Aug	Phase 4 Sept
What am I voting on?				R O T A T E
What are the referendum questions?				
Would the outcomes of the referendums become law straight away?				
What are the two referendum topics?				
Will my choices change the law?				
Where can I get impartial information?				
What would change if the Cannabis referendum passes?				
What would change if the End of Life Choice referendum passes?				
Are medicinal and recreational cannabis covered? / Does it include medicinal and recreational cannabis?				
What cannabis products would be legal?				
Who would qualify for assisted dying?				
Would growing cannabis be legal? / Would anyone be allowed to grow cannabis?				
What's the proposed age to buy cannabis?				
Is buying cannabis online covered?				
What is end of life choice?				
Who is assisted dying for?				
Are there any restrictions on assisted dying?				
How would the cannabis market be regulated?				
How would assisted dying be regulated?				
Who could open a cannabis shop?				
Would there be a cannabis tax?				
What would the criteria be for assisted dying?				
Who makes decisions on assisted dying?				
Can someone change their mind on assisted dying?				

Phase 4 aligns with Advance Voting, therefore no new topics will be introduced.

THANK YOU



## MEMORANDUM

<b>To</b>	Andrew Kibblewhite, Secretary for Justice	
<b>From</b>	Graham Bethune, Manager, Public Information	<b>File Ref:</b> 0306_Memo_SocialApproach
<b>CC</b>	Rajesh Chhana, Deputy Secretary, Policy Anna Foley, General Manager, Electoral Programme	
<b>Date</b>	3 June 2020	<b>Attachments:</b> NIL
<b>Subject</b>	Referendums Social Media Approach	
<b>For</b>	<input checked="" type="radio"/> Approval <input type="radio"/> Review Comment <input type="radio"/> Action <input type="radio"/> Noting	

### Purpose

1. The purpose of this memo is to seek a decision on whether to include or exclude social media as an advertising channel as part of the 'sign-posting' programme for the public information programme for the referendums.
2. The memo outlines a range of actions that could be implemented to minimise the risks associated with including social media as an advertising channel, to the full extent possible.
3. It should be noted that:
  - 3.1. The current budget allocation to advertising on Facebook is approximately 3.5 per cent <sup>s9(2)(f)</sup> of the total advertising budget <sup>s9(2)(f)</sup>
  - 3.2. Some of the proposed risk mitigation actions could reduce the effectiveness of social media as an advertising channel;
  - 3.3. Some of the proposed actions to mitigate the risks would be disproportionate to the benefits to be gained from advertising on social media;
  - 3.4. The budget currently allocated to advertising on Facebook could be redirected to alternative media channels that achieve high reach and frequency with the target groups;
  - 3.5. A decision is required by COB Thursday 4 June. This is to provide sufficient lead-time for whatever decision is made, to be fully implemented by 26 June, in preparation for full campaign go-live on 5 July; and
  - 3.6. This memo is supplementary to meetings held on 15 May, 22 May and 28 May, the memo *Referendums Social Media Risks and Opportunities* dated 27 May and the earlier memo *Use of social media to signpost the public information programme for the 2020 referendums* provided to the Senior Responsible Officer on 10 March.

## The case for using social media

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4. The objectives of the public information programme are clearly outlined in the Cabinet paper *Provision of Public Information for the 2020 Referendums* [\[CAB-19-MIN-0624\]](#). The role of the 'sign-posting' activity, as part of the broader programme, is to direct voters to [referendums.govt.nz](https://referendums.govt.nz).
5. To be successful, the 'sign-posting' activity needs to ensure:
  - 5.1. the maximum possible 'reach' is achieved – which is the percentage or number of people who see the message; and
  - 5.2. a high level of 'frequency' – which is the number of times people see the message and are therefore more likely to remember the message and take action.
6. Traditional media channels are an effective way to reach voters aged over 40 and still contribute to reaching those under age 40. However, social media is a very effective advertising channel in reaching younger voters, Māori and Pacific people, and people who do not engage with traditional media channels.
7. An effective advertising strategy therefore, aimed at targeting as many New Zealanders as possible, uses multiple media platforms, to ensure the broadest possible reach and frequency, within the time and budget limits available.

## The risks inherent in using social media

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8. In addition to delivering a broad-reaching, effective advertising campaign, the programme needs to ensure the channels used to signpost voters to the source of information, are also perceived to be impartial and neutral, and not seen to be influencing the debate one way or the other.
9. Social media, by its very nature, is a platform designed to enable engagement and two-way interaction, between platform users and content publishers (be those individuals, or organisations/advertisers). Facebook, for example, has been described as the equivalent of "a digital town square", providing a forum that enables users to comment and express opinions and views, that do not necessarily reflect those of the individual or organisation that originally posted the content. As well as interacting with the content publisher, users can engage in digital conversations with each other in the comments section of posts.
10. The risks to the programme are that, by establishing a presence on Facebook, it could be perceived that the Ministry is providing a platform that hosts comments and opinions which are inconsistent with the remit of the public information programme, i.e. to signpost users to the sources of factual, impartial information on [referendums.govt.nz](https://referendums.govt.nz) and in print form.
11. It is possible that the [referendums.govt.nz](https://referendums.govt.nz) Facebook page could become the target of a concerted campaign, by one or more of the 'camps' on either side of the debate. As the Cabinet paper notes:

*"Particular concern would arise, however, if it became apparent that the referendum debate was at risk of being hijacked by malicious disinformation, whether from domestic or overseas interest groups."* para 34, p.4.
12. Were this to happen, the Ministry could become the focus of attention and it could potentially undermine confidence in the Ministry's efforts to ensure the delivery of a factual, impartial programme, aimed at providing voters with the opportunity to be informed.

### Risk mitigation strategies for including social media

13. If the decision is made to include advertising on social media, the overall approach would be to implement the referendums.govt.nz Facebook page in a way that:
  - 13.1. ensures a rigorous testing and monitoring phase, prior to and immediately following go live;
  - 13.2. has a comprehensive Protocol and Standard Operating Procedure in place;
  - 13.3. has clear and publicly available Terms of Use published on the website;
  - 13.4. has sufficient staff capacity and capability to manage the page during the 'sign-posting' campaign;
  - 13.5. implements 'sign-posting' activity in a way that minimises the opportunity for users to comment; and
  - 13.6. has clear escalation and exit strategies should they be required.
14. The full list of risk mitigation actions is included in Appendix 2. A draft rationale statement for including advertising on Facebook is included in Appendix 1.
  - 14.1. It should be noted that some of the proposed actions have a range within them: going to the full extent on some of the actions (e.g. reducing the expenditure to absolute minimum levels) could fundamentally reduce the effectiveness of social media as an advertising channel;
  - 14.2. Some of these actions - and the ranges within each of them - diminish the effectiveness of social media as an advertising channel, to a point where it would warrant redirecting the investment to other advertising platforms; and
  - 14.3. Additionally, caution needs to be taken with some actions that may be designed to mitigate one set of risks, but in doing so, create much greater risks to the reputation of the programme. These are particularly the case with actions related to hiding or removing comments made on the page.

### Excluding advertising on social media as part of the 'sign-posting' programme

15. Advertising on YouTube can be undertaken without any of the risks inherent in advertising on Facebook. Comments can be disabled. In addition, YouTube is essential to ensuring the delivery of a number of the programme's accessible resources.
16. The current budget allocation to advertising on Facebook is approximately 3.5 per cent s9(2)(i) of the total advertising budget s9(2)(i). This is a relatively minimal percentage of the overall budget allocation. However, Facebook is a very cost-effective channel and, as noted previously, is particularly effective in reaching groups that don't use traditional media channels to the same extent.
17. The budget currently allocated to advertising on Facebook could be redirected to alternative media channels that achieve high reach and frequency with the target groups. This would most likely involve increasing the budget allocated to channels such as YouTube, Spotify and youth/Iwi/Pacific radio stations that have strong reach with these audiences.

18. This approach would likely result in some incremental reduction in the overall reach and frequency of the 'sign-posting' activity; however, this is likely to be in the order of 3 – 5 percentage points and it would come without any of the inherent risks to the programme from establishing a presence on Facebook.
19. This approach would remove the risks associated with advertising on Facebook and would also significantly reduce the considerable staff overhead associated with managing the risks associated with being on Facebook.
20. A draft rationale statement for excluding advertising on Facebook is included in Appendix 1.

## Recommendations

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21. This memo seeks a decision on whether to include or exclude social media as an advertising channel as part of the signposting programme for the public information programme for the referendums.
22. It is recommended that you:
  - 22.1. **Note** the range of proposed actions that could be implemented to minimise the risks associated with being on social media, to the full extent possible; ☒
  - 22.2. **Note** that some of the proposed actions could potentially reduce the effectiveness of social media as an advertising channel; ☒
  - 22.3. **Note** that a decision is required by COB Thursday 4 June. This is to provide sufficient lead-time for whatever decision is made, to be implemented by 26 June, in preparation for full campaign go-live on 5 July; ☒
  - 22.4. **Approve one of the following options:**
    - 22.4.1. The inclusion of Facebook as one of the advertising channels, as part of the 'sign-posting' programme; Yes / No ☒
    - OR
    - 22.4.2. The exclusion of Facebook as one of the advertising channels, as part of the 'sign-posting' programme; Yes / No ☒
  - 22.5. **Note** that in the event of excluding advertising on Facebook, the current budget allocation towards Facebook advertising will be reallocated to alternative media channels, in a way that is designed to maximise reach and frequency with the target audiences for the programme. ☒

**Recipient/s to complete**

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**Senior Responsible Owner Endorsement**

**Name:** Rajesh Chhana

**Position:** Deputy Secretary, Policy

**Signature:** 

**Date:** 4/6/2020

**Endorser comments**

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As discussed on 3 June, on balance I would recommend that we exclude Facebook as one of our channels based on the considerations set out above.

**Secretary for Justice Approval**

**Name:** Andrew Kibblewhite

**Position:** Secretary for Justice and Chief Executive Officer

**Signature:** 

**Date:** 4/6/20.

**Comments**

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## Appendix 1.

### Draft rationale statements

#### 1. The case for including advertising on Facebook in the 'sign-posting' programme

- The purpose of the public information programme is to provide the voting public with an opportunity to be informed, in the lead up to the referendums.
- The programme will seek to achieve this by providing the public with access to factual, impartial information on the referendums.govt.nz website and in a range of explanatory materials.
- To be effective, voters need to know where they can access the information and explanatory materials. Advertising will signpost voters towards the website and sources of information.
- To reach the widest range of voters through the 'sign-posting' activity, a mix of traditional, digital and social media channels will be used.
- Advertising on social media enables the programme to reach groups which do not use other, more traditional forms of media to the same extent. This is particularly the case with younger voters.
- There is a risk that in establishing a social media presence for the purposes of advertising, the programme could be seen to be providing a platform for the spread of misinformation, or the expression of partisan views and comments.
- Freedom of expression is a fundamental human right, and this includes the freedom to express views that do not stand up to rational scrutiny.
- The best way to combat misinformation is by making information readily available.
- Advertising on social media is a highly effective (and cost effective) way of reaching the widest range of New Zealanders possible, to provide them with the opportunity to be informed.

#### 2. The case for excluding advertising on Facebook in the signposting programme

- The purpose of the public information programme is to provide the voting public with an opportunity to be informed, in the lead up to the referendums.
- The programme will seek to achieve this by providing the public with access to factual, impartial information on the referendums.govt.nz website and in a range of explanatory materials.
- To be effective, voters need to know where they can access the information and explanatory materials. Advertising will signpost voters towards the website and sources of information.
- To reach the widest range of voters through the 'sign-posting' activity, a multi-channel advertising strategy will be developed.
- Advertising on Facebook was considered as part of the advertising strategy. However, social media, by its very nature, provides users with the ability to provide commentary and express views which may not be factual or impartial.
- It could be perceived that, by establishing a Facebook presence, the programme is providing a platform that facilitated the spread of misinformation, or the expression of partisan views and comments. This would be inconsistent with the Ministry's role and would undermine the objectives of the programme, as well as adversely affecting perceptions of state sector impartiality and neutrality.
- For this reason, Facebook was not included as one of the advertising channels for the 'sign-posting' programme. There are a wide range of traditional and digital advertising channels available, that will enable the programme to ensure as many voters as possible have the opportunity to be informed ahead of the referendums.

## Appendix 2.

### Risk mitigation actions for including Facebook as part of the advertising campaign

1. Ensure a rigorous testing and monitoring phase, prior to and immediately following go live
  - **Hold a 'desktop exercise' ahead of campaign launch** to test the approach, the ability of staff to apply the Protocol, and to provide simulated staff training and preparedness, ahead of go live.
  - **Launch the activity with minimal investment in the first week** (w/c 6 July), to assess and refine the approach if required, in a live and safe environment for staff.
  - **Hold daily check-ins every morning** with the Senior Responsible Officer, General Manager, Electoral Programme and Manager, Public Information. The public information team would provide an update on the previous day's activity, review all comments and highlight any emerging risks or issues.
  - **Subject matter expertise will be identified** and will be on call during normal working hours, to assist with ensuring a timely and responsive approach to all comments. These would be experienced staff members from each of the policy teams and would be part of the daily check-in and briefings with the Public Information team.
  - **Report to the Chief Executive following the test phase.** A decision would be made by the Chief Executive on whether to increase the advertising expenditure, based on the insights gained about merits, risks, performance and lessons learned over the test period.
  - **Advertising spend would increase on 15 July, subject to Chief Executive approval.** If the outcomes of the test phase indicate that social media is an effective and valuable advertising channel for reaching our target audience (with risks that are being managed effectively), the Chief Executive may decide to increase the advertising spend for this channel. At least 48 hours' notice is required for implementation.
2. Have a comprehensive Protocol and Standard Operating Procedure in place:
  - A comprehensive draft Social Media Protocol has been developed. The draft Protocol outlines a range of safeguards, aimed at minimising and managing risks associated with having a social media presence.
  - If the decision is made to implement a Facebook page, the draft Protocol would require approval by COB Friday 5 June.
3. Have clear and publicly available Terms of Use available on the page:
  - Publicly available Terms of Use will be published at [referendums.govt.nz](https://referendums.govt.nz) and linked to from the page, to ensure the programme is open and transparent about our role.
  - While the role of [referendums.govt.nz](https://referendums.govt.nz) is not to provide a forum for discussion or debate, it is also not the programme's role to censor or filter content published by the public on social media. Freedom of expression is a fundamental human right, and this includes the freedom to express views that do not stand up to rational scrutiny. In general, the best way to combat mistruths is by making the facts readily available.
  - As such, it is expected that the majority of comments made on [referendums.govt.nz](https://referendums.govt.nz) advertising will be accepted, with any action to 'hide' or 'delete' comments done sparingly and only when deemed absolutely necessary. For example, comments containing abuse or

racism, or that are deemed to be contrary to the Terms of Use, will be removed. In these cases, the escalation process will be followed before any decision is made or action taken.

- We will respond to genuine questions from the public, when these can be answered by linking to the relevant section of content at [referendums.govt.nz](https://referendums.govt.nz). This is consistent with the communications protocol in place for all other channels.
- We will reply to comments, using a range of agreed templates, to point people towards the answer(s) on the website. As an example:

*"Hi [insert first name]. We've got information about this on our website. Visit [insert section heading] on this page to find out what the [proposed Bill/the Act] says about [insert summary of question]: [insert link to page]."*

- Where a comment relates to enrolment or election-related matters we would direct the person to the [www.vote.nz](https://www.vote.nz) website, managed by the Electoral Commission. We would not link to any websites in our social media responses, including government websites, except the [referendums.govt.nz](https://referendums.govt.nz) website and websites run by the Electoral Commission.
  - a. The [referendums.govt.nz](https://referendums.govt.nz) website does occasionally link to other government websites when directly relevant to the content. For example, linking to [legislation.govt.nz](https://legislation.govt.nz) to read the End of Life Choice Act 2019 in full, or linking to [health.govt.nz](https://health.govt.nz) for information about the Medicinal Cannabis Scheme.
  - b. If we receive inquiries about these topics on social media, and a direct answer is available in website content at [referendums.govt.nz](https://referendums.govt.nz), we may link the user to the relevant section of the website - for example, the section that explains that medicinal cannabis is not included in this referendum.
- 4. Ensure sufficient staff capacity and capability to manage the page during the signposting campaign
  - **Recruit a new staff member to the Public Information team**, with a focus on practical experience in managing social media channels in a high risk, risk averse environment;
  - **Continue to engage** <sup>s9(2)(a)</sup> [redacted] one of New Zealand's foremost digital and social media experts, particularly during the training, establishment and early phases of introduction;
  - **Establish a staff roster** to provide 7 days a week monitoring and management of the page. The on-duty staff member would monitor comments to provide timely and helpful responses to genuine questions, by using the approved templated responses to direct users to the relevant section at [referendums.govt.nz](https://referendums.govt.nz).
    - During the test phase of the activity, staff would be rostered from 6am - 10pm. Following the test phase, rostered hours would be reconsidered and increased or decreased as deemed appropriate and as approved by the Chief Executive and / or SRO.
    - Staff will be compensated for evening and weekend shifts, overtime and being on call.
    - Additional, suitably qualified 'back-up' resources will be identified prior to go live, to provide the ability to deploy increased resources in a timely and agile manner, should they be required. This could be a combination of in-house, agency and contract resource.
    - All members of the current team have experience managing social media communities. One member of the team, who has been seconded from the MOJ Media team, has experience managing the Ministry's social media channels.

5. Implement the signposting activity in a way that minimises the opportunity for users to comment

- **The referendums.govt.nz Facebook page will host minimal content and will clearly outline the purpose of the page.** Minimising the amount of content/posts hosted on the page reduces the number of posts/likes where people can comment. The page will include:

- A profile picture, cover image, and short “about us” statement including the website URL;
- A ‘pinned post’ at the top of the page, will clearly state the role of the page:

*“The role of referendums.govt.nz is to provide New Zealand voters with factual and impartial information about the upcoming referendums. We cannot provide opinion or commentary. Any comments made on this page by other users do not reflect the views of the page hosts. Go to [www.referendums.govt.nz](http://www.referendums.govt.nz) and know before you vote.”*

- A link to the Terms of Use, hosted at referendums.govt.nz.

- **Advertising on Facebook will clearly target those groups that do not use traditional media sources** to the same extent as other groups, to ensure the investment in social media maximises the reach and frequency with these groups.
- **All advertising will be aimed at signposting voters to referendums.govt.nz.** In developing the wording and visual elements, all advertising will clearly state that voters are to visit referendums.govt.nz for more information, and will not be designed in a way that encourages voters to comment, discuss or ask questions.
- **Social advertising will be optimised to deliver website link clicks** to ensure the maximum number of visitors arrive at referendums.govt.nz. In addition, formats that optimise commentary and engagement will be avoided.
- **Minimise the total number of in-feed ads on rotation at any one time.** To be effective, referendums.govt.nz advertising must appear in a user’s Facebook newsfeed. Users can comment on these ads. The programme will have no more than 5 in-feed ads running at any one time, to ensure the programme is able to effectively monitor these posts throughout the campaign.
- **In-feed ads will also clearly state the role of referendums.govt.nz.** Like the pinned post on the top of the page, the first comment that appears beneath each of our in-feed ads will remind voters of our role:

*“The role of referendums.govt.nz is to provide New Zealand voters with factual and impartial information about the upcoming referendums. We cannot provide opinion or commentary. Any comments made on this page by other users do not reflect the views of the page hosts. Go to [www.referendums.govt.nz](http://www.referendums.govt.nz) and know before you vote.”*

- **Advertising activity could also be scheduled to occur during normal business hours.** This would reduce the likelihood of an issue emerging outside regular working hours. However, this may also reduce the effectiveness of the advertising, as large portions of users browse social media outside of regular work hours (e.g. evenings and weekends).
- **Utilise other ad formats that do not allow comments.** Aside from in-feed ads, Facebook and Instagram offer additional ad formats that do not allow comments. These include ads in

Instagram or Facebook “Stories” and ads that play part-way through a Facebook video (similar to a TV commercial). Budget will be allocated to these ad formats as appropriate, thereby reducing our overall spend on in-feed ads that users can comment on. With regards to this approach, please note:

- To be able to run an effective campaign that maximises the reach and frequency of the investment on the channel, the programme needs to be able to optimise budget between these ad types and in-feed ads. It would not be effective to remove all spend from in-feed ads on Facebook.
- In order to run any advertising at all, a Facebook page is still required, where users can comment.
- **Reviews, wall posts and direct messages will be disabled.** While it is not possible to disable comments on referendums.govt.nz advertising that appears in a Facebook user's newsfeed, there are additional communications features offered by Facebook that will be disabled. These include disabling: reviews; posts published by Facebook users on our page; and direct messages sent to our page.

6. Establish has clear escalation and exit strategies

- **The escalation process** outlined in the Protocol would be followed if the on-duty staff member deemed a comment to be in breach of the Terms of Use or Facebook's Community Guidelines.
- **Advertising on social media would cease on 3 September.** The advance voting period commences on 5 September. To avoid any perception that comments made on the referendums Facebook page, may have an influence on voter opinions in the immediate lead up to the General Election, all social media advertising would cease on 3 September, prior to the commencement of the advance voting period.
- **Advertising can be paused, run at a reduced budget, or ceased entirely at any time.** As a self-service platform, social media advertising is incredibly nimble and flexible, more so than traditional media channels. If, at any time during the campaign period, the Ministry felt there was a reason to pause the activity, increase/reduce the advertising spend allocated to the channel, or remove our Facebook page entirely, this could be actioned within 24 hours.



## MEMORANDUM

**To** Rajesh Chhana, Deputy Secretary Policy (approval)  
Andrew Kibblewhite, Secretary for Justice (noting) **File Ref:** 0906\_Memo\_Media Rationale

**CC** Anna Foley, General Manager, Electoral Programme  
Shannon Bainbridge, Programme Manager **Required by:** 12/06/2020

**From** Graham Bethune, Manager, Public Information

**Date** 09/06/2020

**Subject** Public information programme – media strategy risk management

**For**

<input type="radio"/> Discussion	<input type="radio"/> Review	<input checked="" type="radio"/> Approval	<input type="radio"/> Noting
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### Purpose

1. This memo provides an overview of the media strategy\* to achieve the overall objectives of the signposting component of the public information programme. The memo seeks approval of the approach being taken to the management of the risks associated with:
  - 1.1. Media placement within specific media channels; and
  - 1.2. Non-alignment of media activity with the Electoral Commission.
2. Note\*: the overall media strategy has already been approved by the SRO as part of the *Public Information Programme Communications Strategy*.
3. Note that the decision has been made to exclude Facebook as an advertising channel; the rationale for doing so and the risks associated with the use of Facebook as an advertising channel are not canvassed again in this memo.

### Background

4. The New Zealand public will be given the opportunity to vote on two referendums alongside the General Election. The Cabinet paper *Provision of public information for the 2020 referendums [CAB-19-MIN-0624]* provides guidance on the deliverables and requirements of the public information programme.
5. The Cabinet paper clearly outlines the roles and responsibilities of the Electoral Commission and Ministry of Justice communications activity:
  - 5.1. Awareness: The Electoral Commission will inform voters that two referendums are happening, what the questions are, and how to participate; and
  - 5.2. Subject Matter Information: The Ministry of Justice will prepare explanatory information materials about the proposed Cannabis Legalisation and Control Bill and End of Life Choice (EOLC) Act. The information materials will be aimed at supporting voters in making an informed choice in each referendum.

6. The public information programme's overarching strategy and deliverables focus strongly on aligning with the commitments made in the Cabinet paper, with particular emphasis placed on delivering in a manner that is factual and impartial. The Cabinet paper states:
  - 6.1. *"It is important that any information being put into the public domain by the Government or government agencies, particularly at election time, is and is perceived to be, factual and impartial."*
  - 6.2. In addition to the information put into the public domain, choices about how to deliver this information - the channels and messages used to engage with voters – need to also be perceived as impartial.
7. Ensuring broad and widespread reach across New Zealand's diverse voting population is going to be critical to delivering a successful public information programme. The paid media component of the programme is the primary vehicle for signposting voters to the sources of factual, impartial information.
8. Alignment with the Electoral Commission is also key to ensuring voters receive clear, consistent and effective messages about the referendums across the election period. Ensuring our respective paid media approaches are cohesive, complementary and aligned is essential to delivering on this objective for voters.

#### **Audience overview**

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9. While the core audience for the programme is all voters aged 18+, in developing the media plan it was important to ensure even distribution across age, gender, location and ethnicity.
10. When considering the eligible voting population of around 3.6 million, data\* shows:
  - 10.1. 89% are enrolled to vote
  - 10.2. 78% say they are very likely to vote
  - 10.3. 79% use the internet to source information
  - 10.4. 62% are interested in current affairs
  - 10.5. 81% consider it important to be well informed
  - 10.6. 70% say they think ahead and gather the facts when making decisions
  - 10.7. 21% say they are influenced by other people's opinions
  - 10.8. Social media use is prevalent: 88% use Facebook, 80% use YouTube and 54% use Instagram.
11. When comparing these figures to those by age group (age 18-39 and 40+), some notable changes are seen, particularly:
  - 11.1. Younger voters (18-39) are more likely to use the internet as a source of information (89%) and more likely to say they are influenced by other people's opinions (30%). Only 66% say they are very likely to vote. Younger voters are more prevalent users of social media, with 91% using Facebook, 88% YouTube and 71% Instagram.

\* Source: GlobalWebIndex, Nielsen CMI Q2 18 -Q1 19 –STARCOM. Estimated population statistics as at 30 June 2018 (Final) using 2013 census data. Enrolment statistics as at 30 November 2019

- 11.2. While still high at 73%, voters aged 40+ are slightly less likely to use the internet to source information. At 86%, a higher portion of this group say they are very likely to vote. Social media use is lower with this group, but still very strong at 83% for Facebook and 71% for YouTube. LinkedIn replaces Instagram as the third most popular social media platform, with 39% of those in this group using LinkedIn.

### **Summary of media approach**

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12. With the addition of the two referendums, the landscape of the 2020 General Election is likely to be more complex than in previous years, as other voices join the debate. From a paid media perspective, the implications of this are likely to be:
- 12.1. a more fragmented and competitive environment;
  - 12.2. increased expenditure over a relatively short campaign period;
  - 12.3. for the audience, more diverse viewpoints to navigate.
13. Our use of paid media plays a key role in delivering on the programme's overarching objectives to give as many New Zealanders as possible the opportunity to be informed ahead of casting their votes in the referendums.
14. To achieve this, our paid media needs to ensure:
- 14.1. the maximum possible 'reach' is achieved – which is the percentage or number of people who see the message; and
  - 14.2. the highest possible 'frequency' – which is the number of times people see the message.
15. Achieving high rates of reach and frequency can be influenced by factors such as:
- 15.1. spend – how much investment is made in advertising and other channels to communicate the message;
  - 15.2. message memorability – does the message stand out from the crowd? Is it highly creative or memorable; and
  - 15.3. the specific channels used to effectively reach as many people, as many times as possible.
16. Our media approach has focused on ensuring three key principles:
- 16.1. Broad national awareness, offering even distribution across age, gender, location and ethnicity.
  - 16.2. New Zealanders having the opportunity to access factual and impartial information on both referendums.
  - 16.3. The information provided, channel selection and message distribution are each perceived to be impartial and easily accessible.
17. While the media environment is fragmented and there has been substantial growth in digital media, traditional channels remain pivotal and proven successful to delivering widespread reach. For this programme, a multi-channel approach will best serve the varied channel habits of those eligible to vote, and the varying channels utilised will each play a role.

## Management of the risks associated with the media strategy

18. There are two areas of risk associated with the media strategy:
  - 18.1. Media placement within specific media channels; and
  - 18.2. Non-alignment of media activity with the Electoral Commission.
19. The risks associated with media placement within specific media channels arise due to:
  - 19.1. Proximity or placement in a media environment alongside political or partisan advertising. For example, in a TV ad break immediately following an advertisement promoting a particular viewpoint on one of the referendum topics; or
  - 19.2. Proximity or placement of a topic-specific advertisement in a media environment where the message could be perceived as being insensitive or inappropriate. For example, the placement of a Cannabis referendum ad immediately outside a primary school, or an EOLCA referendum ad immediately outside a hospice.
20. The risks associated with non-alignment of media activity with the Electoral Commission arise due to the complementary roles of the Electoral Commission and the Ministry and the importance of ensuring a coordinated, cohesive and aligned approach to media activity.
  - 20.1. A risk would arise, for example, if ads for both the Electoral Commission and the referendums were to be unknowingly placed in the same TV ad break, or on the same page in a newspaper. This could create the perception of a wasteful use of taxpayer funds and lack of coordination between two public sector agencies.

## Channel rationale

21. Based on research and recommendations from the media agency, the following channels were identified as being able to deliver the reach and frequency required for the signposting programme.
22. **Television**  
Rationale: On a weekly basis, 78% of New Zealanders watch free-to-air TV. This does skew to an older audience, however there is still 65% reach to those 18-40 years, old illustrating the strength of the channel in its ability to drive mass awareness and reach. Amongst the 18-40 age group, 42% of Kiwis watch more than 14 hours weekly.
23. **Radio**  
Rationale: Radio reaches 79% of those aged 18+ each week. While broadcast radio reach can skew older depending on station composition, reach to the younger audience via music apps is very strong with 50% weekly reach to those under 40. Further campaign planning in audio will likely include both traditional broadcast and digital listening options.
24. **Out of home (such as billboards and bus shelter ads)**  
Rationale: There is a high opportunity to reach New Zealanders in outdoor channels with nearly 64% of New Zealanders 18+ having seen advertising out and about in the last seven days. This channel skews slightly to younger audiences, and with the wide range of outdoor formats available creates a strong opportunity to not only build reach, but also to gain frequency over the campaign period.
25. **Digital**  
Rationale: Younger audiences are more likely to be heavy users of digital media with 61% of those under 40 years old spending more than 20 hours per week online, compared with 42% of all people aged 18+. While older users are less likely to be heavy users of digital, there are

still 29% of those aged 40+ who spend more than 20 hours per week online. News apps and websites offer significant audience volume to New Zealanders, with 67% of people 18+ accessing these on a weekly basis. Digital news consumption is particularly prevalent among people aged 18-39, with 75% of this group accessing New Zealand news weekly through an app or via a website, compared to 63% among people aged 40+. Varied digital placements from online video, to search engine marketing (Google) and digital display banner adverts will offer the audience a variety of digital touchpoints throughout the campaign.

26. **Print**

**Rationale:** News has an important role to play in connecting New Zealanders to trusted and reliable information. Among New Zealanders aged 18+, 55% agree that newspapers have a role in leading debate around topical issues, with 59% trusting New Zealand news sites to tell the real story. Print readership of newspapers does skew older but on a broad-reaching basis nearly 67% of those 18+ read a hard copy newspaper weekly (a combination of daily, weekly and community/suburban publications). Looking at daily newspapers in isolation, weekly reach is about 44% of all people aged 18+ and 33% of those 18-39 years old.

27. **Social media**

Across the various social media platforms available to New Zealanders there is widespread reach potential. Younger audiences are more likely to use social media channels and view them more favourably as a source of information than older users. On a weekly basis, 70% of people aged 18+ use social media platforms. Whilst this does skew younger (88% of those under 40), 70% of those aged 40+ use social media weekly.

- 27.1. Facebook has been excluded as an advertising channel for the signposting activity; the rationale for doing so and the risks associated with the use of social media are not canvassed again in this memo. YouTube has been included, as it delivers strong reach potential, enables the programme to meet some of the accessibility commitments, and doesn't carry the inherent risks associated with Facebook.

### Guiding principles for media planning and placement

28. At a high level, our approach to media placement is to step back from the debate. As and where possible, we will avoid media environments that directly insert the campaign message within referendum articles, political content, opinion pieces or conversations.
29. This means:
- 29.1. Absence from direct association with political and partisan viewpoints;
  - 29.2. Balancing prominence, impact and channels which deliver strong reach options; and
  - 29.3. Developing a by-channel approach to ensure we understand how and where risks can be mitigated for each advertising channel and applying these rules consistently.
30. Our guiding principles for media planning are summarised in the table below.

Principle	Approach
<b>Consistent Broad Reach</b>	On-going presence across the duration of the campaign. Balanced distribution of messaging across all demographics.  Media investment and channel selection to reflect audience media consumption.

<b>Multi-Channel Frequency</b>	Multi-channel approach aids in building visibility and frequency, media allocation enables exhaustive use of priority channels. s9(2)(j)
<b>Impartiality</b>	Ensure media decisions can be interrogated as non-bias. Consistent justification of minority audiences, geo-locations and overall channel choices to offer equal opportunity to all New Zealanders.
<b>Inclusive</b>	Extend campaign messaging into translated channels to ensure inclusivity across a diverse mix of languages spoken in New Zealand.

31. Each media channel has a clear role and objective, to ensure the most effective and efficient use of budget.

<b>Role</b>	<b>Objective</b>	<b>Channels</b>	<b>Investment (% of total spend)</b>
Building awareness	Deliver widespread reach using a multi-channel approach	TV Online video Outdoor Audio (radio/Spotify) YouTube Print	80%
Facilitating discovery	Help connect users with web content through traffic driving digital assets	YouTube Digital ads	13%
Active interest	Assist those actively forming their opinions by connecting them with official website content	Search Engine Marketing (Google)	6%

#### Management of the risks associated with the media strategy

32. There are two areas of risk associated with the media strategy:
- 32.1. Media placement within specific media channels; and
  - 32.2. Non-alignment of media activity with the Electoral Commission.
33. The risks associated with media placement within specific media channels arise due to:
- 33.1. Proximity or placement in a media environment alongside political or partisan advertising. For example, in a TV ad break immediately following an advertisement promoting a particular viewpoint on one of the referendum topics; or
  - 33.2. Proximity or placement of a topic-specific advertisement in a media environment where the message could be perceived as being insensitive or inappropriate. For example, the placement of a Cannabis referendum ad immediately outside a primary school, or an EOLCA referendum ad immediately outside a hospice.

34. The risks associated with non-alignment of media activity with the Electoral Commission arise due to the complementary roles of the Electoral Commission and the Ministry and the importance of ensuring a coordinated, cohesive and aligned approach to media activity.
- 34.1. A risk would arise, for example, if ads for both the Electoral Commission and the referendums were to be *unknowingly* placed in the same TV ad break, or on the same page in a newspaper. This could create the perception of a wasteful use of taxpayer funds and lack of coordination between two public sector agencies.
35. Advertising is placed on channels owned and operated by broadcasters and publishers. We have provided clear guidelines and parameters to these media organisations to minimise the risks associated within specific media channels. The parameters and guidelines are applied at the planning and buying stage.
- 35.1. On some channels, this is a largely programmatic process, requires less manual intervention and therefore carries minimal residual risk. For example, scheduling of TV advertising largely works this way and will help to ensure 'clear air' between advertising for the referendums and political party advertising;
- 35.2. On other channels, the process is more manual and whilst every effort is made to address all perceived risks, residual risk will remain. For example, with so many media placements on outdoor formats, there is a residual risk that proximity to a school, or hospice, may still occur. However, we are working with reputable and trusted broadcasters and publishers, and there is confidence to be gained from the decades of experience these organisations have had in catering to the requirements of advertisers with similarly complex media placement requirements.
36. The following table details the risk management plans for each channel and any remaining risk to be accepted. The table also details, where relevant, specific work being undertaken with the Electoral Commission to ensure alignment in our approach.

Channel	Management of placements	Alignment with Electoral Commission
Newspaper ads	<p>Risk management: Request that referendum ads are NOT placed alongside political parties or lobby group advertising.</p> <p>Remaining risk: Possible that ad may be placed on the same spread/page as a political story. This is a manual process and avoidance cannot be 100% guaranteed.</p>	Complement activity rather than compete. Referendums ads to run in alternate weeks to Electoral Commission ads where possible.
TV	<p>Risk management: Referendum ads will not run in shows such as leaders' debates or referendum debates, or within shows that may be sensitive to the referendum topics; however, news and current affairs remain important environments for reach and to share information about the referendums. Request that broadcasters do not run referendum ads</p>	We will request broadcasters to ensure that referendum and Electoral Commission ads do not run directly back-to-back.

	<p>alongside political party or lobby group ads.</p> <p>Remaining risk: Not appearing alongside political party or lobby group ads is a manual process and cannot be 100% guaranteed by each broadcaster. It is not possible to determine content of news broadcasts ahead of transmission.</p>	<p>In the same ad break or during the same programme is okay.</p> <p>We will inform the Electoral Commission of our approach to deciding what specific shows/programmes we will avoid, such as leaders' debates.</p>
YouTube ads	<p>Risk management: It is not possible to influence or control what other content appears in a user's feed, as this is tailored and individualised e.g. what post appears before / after our post in a user's newsfeed.</p> <p>Remaining risk: low risk, generally an accepted part of the user experience.</p>	<p>Not required, no coordination or alignment necessary.</p> <p>Will advise Electoral Commission of our approach</p>
Digital display and video ads	<p>Risk management: Request that display ads and video ads do not run within politics, referendums or elections news articles. We will use a blacklist of negative keywords to avoid as much as possible being displayed alongside this content.</p> <p>Remaining risk: The technology and ability to apply negative content or negative key word targeting might not be to the same level across smaller websites. Smaller publishers such as some ethnic media channels use a manual rather than automated process for this and there is a chance of human error.</p>	<p>Consistent approach to be discussed with the Electoral Commission.</p>
Google search results	<p>Risk management: It is not possible to influence or control what ads or results appear around us in Google search results.</p> <p>Remaining risk: Low-risk, generally an accepted part of the user experience.</p>	<p>Work with the Electoral Commission to determine a coordinated approach to Google search ads, to mitigate where possible that we are not unnecessarily bidding against each other for the same search terms.</p>
Radio ads	<p>Risk management: Request that broadcasters do not run referendum ads alongside political party or lobby group ads. Request that ads do not run during any special political or elections programmes that may be planned in the lead up to the election/referendums.</p>	<p>Request that broadcasters do not run referendum and Electoral Commission ads directly back-to-back. In the same ad break or during the same programme is</p>

	<p>Remaining risk: Not appearing alongside political party or lobby group ads is a manual process and cannot be 100% guaranteed by each publisher.</p> <p>Remaining risk: Radio content is planned/ developed with a short lead time and we do not have oversight of a host or caller's views or any opinions stated.</p>	okay.
Outdoor (bus shelters, billboards, street posters)	<p>Risk management: As part of dispatch instructions, will advise that topic-specific messages are not to appear near places where messages could be particularly sensitive e.g. schools, hospitals, rest homes, places of faith. Request that providers do not place referendums ads directly beside political party or lobby group advertising.</p> <p>Remaining risk: Not appearing alongside political party or lobby group ads is a manual process and cannot be 100% guaranteed. With regards to placement of topic-specific messaging: when in doubt, providers instructed to err on the side of caution and use generic messages over topic-specific messages.</p>	No particular alignment with Electoral Commission required.
Outdoor (buses)	<p>Risk management: Most buses are not assigned to a particular route, and instead are assigned to a depot. Routes are unpredictable and subject to change, such as a bus being assigned a school route. For this reason, buses will only feature generic referendum messaging and not topic-specific messaging. Also, request that providers do not feature referendums ads on the same bus as political parties or lobby groups.</p> <p>Remaining risk: N/A. Risk mitigated.</p>	Request that providers do not feature referendums ads and Electoral Commission ads on the same bus.
Outdoor (shopping malls and dairy posters)	<p>Risk management: Due to considerations around the large number of children who frequent dairies and malls, and the sensitive subject matter of the referendums, these ads will only feature generic messages and not topic-specific messages. Request that providers do not place referendums ads directly beside political party or lobby group advertising.</p> <p>Remaining risk: Not appearing alongside political party or lobby group ads is a manual process and cannot be 100% guaranteed.</p>	No particular alignment with Electoral Commission required.

### Next steps

37. Finalisation of alignment discussions with the Electoral Commission, including detailed scheduling between the respective media agencies.
38. Detailed media booking is underway, applying the principles outlined in this memo, with the signposting campaign scheduled to be live in market from 5 July.

### Recommendations for approver

39. It is recommended that you:
  - 39.1. Note that the overall media strategy has already been approved by the SRO as part of the *Public Information Programme Communications Strategy*.
  - 39.2. Note that the decision has been made to exclude Facebook as an advertising channel; the rationale for doing so and the risks associated with the use of social media as an advertising channel are not canvassed again in this memo.
  - 39.3. Approve the approach being taken to the management of the risks associated with:
    - 39.3.1. Media placement within specific media channels; and
    - 39.3.2. Non-alignment of media activity with the Electoral Commission.

### Approver to complete

**Name:** Rajesh Chhana

**Position:** Deputy Secretary, Policy

**Signature:**



**Date:**

16/6/2020

### Comments

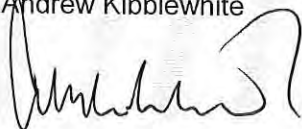
Approach approved, in particular the risk mitigation measures that are being used with the different media channels.

### For noting

**Name:** Andrew Kibblewhite

**Position:** Secretary for Justice

**Signature:**



**Date:**

17/6/2020

### Comments



## MEMORANDUM

<b>To</b>	Andrew Kibblewhite, Secretary for Justice	<b>File Ref:</b> 1606_Memo_FinalRefsCreative
<b>Endorsed by</b>	Rajesh Chhana, Deputy Secretary Policy Anna Foley, General Manager, Electoral Programme	<b>Required by:</b> End of day 19/06/2020
<b>From</b>	Graham Bethune, Manager, Public Information	
<b>Date</b>	16/06/2020	<b>Attachments:</b> <i>Referendums 'sign-posting' materials for formal approval</i>
<b>Subject</b>	<b>Approval of final public information programme 'sign-posting' materials</b>	
<b>For</b>	<input checked="" type="radio"/> Approval <input type="radio"/> Review comment <input type="radio"/> Action <input type="radio"/> Noting	

### Purpose

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1. This memorandum seeks approval of the public information 'sign-posting' materials (aka advertising), as presented to you on 16 June 2020 and summarised in the attachment *Referendums 'sign-posting' materials for formal approval*.

### Overview and timeline of decisions

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2. The New Zealand public will be given the opportunity to vote on two referendums at the 2020 General Election. *Provision of public information for the 2020 referendums* [CAB-19-MIN-0624] provides guidance on the deliverables and requirements of the public information programme.
3. On 10 March the overarching creative concept for the public information programme was approved. This was presented to the SRO, the Secretary for Justice, relevant Policy General Managers and the General Manager, Communications. Before selecting the recommended creative concept, the public information team had explored a range of creative territories with the advertising agency and carried out due diligence on the concepts, by undertaking concept testing with eligible voters.
4. The rationale for using topic-specific messaging was outlined in a memo dated 20 March. This presented the balance to be struck between:
  - delivering an effective public information programme that engages the attention of voters
  - ensuring the neutrality and impartiality of language
  - ensuring the use of messages are not inadvertently perceived to be persuading voters, one way or another, on either referendum topic.
5. Following a meeting on 25 March with the Secretary for Justice to discuss the rationale and the library of topic-specific messages, a small number of messages were removed from the library. The remainder of the messages were approved for use, subject to final approval of the creative materials.
6. During April, following approval of the overarching concept and messages, updates on the progress of the public information programme were provided to the Minister of Justice, the State Services Commission, the Office of the Auditor General and the Electoral Commission.

7. Further work was undertaken with the agency to further develop the approved creative concept and establish the final messaging, creative, scripts and phasing for the campaign.
8. On 8 May, the outputs of this work were presented to the Senior Responsible Officer, Chief Advisor to the Chief Executive, Chief Advisor to the Deputy Secretary Policy and relevant Policy General Managers. Feedback was provided and incorporated.
9. On 15 May, an updated version of the 'sign-posting' materials was presented to the Senior Responsible Officer and Chief Advisor to the Chief Executive.
10. On 19 May, the overarching messaging, creative, scripts and phasing recommendations were presented to the Chief Executive and Senior Responsible Officer. As a follow-on from this meeting:
  - 10.1. On 22 May, the messages proposed for use as part of the 'sign-posting' activity were considered by the Referendums Communications Messaging Review Panel. Feedback provided by the Panel was incorporated.
  - 10.2. On 22 May, an update on the creative development work underway for the 'sign-posting' campaign was provided to the Central Agencies General Election 2020 Coordination Group.
11. On 28 May, an overview of all the decisions and revisions made to date was summarised in the memorandum *Memo - Approval of referendums programme creative development work* and accompanying presentation deck *Referendums creative development deck for formal approval*. The deck and accompanying memorandum were approved endorsed by the SRO and approved by the Chief Executive.
12. Development and production of the final 'sign-posting' materials was undertaken in late May and early June.

### **Presentation of final 'sign-posting' materials**

13. On 16 May, you attended a meeting where the final 'sign-posting' materials were presented. Also in attendance were the Senior Responsible Officer and the relevant Policy General Managers. The materials were endorsed by those in attendance and verbal approval given.
14. A comprehensive summary of the 'sign-posting' materials is included in the attachment *Referendums 'sign-posting' materials for formal approval*, provided alongside this memo for your formal approval.

### **Next steps**

15. Formal approval of the 'sign-posting' materials is required before the public information team and advertising agency can dispatch the files to the relevant advertising providers, prior to the campaign go live on 5 July.

When	What	Who
16 June	Final assets presented (e.g. TV commercials, radio ads)	Secretary for Justice, Senior Responsible Officer, relevant policy GMs
16 June (preferable) 19 June (latest)	Final assets formally approved	SRO and the Secretary for Justice

24 June	Last day to dispatch assets to broadcasters/publications	Public information team and advertising agency
w/c 29 June	Socialisation of final assets and full programme update	Minister of Justice, the State Services Commission, the Office of the Auditor General and the Electoral Commission
5 July	Activity live in market	Public information team and advertising agency

### SRO Endorsement

16. It is recommended that you:

1. **Endorse** the *Referendums 'sign-posting' materials for formal approval* supplied as an attachment to this memorandum **Yes / ~~No~~**

**Name:** Rajesh Chhana

**Position:** Deputy Secretary, Policy

**Signature:**



**Date:**

30/6/2020

**Comments**

### Recommendations for approver

17. It is recommended that you:

2. **Approve** the *Referendums 'sign-posting' materials for formal approval* supplied as an attachment to this memorandum. **Yes / No**

### Recipient/s to complete

#### **Secretary for Justice Approval**

**Name:** Andrew Kibblewhite

**Position:** Secretary for Justice

**Signature:**



**Date:**

2/7/20

**Comments**

SAATCHI & SAATCHI

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## Ministry of Justice

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Referendums 2020 'sign-posting' activity 5 July - 19 September 2020

Presented 16 June 2020

## Website



## Explanatory materials and printed resources



### **Items produced**

Introductory brochure x 2  
 6-page summary booklet x 2  
 Poster for voting places  
 EasyVote flyer  
 Special Declaration letter  
 'Guide to the Bill'  
 Copies of the Act  
 Copies of the proposed Bill  
 Accessible resources

- Braille
- Audio
- EasyRead
- Dyslexic-friendly
- HTML
- Large Print
- NZ Sign Language
- Translations

**Outdoor**

## Buses



### **Headlines (generic only)**

- What am I voting on?
- What are the referendum questions?
- What are the two referendum topics?



- Will my choices change the law?
- Where can I get impartial information?

## Bus shelter



*Headlines (generic and topic)*

Where can I get impartial information?  
Will my choices change the law?

How would the cannabis market be regulated?  
Who could open a cannabis shop?

Who makes decisions on assisted dying?  
How would assisted dying be regulated?

*Mixture of static and digital placements*

New Zealand Government

SAATCHI & SAATCHI

© Commercial in Confidence

## A0 posters and bollards



### **Headlines (generic and topic)**

- Will my choices change the law?
- What are the two referendum topics?
- What am I voting on?
- What are the referendum questions?
- What are the two referendum topics?
- Is buying cannabis online covered?
- Would there be a cannabis tax?
- What would the criteria be for assisted dying?
- Can someone change their mind on assisted dying?

## Billboards

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## Billboards



### **Headlines (generic and topic)**

- Where can I get impartial information?
- How would the cannabis market be regulated?
- What would the criteria be for assisted dying?
- What would change if the cannabis referendum passes?
- What would change if the End of Life Choice referendum passes?



### **Appearing in**

- Auckland / Hamilton / Bay of Plenty / Palmerston North / Wellington / Dunedin / Christchurch

## Shopping centres



*Mixture of static and digital placements*



*Headlines (generic only)  
What am I voting on?  
What are the referendum questions?*

## Petrol station screens, dairy posters



### *Headlines for petrol stations (generic only)*

Would the outcomes of the referendums become law straight away?  
Where can I get impartial information?



### *Headline for dairy posters (generic only)*

What am I voting on?

**Outdoor by region**

Region	Buses	Small format outdoor	Street posters	Billboards	Dairy	Petrol station
Northland			✓		✓	✓
Auckland	✓	✓	✓	✓	✓	✓
Waikato	✓	✓	✓	✓	✓	✓
Bay of Plenty	✓	✓	✓	✓	✓	✓
Gisborne			✓		✓	✓
Hawkes Bay	✓	✓	✓		✓	✓
Taranaki	✓		✓		✓	✓
Manawatu - Whanganui	✓	✓	✓	✓	✓	✓
Wellington	✓	✓	✓	✓	✓	✓
Tasman					✓	✓
Nelson	✓		✓			
Marlborough					✓	✓
West Coast						✓
Canterbury	✓	✓	✓	✓	✓	✓
Otago	✓		✓	✓	✓	✓
Southland			✓		✓	✓

**Total investment:**  
\$9(2)

**Print**

## Press (English)



### Headlines (generic and topic)

- Phase 1: What are the referendum questions?
- Phase 2: What's the proposed age to buy cannabis?
- Phase 3: What would the criteria be for assisted dying?
- Phase 4: Would the outcomes of the referendums become law straight away?

### Appearing in:

- 3 x Sunday titles
- 5 x main metros:
  - New Zealand Herald
  - Dominion Post
  - Otago Daily Times
  - Waikato Times
  - The Press
- 17 x regional titles
- 79 x community titles

### Investment across mainstream and niche print:

99(2)(c)

## Press (Translated)



### **Headlines (generic and topic)**

- Phase 1: What are the referendum questions?
- Phase 2: What's the proposed age to buy cannabis?
- Phase 3: What would the criteria be for assisted dying?
- Phase 4: Would the outcomes of the referendums become law straight away?

### **Appearing in:**

16 x translated and niche audience titles

**Digital**

## Display advertising



### Headlines

All questions

### Appearing in:

[nzherald.co.nz](http://nzherald.co.nz)

[stuff.co.nz](http://stuff.co.nz)

[tvnz.co.nz](http://tvnz.co.nz)

[newshub.co.nz](http://newshub.co.nz)

[trademe.co.nz](http://trademe.co.nz)

Precision Programmatic Display Network

### Homepage takeovers of:

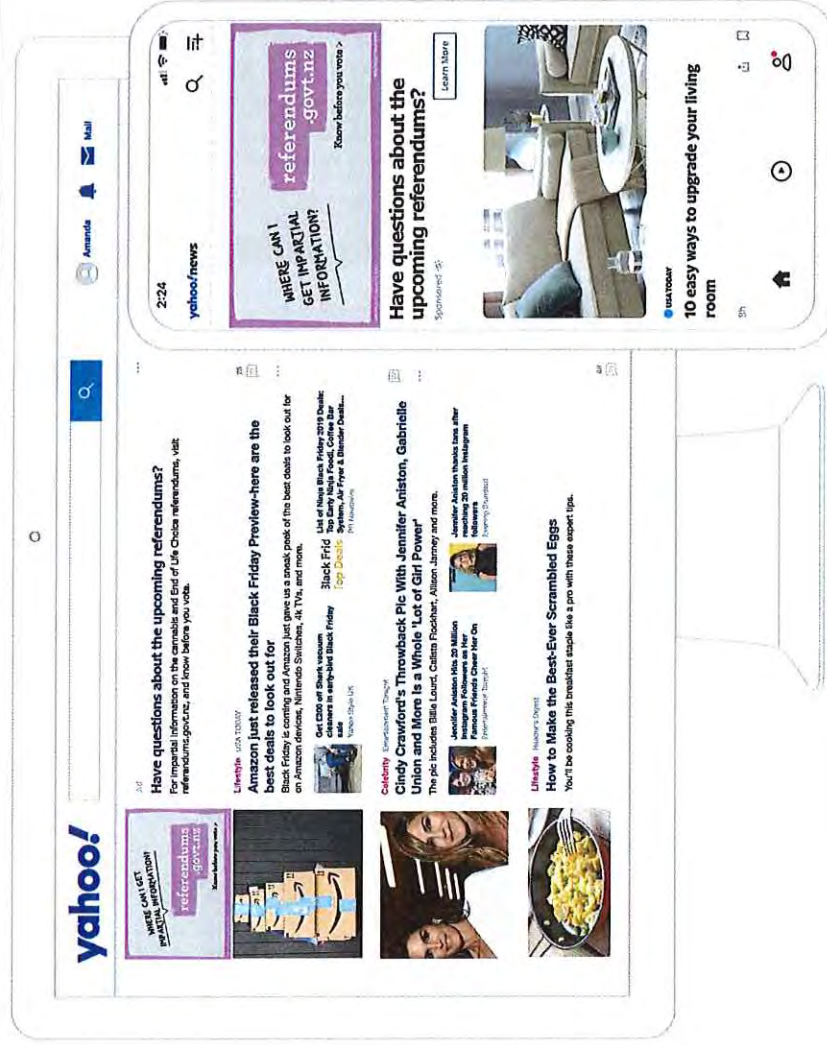
[nzherald.co.nz](http://nzherald.co.nz)

[stuff.co.nz](http://stuff.co.nz)

[tvnz.co.nz](http://tvnz.co.nz)

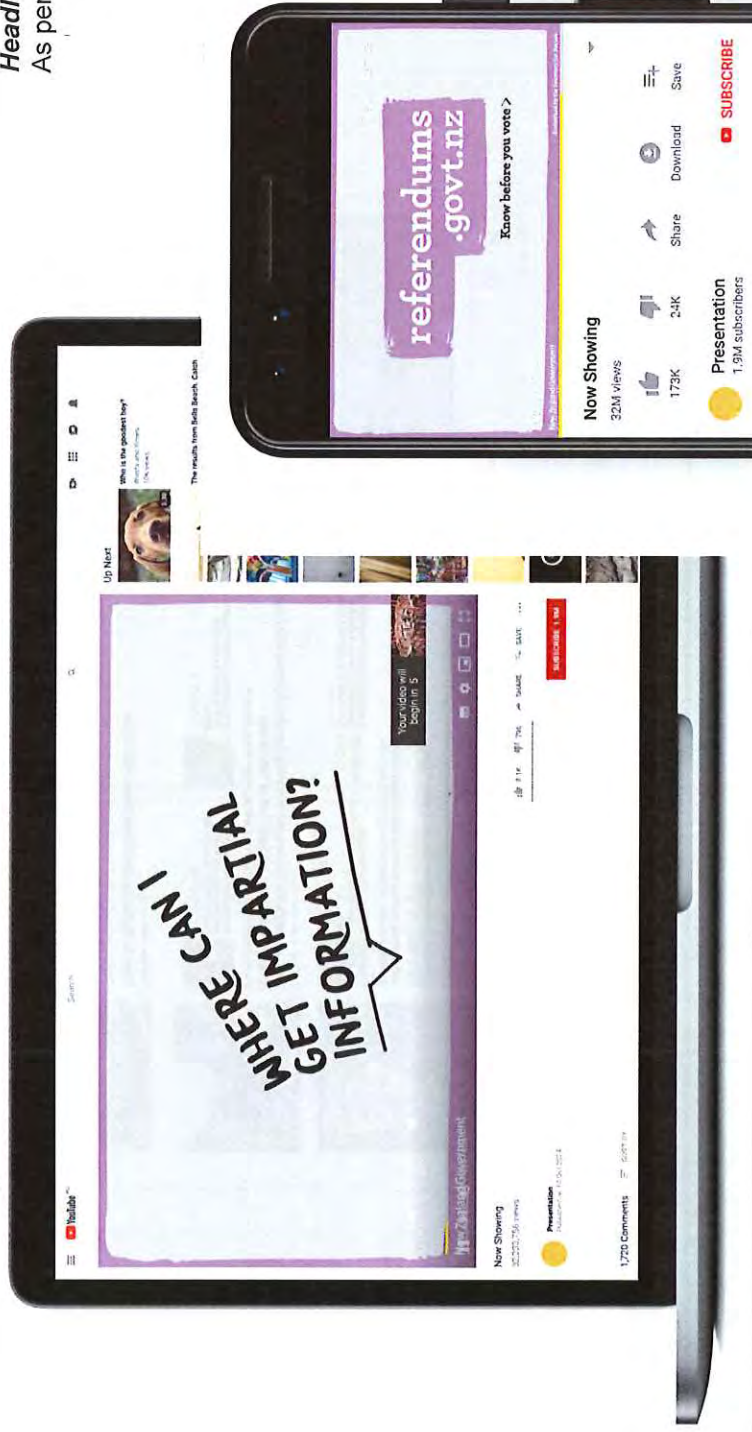
Note: Homepage takeover messages are generic only

## Native content ads



# YouTube

Headlines  
As per TV ads



New Zealand Government

© Commercial in Confidence

SAATCHI & SAATCHI

## Video on demand

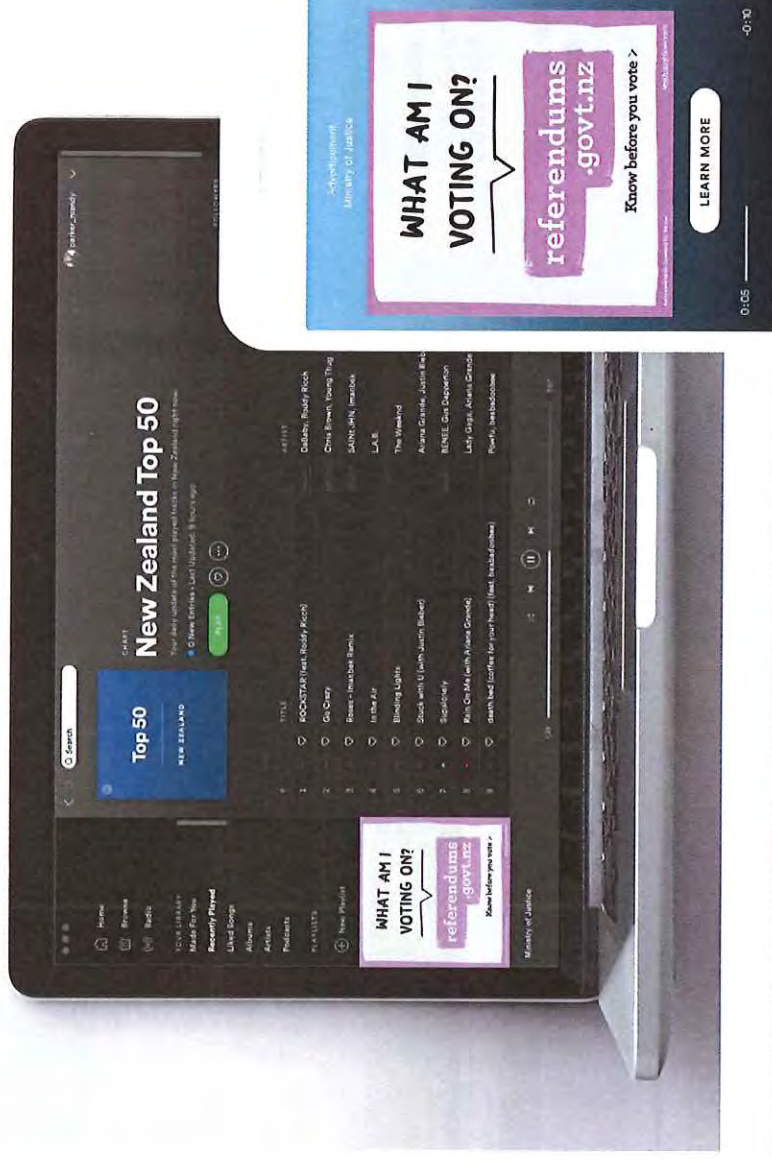


**Headlines**  
As per TV ads

**Appearing in:**  
TVNZ On Demand  
Three Now  
stuff.co.nz  
nzherald.co.nz  
Māori Television  
Precision Programmatic Video Network

# Spotify - display and audio ads

**Headlines**  
As per radio ads  
and display ads



# Google search results

referendum nz

Google

Search

AI

News

Images

Maps

Shopping

More

Settings

Tools

About 1,940,000 results (0.41 seconds)

Ad • [www.referendums.govt.nz/](http://www.referendums.govt.nz/) •

**Official referendum website - Referendum September 2020**

Learn about Cannabis Legalisation and Control, and End of Life Choice referendum questions. For impartial information about the topics and referendum questions, learn more here.

**Saturday, 19 September**

New Zealand cannabis referendum 2020

[www.referendums.govt.nz/](http://www.referendums.govt.nz/) •

**New Zealand Government referendums 2020 - Cannabis and ...**

This is the official Government website that provides factual and impartial information about the 2 referendums being held at the General Election, on cannabis ...

End of Life Choice referendum • Cannabis legalisation and ... • Referendums FAQ

elections.nz • elections-hq.nz • what-is-a-referendum •

**What is a referendum? | Elections**

Referendums are an important part of New Zealand's democracy. If a citizen starts a referendum, it's called a 'citizens initiated referendum'. If a government starts ...

You've visited this page 2 times. Last visit: 1/06/20

New Zealand cannabis referendum

The New Zealand cannabis referendum will be a non-binding referendum, on the question of whether to legalise the sale, use, possession and production of cannabis. The form of the referendum will be a vote for or against the proposed "Cannabis Legalisation and Control Bill". Wikipedia

**Date:** 19 September 2020

**Location:** New Zealand

People also search for: 2020 New Zealand euthanasia referendum, MORE

Feedback

**Investment across all digital:**

\$9(2)

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## Translated & accessibility materials

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## Summary of channels and languages

Channel	English	Māori	Mandarin	Simplified & Trad. Chinese	Korean	Samoan	Tongan	Hindi	Accessibility Assets*
Website	✓								
Downloadable resources	✓	✓		✓	✓	✓	✓	✓	✓
Printed resources	✓	✓		✓	✓	✓	✓	✓	✓
TV	✓	✓	✓						
Radio	✓	✓	✓		✓	✓	✓		
Spotify	✓								
Outdoor	✓								
Press	✓			✓	✓	✓	✓		
Google search	✓								
Online Video	✓	✓	✓						
Web homepages	✓								
Online display	✓	✓		✓	✓				
Native	✓								

\*Includes a range of large print, dyslexic-friendly font, Easy Read formats & NZ Sign Language videos

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## **Broadcast media**

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## TV



### See supplied link

#### Mainstream channels

TVNZ  
Mediaworks  
Sky / Prime  
Choice HGTV

#### Translated & niche channels

Māori TV  
Niche APNA

#### Investment

s9(2)  
(j)

## Radio

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*See supplied link*

### ***Mainstream channels***

Eg: Newstalk ZB, ZM, The Edge, Mai FM, The Breeze, More FM, The Rock

### ***Translated & niche channels***

Māori Media Network

Rhema, Life FM, Star

Niche Media - Chinese, Indian, Pacific, Korean, Filipino

***Investment:***

529



## **‘Sign-posting’ timeline overview**

‘Sign-posting’ activity by channel

Channel	July					August					September			
	5	12	19	26		2	9	16	23	30	6	13	19	
TV														
Radio														
Spotify														
Print														
Buses														
Billboards														
Bus shelter														
Mall posters														
Street posters														
Gas station/dairy														
Google search														
Web homepages														
Online video														
Online display														
Native														

## **Next steps**

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- Approval by Secretary for Justice
- Finalisation of translated assets
- Dispatch of assets to broadcasters/publishers
- Letter to MPs
- Update to State Services Commission, Office of the Auditor General and Minister of Justice.
- Activity live 5 July

THANK YOU



## MEMORANDUM

	Rajesh Chhana, Deputy Secretary, Policy Group (for recommendation)		
<b>To</b>	Andrew Kibblewhite, Secretary for Justice and Chief Executive (for approval)		
<b>From</b>	Graham Bethune, Manager, Public Information		
<b>Through</b>	Anna Foley, General Manager, EP	<b>File Ref:</b>	20200724_M_AdvEDay
<b>Cc</b>	Shannon Bainbridge, Programme Manager, EP	<b>Required by:</b>	14/08/2020
<b>Date</b>	Reference: ELEC 171 10/08/2020	<b>Attachments:</b>	Appendix 1 OLC Advice
<b>Subject</b>	<b>Decision regarding 'signposting' activity on election day</b>		
<b>For</b>	<input checked="" type="radio"/> Approval <input type="radio"/> Review Comment <input type="radio"/> Action <input type="radio"/> Noting		

### Purpose

1. This memo seeks a decision on whether to continue or cease 'signposting' activity on election day, Saturday 19 September 2020.

### Recommendations

2. It is recommended that you:

- 2.1. **Approve** one of the following options:

- 2.1.1. To continue signposting activity on election day;

Yes / No

**OR**

- 2.1.2. To cease signposting activity on election day;

Yes / No

- 2.2. **Note** that there is no financial impact from either option on the paid media budget for the public information programme

☒

- 2.3. **Note** that if the decision is to continue signposting activity on election day, a range of controls would be implemented:

- 2.3.1. only use ~~radio~~, digital outdoor, search and digital media channels on election day;

☒ Note no radio.

- 2.3.2. only use generic messaging in signposting activity on election day; and

☒

- 2.3.3. 'turn off' all signposting activity at 5pm on election day

☒

### Background

3. The New Zealand public will be given the opportunity to vote on two referendums alongside this year's General Election. The Cabinet paper *Provision of public information for the 2020 referendums* [CAB-19-MIN-0624] provides guidance on the deliverables and requirements of

the Ministry's public information programme. The Cabinet paper clearly outlines the respective roles and responsibilities of the Electoral Commission (the Commission) and Ministry of Justice communications activity

4. The Commission's role is to let voters know when the election and the referendums are being held, what the referendum questions are, and how to enrol and vote in the referendums.
5. The Commission's enrolment update campaign started on 5 July. Its 'get out and vote' campaign will start in late August and runs up to and including advertising on election day, Saturday 19 September.
6. The Ministry's role is to coordinate the provision of factual, impartial information for the public about both referendums, to give voters the opportunity to be informed ahead of casting their vote. Signposting activity is the primary, public-facing mechanism for directing people to information about the referendum topics on the [referendums.govt.nz](http://referendums.govt.nz) website.
7. In line with the Commission's advertising campaign, signposting activity for the referendums also commenced on 5 July to let voters know how and where to access all the explanatory materials before casting their referendum votes.
8. Alignment with the Commission's advertising has been a key consideration in media planning, to ensure voters receive clear, consistent and effective messaging about the referendums throughout the regulated election period.
9. The Ministry needs to decide whether it will conduct signposting activity on Election Day. If the decision is yes, then it needs to decide what kind of signposting activity will be conducted on Election Day.

#### **Advertising on election day**

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10. Section 197 of the Electoral Act 1993 prohibits any activity on election day that may interfere with or influence voters, including advertisements, marches, speeches or public statements. People cannot post political messages, including messages about referendum options, or share political content.
11. Candidates, parties and third-party promoters must remove all election and referendum-related advertising from a public place before election day; nor can they post or share anything on social media that could influence voters.
12. Candidates, parties and third-party promoters can keep existing election and referendum material on their website or social media pages, so long as:
  - 12.1. the material was published before election day;
  - 12.2. the material is only available to people who voluntarily access it; and
  - 12.3. they do not publish advertisements promoting the page or site on election day.
13. These restrictions do not apply to the Ministry's public information campaign, as it is exempt as an official campaign, in the same way the Commission is exempt and may advertise on election day.
14. The Office of Legal Counsel (OLC) has provided advice (Appendix 1) that confirms the legality of the Ministry continuing to advertise on election day.

#### **The case for continuing signposting activity on election day**

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15. Continuing signposting activity on election day would ensure the Ministry is maximising opportunities for voters to be informed, at a time when they might be wanting to access information on the referendums. This aligns with the signposting campaign's goal of ensuring the maximum possible reach and highest level of frequency with voters.

16. At the 2017 General Election, 50% of voters cast their vote on election day<sup>1</sup>. Although the proportion of votes being cast on election day has decreased over the past six General Elections, figures from the 2017 General Election indicate that a large percentage of voters still wait until the last day to vote.
17. It is worth noting that the Commission's redesign work to deliver the election in a COVID-19 environment has a goal of "flattening" the voter turnout curve: encouraging more voters to vote during the advanced voting period and reducing the number massing at voting places on 19 September. This goal relies on communications strategies and changing voter behaviour; a high percentage of voters will likely still vote on election day.
18. In this context it is also worth noting the 2020 General Election is the first time voters can enrol and vote on election day, which may see more election day votes being cast than in previous elections. Many voters may still be seeking out sources of information to inform their vote up to and including on election day.

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#### **Electoral Commission plans for advertising on election day**

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19. As with previous General Elections, the Commission has confirmed that it will be advertising on election day. Because the advertising is for one day only, the Commission does not use channels which incur high production costs, such as television. This year its election day advertising will be in press, radio, digital, digital outdoor, search and social media.
20. The Commission has provided the following rationale for advertising on election day:
  - 20.1. It is the last day that New Zealanders can vote;
  - 20.2. It has traditionally been the day that the highest percentage of people turn out to cast their vote;
  - 20.3. Commission advertising on election day seeks to drive voters to the voting place by reminding them it's their last chance to vote, with the call to action being to 'do it now.'

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#### **The risk with continuing advertising activity on election day**

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21. Promoters of referendum advertisements (and election advertisements) must cease all advertising by close of day (e.g. midnight) before polling day. This includes all political parties, candidates and third-party promoters.
22. If the Ministry continues its signposting activity on election day, this could create a perception of preferential treatment for "government" information over that released by referendum campaigners, political parties and other lobby groups.
23. This perception might lead to a view that Ministry activity should cease concurrently with that of other groups' activity related to the referendums. However, the entire focus of the signposting activity is to direct voters to the sources of factual and impartial information and is clearly differentiated from 'advocacy' or partisan advertising. This could be further mitigated by only using generic messaging (see para 23. below) on election day.

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#### **The risk with ceasing advertising activity on election day**

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24. The key risk associated with ceasing advertising on election day is that with such a high percentage of voters expected to cast their vote on election day, these voters may also be seeking out sources of information on election day, to inform their vote in the referendums.

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<sup>1</sup> Electoral Commission report on the 2017 General Election

25. Advertising on election day will help to reduce the risk of voters getting to the voting booth and only then looking for information to inform their vote.

#### **Risk mitigation strategies for advertising on election day**

26. A number of mitigation strategies could be put in place to minimise the potential for reputational risk if the decision is made to continue advertise on election day. These include:
- 26.1. Having approved key messages available, that emphasise the importance of providing voters with access to factual, impartial information, at the times that suit their information needs and historical voting patterns. Key messages would also include the legality of Ministry advertising on election day and the importance of alignment with the Commission;
  - 26.2. Only using media platforms that can be turned off at a set time, with no 'lag'. It is recommended that this would be 5.00pm on election day;
  - 26.3. Only using generic messages in signposting activity on election day; and
  - 26.4. Only using media platforms that can be proven to deliver strong reach and frequency with voters as they go about their Saturday routines, and that will be effective in signposting voters to the referendums website on election day.

#### **Recommended channels for continuing signposting activity on election day**

27. If the decision is made to continue signposting activity for the referendums on election day, the table below notes which channels are not recommended, and those which are:

<b>Channel</b>	<b>Current Bookings</b>	<b>Rationale</b>	<b>Recommendation / notes</b>
TV	Last spot currently booked for Saturday 21/09	Not a strong channel for last minute voters; some issues with 'lag' and the ability to account for time-shifted viewing	<b>Not recommended</b> Schedule to cease on Friday 18 Sept
Press	Last week of activity currently scheduled for w/c 30/08	Would only be useful for metropolitan Saturday papers. Not a strong channel for last minute voters; there would be challenges with being separated from political news stories on election day	<b>Not recommended</b>
Traditional outdoor	Current bookings for traditional outdoor extend into early Sept	High production, installation and removal costs. Issues with removal / 'lag' on election day	<b>Not recommended</b> Cease as per current schedule early Sept
Radio	Last spot currently booked for Sunday 13/09	Strong channel to capture audiences as they go about their Saturday routines	<b>Recommended</b> Last spot no later than 5pm, Sat 19/09
Digital outdoor	Various bookings for outdoor extend into early Sept	No extra production costs. Good visibility in the lead up to and on Election Day	<b>Recommended</b> Instruct to stop no later than 5pm, Sat 19/09

Search	Currently briefed to end at 5pm on Saturday 19/09	Yes. Demand-based platform (we only pay for results), essential for capturing last minute voter interest	<b>Recommended</b> Instruct to stop no later than 5pm, Sat 19/09
Digital – video and display	Currently booked to end on Friday 18 Sept	This would be on YouTube, NZ Herald, Stuff and other prominent news sites; Spotify and digital channels for ‘audiences on the move’. Digital channels that provide voters with one click through to referendums website	<b>Recommended</b> Instruct to stop no later than 5pm, Sat 19/09

28. In the case of radio and digital outdoor formats, these channels will deliver strong reach, frequency and visibility with voters. In the case of search and digital display formats, these channels are designed to ensure [www.referendums.govt.nz](http://www.referendums.govt.nz) is ‘at voters’ fingertips’ when they may be searching for sources of information prior to casting their votes. This also aligns with the Commission’s plans for advertising on election day.
29. These channels can all be turned off at a set time, with no ‘lag’. This will eliminate the risk of activity continuing after election day and means we can ensure our paid media activity would not be shown at a time that is no longer relevant nor of value to voters.

### Budget impact

30. Regardless of the decision made regarding signposting activity on election day, there will be no impact on the paid media budget for the public information programme.
31. If the decision is made to continue signposting activity on election day, s9(2)(i) of the media budget has already allocated for advertising on election day.
32. If the decision is made to cease signposting activity on election day, the media spend will be reallocated to signposting activity in the lead up to, but excluding, election day.

### Timing

33. The channels that would be used on election day are simple to book and cancel, at relatively short notice. However, the more time we have, whatever the decision, allows us to plan in advance to ensure the media allocation is maximised to achieve the optimal reach and frequency targets, and therefore effectiveness of the advertising activity.
34. A decision by 14 August to cease or continue with election day advertising will enable effective allocation decisions to be made.

### Current media schedule

35. The table below shows the media schedule, by channel, for the sign posting activity.
- 35.1. The purple bars indicate the schedule if the decision is made to not continue signposting activity on election day
- 35.2. The mustard bars indicate the recommended schedule if the decision is made to continue advertising on election day

Channel	July				August					September		
	5	12	19	26	2	9	16	23	30	6	13	19
TV												
Radio												
Spotify												
Print												
Buses												
Billboards												
Digital outdoor												
Bus shelters, malls												
Street posters												
Gas station/dairy												
Google search												
Web homepages												
Online video												
Online display												
Native												

### Next Steps

36. Subject to your decision we will either:

- 36.1. Instruct our media agency to book and schedule advertising on election day, with a cut off time of 5pm on Saturday 19 September and following the approach outlined in this paper; or
- 36.2. Instruct our media agency to cease advertising at midnight on Friday 18 September and to reallocate the media spend for election day, to the weeks leading up to, but excluding, election day.

### Recipient/s to complete

#### Senior Responsible Owner recommendation

Name: Rajesh Chhana

Position: Deputy Secretary, Policy

Signature: 

Date: 12/8/2020

### Comments

#### For approval

Name: Andrew Kibblewhite

Position: Secretary for Justice and Chief Executive

Signature: 

Date: 12/8/2020

### Comments

## MEMORANDUM

**To** Andrew Kibblewhite, Secretary for Justice

**Through** Anna Foley, General Manager Electoral Programme

**From** Graham Bethune, Public Information Manager

**Cc** Rajesh Chhana, Deputy Secretary Policy  
Shannon Bainbridge, Programme Manager

**Date** 26 August 2020

**Subject** Updated public information signposting media plan – election date impact

**For** ☒ Approval ☐ Review Comment ☐ Action ☐ Noting

**File Ref:**  
20200825\_M\_impact\_election\_change\_signposting

**Required by:** 26 August 2020

**Attachments:**

- BR-Election 2020 Approval for Advertising Agency Contract Variation
- CAB-20-MIN-0418

### Purpose

1. The purpose of this memo is to outline the proposed changes to the Ministry's referendums signposting activity following the change in election day from 19 September to 17 October 2020, to gain approval of the updated media plan for extended signposting activity, and to gain sub-delegation financial authority for additional advertising spend to the SRO.

### Recommendations

2. It is recommended that you:

- 2.1. **Note** that Cabinet has approved additional funding of s9(2)(i) s9(2)(i) for the Ministry's referendums public information programme [CAB-20-MIN-0418] ☐
- 2.2. **Note** that signposting activity scheduled to occur in August will remain unchanged ☐
- 2.3. **Note** work is underway to understand the impact of the change in the election date on the public information programme's key performance indicators ☐
- 2.4. **Approve** the updated media plan for signposting activity changes in September and October ☒ Yes / No
- 2.5. **Approve** financial delegation to execute any ensuing contract variation and pay any invoices within the approved fiscal envelope to the Deputy Secretary, Policy as the Senior Responsible Owner (SRO) of the Electoral Programme. ☒ Yes / No

### Background

3. On 17 August 2020, the Prime Minister announced a four-week change to election day, from 19 September to 17 October 2020.
4. The New Zealand public will be given the opportunity to vote on two referendums alongside this year's General Election. The Cabinet paper *Provision of public information for the 2020*

*referendums* [CAB-19-MIN-0624] provides guidance on the deliverables and requirements of the Ministry's public information programme. The Cabinet paper clearly outlines the respective roles and responsibilities of the Electoral Commission (the Commission) and Ministry of Justice communications activity.

5. The Ministry's role is to coordinate the provision of factual, impartial information for the public about both referendums, to give voters the opportunity to be informed ahead of casting their vote. Signposting activity is the primary, public-facing mechanism for directing people to information about the referendum topics on the [referendums.govt.nz](https://www.referendums.govt.nz) website.
6. In December 2019, the Ministry gained Ministerial approval to contract advertising agency Saatchi & Saatchi to deliver the signposting activity [REF 191206 Election 2020 public information programme – approval to contract]. The current Total Contract Value (TCV) of the Saatchi contract is s9(2)(i). Working towards the original election date, the Ministry and Saatchi planned an 11-week signposting campaign, starting on 5 July and ending on 19 September. The change in election date has necessitated an extension of the sign-posting activity through to 17 October.

#### **Cabinet approval for additional funding to extend the public information programme**

7. On 24 August 2020, Cabinet approved [CAB-20-MIN-0418] additional funding of s9(2)(i) for the Ministry to continue the public provision of referendum related information.
8. The Ministry proposes to spend s9(2)(i) on extending its signposting activity for a further four weeks, to ensure the programme is able to maintain the same levels of reach, frequency and overall performance over a longer lead-in to the election
9. In addition, the Ministry proposes to spend s9(2)(i) to cover the costs associated with maintaining a public 0800 service for longer, hosting of the [referendums.govt.nz](https://www.referendums.govt.nz) website, additional printing and maintaining resources for longer.
10. This memo sets out the breakdown in the approved additional funding by workstream, and the rationale for recommended decisions to ensure the Ministry is able to deliver an effective programme with the new election date.
11. Table 1 below outlines by workstream the impact of the election date change and the financial cost of maintaining service or efficiencies.

Table 1

Workstream	Contract end date	Impact	Recommendation	Cost
<b>0800 service</b>	31-Oct	The 0800 service is required for four more weeks. Extend contract to end of Nov to allow for post-campaign reporting	Additional funding required to cover the estimated impact of 4 more weeks of peak demand	s9(2)(i)
<b>Sign-posting</b>	18-Dec	The creative and media agency is required to continue working on the referendums campaign for an additional four	Additional funding required to cover the monthly management fee for the Agency	

		weeks		
Talent costs		Extensions to the contracts with the voiceover talent are required if we wish to continue using the material beyond 19 September	Additional funding required to extend the talent contracts for an additional four weeks	s9(2)(i)
Media budget		Some savings can be gained by 'lifting and shifting' existing media bookings to align with the revised election date. However, without additional funding, the reach, frequency and overall performance of the signposting activity will be compromised	Media placements for additional four weeks: - shift some of the existing placements where possible - new funding to ensure deliver high reach and frequency with voters through to new election date - recommended media plan below.	s9(2)(i)
Explanatory materials	18 Dec	The existing supply of resources may run out, given the extended pre-election period. Without reprints, the programme may have insufficient explanatory materials to meet public demand	Contingency to allow for printing of additional stock of the smaller runs of printed materials - Summaries, Act, Bill, Guide to the Bill, accessible and translated resources	s9(2)(i)
Market Research		Increase in time between mid-campaign dip and post-campaign	No change required. Keep existing mid-campaign dip (starting 19 Aug). Move post-campaign dip to after new Election day	-
Accessibility	30-Sep	Closed captioning of phase four will be required at a later date, but no additional costs	Extension of the current contract by way of variation	-
Correspondence	N/A	BAU - Ongoing staff work	N/A	-
Media	N/A	BAU - Ongoing staff work	N/A	-
Website	N/A	Additional web hosting and domain name extension required as well as minor updates	Extend the <a href="http://www.referendums.govt.nz">www.referendums.govt.nz</a> web hosting and domain name extensions so that these do not come available prior to the new election date	s9(2)(i)
Stakeholders	N/A	BAU - Ongoing staff work	N/A	-
Translation	18-Dec	All translation work has been completed. Existing contract end	N/A	-

		date is December in case we need to engage with NZTC if we receive any queries regarding the translations		
<b>Resourcing</b>	Various	Additional one-month resourcing required to secure essential staff through the new election date and for the programme benchmarking and evaluation post-election.	Extend current programme resources for up to one additional month	s9(2)(i)

## Signposting

12. Table 2 outlines the signposting activity initially planned for the 11-week period. This is based on building to a peak of activity in late August, ahead of the advanced voting period, and running through to the original 19 September election day.
13. Activity already planned between now and August 29 is not able to be cancelled without penalty. In addition, changes to much of the September activity, particularly TV, would incur significant penalties if cancelled. Where penalties apply, planned activity was left in place while Cabinet approval was still pending. This, plus re-planned additional activity until 17 October, will ensure a continued signposting presence through until the new election date.

Table 2 **CURRENT** (Voting period 5 July -19 September 2020)

Channel	July				August				September			
	5	12	19	26	2	9	16	23	30	6	13	19
TV												
Radio												
Spotify												
Print												
Buses												
Billboards												
Digital outdoor												
Bus shelters, malls												
Street posters												
Gas station/dairy												
Google search												
Web homepages												
Online video												
Online display												
Native												

## Principles of re-planning signposting activity

14. A number of principles have been developed to guide decision-making for re-planning the signposting activity:
  - 14.1. Maintain and build on message momentum and continue to 'warm' New Zealanders to upcoming choices;
  - 14.2. Retain previously identified channels;

- 14.3. Build on the investments already made;
- 14.4. Minimise any additional production costs;
- 14.5. Recognise that Covid-19 will continue to dominate the New Zealand news cycle and the mindset of New Zealand voters, making cut-through difficult; and
- 14.6. Work within media owner cancellation policies.

Table 3 **Updated (Voting period 5 July - 17 October 2020)**

Channel	July				August					September			October			
	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	17
TV																
Radio																
Spotify																
Print																
Buses																
Billboards																
Digital outdoor																
Bus shelters, malls																
Street posters																
Gas station/dairy																
Google search																
Web homepages																
Online video																
Online display																
Native																

15. In order to maintain an effective public information programme, changes to the media plan need to be made to ensure voters remain engaged and respond to the signposting activity. These changes, outlined in Table 3, take into account the principles of re-planning outlined in paragraph 13. Accordingly, re-planning is not simply adding more of the same. It is looking at all channels over the extended period and recalibrating/rephrasing from now. For instance, Spotify was originally planned as a six-week block from the start of August up to and including the week starting 6 September. The updated activity involves pausing Spotify activity from week starting 23 August and bringing it back for the three weeks leading up to election day in order to maintain effectiveness and impact.
16. The updated media plan includes:
  - 16.1. Re-phased television activity to create a further block of television activity in October;
  - 16.2. An additional block of out-of-home street posters;
  - 16.3. Move call-to-action activity to October;
  - 16.4. Re-pace and up-weight search and programmatic throughout September and October; and
  - 16.5. Re-plan high-impact digital (web homepages) into October.

#### *Impact on key performance indicators (KPIs)*

17. In June 2020 targets for the information programme's key performance indicators were set and agreed (080620\_M\_KPIs). Further work is being done to understand the impact of the

change in election date and the heightened Covid-19 environment on the key performance indicators.

### Financial delegation

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18. Clause 70 of the Cabinet Office Circular publication CO(18)2 *Proposals with Financial Implications and Financial Authorities* issued 30 July 2018 states:

18.1. *Proposals to incur expenses in relation to publicity, compensation or damages in settlement of claims, or ex gratia payments must be referred to the chief executive, appropriation Minister or Cabinet for approval, as set out in the table below. In determining whether the expenses fall within the approval thresholds, the appropriation Minister or the departmental chief executive must ensure that all associated costs (e.g. sub-contracts or multiple payments relating to one overall transaction) have been included.*

19. Initial delegation has been given by the Minister to the Chief Executive and we are now seeking sub-delegation to the Deputy Secretary, Policy.

### Next Steps

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20. Subject to your approval we will:

20.1. Agree and enter into a contract variation with the advertising agency to extend the monthly management fee and signposting activity;

20.2. Agree and enter into contract extensions with voiceover talent for signposting activity; and

20.3. Instruct Saatchi & Saatchi to make the proposed changes to the media schedule.

### Recipient/s to complete

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#### Financial Delegation Approval

Name: Andrew Kibblewhite

Position: Secretary for Justice and Chief Executive Officer

Signature:



Date:

27/8/20

### Comments

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# **Electoral Programme Academic Write-up**

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Market research documents

## MEMORANDUM

<b>To</b>	Andrew Kibblewhite, Chief Executive and Secretary for Justice	
<b>From</b>	Rajesh Chhana, Deputy Secretary, Policy Group	<b>File Ref:</b> 200219_M_PI2020
<b>CC</b>	Anna Foley, General Manager, Electoral Programme Graham Bethune, Manager, Public Information, Electoral Programme Shannon Bainbridge, Programme Manager, Electoral Programme	<b>Required by:</b> 25/02/2020  <b>Attachments:</b> 1. Aide Memoire 25 Nov; 2. Market Research Recommendation; and 3. Research Questionnaire
<b>Date</b>	21 February 2020	
<b>Subject</b>	<b>Public Information Market Research Recommendation</b>	
<b>For</b>	<input checked="" type="radio"/> Approval <input type="radio"/> Review Comment <input type="radio"/> Action <input type="radio"/> Noting	

### Purpose

1. To provide an overview of the proposed market research approach for the Public Information Programme and to seek your approval to proceed with the recommended approach outlined in the Market Research Recommendation document.

### Recommendations

2. It is recommended that you:
  - 2.1. **Note** the risks and mitigations laid out in the *Market Research Recommendation* document; ☒
  - 2.2. **Note** the limited scope of the market research approach (understanding only) to establish appropriate benchmarks and measures of success; ☒
  - 2.3. **Note** the market research will not be used to canvass voter perceptions, opinion or support on either of the referendum topics; ☒
  - 2.4. **Note** the costs outlined in the *Market Research Recommendation* document and that no additional budget is required to carry out this activity; and ☒
  - 2.5. **Agree** the Public Information Programme *Market Research Recommendation* approach of three rounds of market research to benchmark voter understanding before, during and after the 'sign-posting' programme. ☒

### Background

3. The Cabinet paper Provision of Public Information for the 2020 Referendums outlines the rationale for a public information programme including the establishment of a dedicated

website, 'sign-posting' programme, and development and distribution of explanatory materials [CAB-19-MIN-0624].

4. The *aide memoire* for the Cabinet paper advice dated 25 November 2019 was provided to the Minister on the important role of market research, and why conducting this research is essential to the successful delivery of the Programme overall. Paragraphs 9 through 12 of the aide memoire outlined below, references the critical role of market research to the broader public information programme.
  - 4.1. **Paragraph 9:** *In order to manage an information programme of this size, the use of market research is essential for ensuring value for money and providing key measures for success. It will help us determine if we are reaching all voters and that voters have access to information to make their choices. Without this function, it will be very difficult to run and measure a successful information programme.*
  - 4.2. **Paragraph 10:** *Market research is a small part of the publicity activity; we are budgeting up to s9(2)(i) for this function. This is at the lower end of what would typically be allocated to an information programme of this size.*
  - 4.3. **Paragraph 11:** *The market research will not be used to canvas voter opinion or support for the referendums.*
  - 4.4. **Paragraph 12:** *Market research will be used to establish benchmarks for awareness and understanding prior to commencement of the public information programme, to monitor effectiveness during and after completion, and to evaluate effectiveness of the publicity expenditure.*

## Discussion

---

5. As this is the first instance of a public information programme for a referendum being delivered by a Ministry, it was important to consider the appropriate levels of performance monitoring, reporting, and post-activity analysis that would be required to reflect on the effectiveness of the public information programme.
6. The *Market Research Recommendation* document outlines the minimum level of research required to provide a robust and valuable amount of information that can be used to determine not only the success of the programme but also to inform any similar programmes of work that may be undertaken in the future by the Ministry or other government agencies as part of future referendums.
7. The use of market research is essential for ensuring value for money and providing key measures for success for the public information programme. The research will help the Programme to determine if we are reaching all voters, and that voters have access to information to make their choices. Without this function, it would be very difficult to run a successful public information programme.
8. The market research will not be used to canvass voter opinion or support for the referendums; the objectives of the market research are entirely related to establishing and monitoring voter understanding of the referendums before, during and after the 'sign posting' programme. The cost of this activity is already in the scope of existing Electoral Programme funding and no additional budget is required.
9. Given the narrow scope of the market research (voter understanding only), there are minimal risks through conducting the market research. The programme believes that the risk of not proceeding with market research is more significant if we are unable to measure and evaluate the public information activities.

**Recipient/s to complete**

---

**Senior Responsible Owner Approval**

**Name:** Rajesh Chhana

**Position:** Deputy Secretary, Policy

**Signature:**



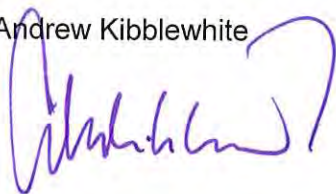
**Date:** 24/2/2020.

**Chief Executive Approval**

**Name:** Andrew Kibblewhite

**Position:** Chief Executive and Secretary for Justice

**Signature:**



**Date:** 26/2/20

**Comments**

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# 2020 Referendums Information Access Questionnaire

MINISTRY OF JUSTICE AND SAATCHI AND  
SAATCHI

**TRA**

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JOB NAME	2020 Referendums Information Access
QUESTIONNAIRE VERSION	3
SAMPLE SIZE	1,000
DEVICE AGNOSTIC	Yes
QUALIFICATION CRITERIA	Eligible voters

Description	Definition	Minimum quota
Total		n = 1,000
Female 18 - 34	AGE_GPS 3-5 & GENDER = 2	150
Female 35 - 54	AGE_GPS 6-9 & GENDER = 2	165
Female 55 and over	AGE_GPS 10-14 & GENDER = 2	185
Male 15 - 34	AGE_GPS 3-5 & GENDER = 1	160
Male 35 - 54	AGE_GPS 6-9 & GENDER = 1	155
Male 55 and over	AGE_GPS 10-14 & GENDER = 1	165
Gender Diverse	GENDER = 3	Will fall out naturally
Auckland	REGN = 2	350
Wellington	REGN = 9	105
Upper NI (Northland, Waikato, Bay of Plenty)	REGN = 1, 3, 4	190
Lower NI (Gisborne, Hawke's Bay, Taranaki, Manawatu-Wanganui)	REGN = 5-8	110
Christchurch	REGN = 14	125
Other SI	REGN = 10-13, 15-16	105
Māori	ETHN = 2	130
Pasifika	ETHN = 3-7	65
Asian	ETHN = 8-11	150
Other	Not counted above	Will fall out naturally

## DEMOGRAPHICS

### [AGE\_GPS]

ASK ALL

SR

First, a few questions about you. How old are you?

*Please select one only*

Under 15 years	1
15 - 17 years	2
18 - 24 years	3
25 - 29 years	4
30 - 34 years	5
35 - 39 years	6
40 - 44 years	7
45 - 49 years	8
50 - 54 years	9
55 - 59 years	10
60 - 64 years	11
65 - 69 years	12
70 - 74 years	13
75 years and over	14

IF CODES 1 OR 2, THANK AND CLOSE

### [RESIDENT]

ASK ALL

SR

Are you a citizen (e.g. you can have a NZ passport) or permanent resident of New Zealand ...

*Please select one only*

Yes	1
No	2
Not sure	98

IF CODES 2 OR 98, THANK AND CLOSE

### [GENDER]

ASK ALL

SR

Are you ...

*Please select one only*

Male	1
Female	2
Gender Diverse	3

**[REGN]****ASK ALL****SR**

Which part of the country do you live in?

*Please select the region that is closest to you*

Northland	1
Auckland	2
Waikato	3
Bay of Plenty	4
Gisborne	5
Hawke's Bay	6
Taranaki	7
Manawatu – Whanganui	8
Wellington	9
Tasman	10
Nelson	11
Marlborough	12
West Coast	13
Canterbury	14
Otago	15
Southland	16

**[ETHN]****ASK ALL****MR**

Which ethnic group(s) do you identify with?

*Please select all that apply*

NZ European or Pākehā	1
Māori	2
Samoan	3
Cook Island Māori	4
Tongan	5
Niuean	6
Other Pacific ethnicities	7
Chinese	8
Korean	9
Indian	10
Other Asian	11
European	12
Some other ethnic group (please type in)	97
Rather not say	98

**[NZ\_BORN]**

ASK ALL

SR

Where were you born?

*Please select one only*

New Zealand	1
Overseas	2
Rather not say	98

ASK IF CODE 2 AT NZ\_BORN

**[TIME\_NZ]**

ASK ALL

SR

How long have you lived in New Zealand?

*Please select one only*

Less than two years	1
Two to five years	2
Six to ten years	3
More than ten years	4
Rather not say	98

**[HH\_INC]**

ASK ALL

SR

What is your annual household's income (before tax)?

*Please select one only*

Less than \$25,000	1
\$25,000 - \$49,999	2
\$50,000 - \$74,999	3
\$75,000 - \$99,999	4
\$100,000 - \$149,999	5
\$150,000 - \$199,999	6
\$200,000 and above	7
Rather not say	98

**[LANG]**

ASK ALL

SR

What is your preferred language for reading?

*Please select one only*

English	1
Te Reo Māori	2
Samoan	3
Tongan	4
Simplified Chinese	5
Traditional Chinese	6
Korean	7
Hindi	8
Another language (please specify)	97
Rather not say	98

## REFERENDUM AWARENESS

[GEN\_ELC\_AWR]

ASK ALL

SR

When is the next general election in New Zealand, the one which elects the central government?

*Please select one only*

2020	1
2021	2
2022	3
Not sure	98

[REF\_AWR]

ASK ALL

SR

Are you aware that there are referendums happening this year?

*Please select one only*

Yes	1
No	2
Not sure	98

[REF\_TOPIC1]

ASK IF CODE 1 AT REF\_AWR

OE

What are the referendums on?


RECORD AS FIRST MENTION

[REF\_TIME]

ASK IF CODE 1 AT REF\_AWR

SR

Are you aware that the referendums will happen at the same time as the general election?

*Please select one only*

Yes	1
No	2
Not sure	98

**RANDOMISE ORDER OF CANNABIS AND END OF LIFE CHOICE BLOCKS**

**[REF\_CAN]**

**ASK ALL**

**SR**

Are you aware that, this year, there will be a referendum on the proposed Cannabis Legalisation and Control Bill?

*Please select one only*

Yes	1
No	2
Not sure	98

**[WRD\_FAM\_CAN]**

**ASK ALL**

**SR**

How well do you know the wording of the question that is being asked in the referendum on the Cannabis Legalisation and Control Bill?

*Please select one only*

I know the details	1
I have a general idea about it, but wouldn't be sure of the details	2
I have no idea	3
Not sure	98

**[NEXT\_CAN]**

**ASK ALL**

**SR**

Do you know what will happen if the referendum on the Cannabis Legalisation and Control Bill has a majority that say yes?

*Please select one only*

Yes	1
No	2
Not sure	98

**[WHAT\_CAN]**

ASK IF CODE 1 AT NEXT\_CAN

SR, RANDOMISE ORDER, KEEP CODE 97 LAST

What is that?

*Please select one only*

It will become law	1
It goes to government who make a decision	2
Something else (please let us know)	97

**[REF\_EOLC]**

ASK ALL

SR

Are you aware that, this year, there will be a referendum on the End of Life Choice Act?

*Please select one only*

Yes	1
No	2
Not sure	98

**[WRD\_FAM\_EOLC]**

ASK ALL

SR

How well do you know the wording of the question that is being asked in the referendum on the End of Life Choice Act?

*Please select one only*

I know the details	1
I have a general idea about it, but wouldn't be sure of the details	2
I have no idea	3
Not sure	98

**[NEXT\_EOLC]**

ASK ALL

SR

Do you know what will happen if the referendum on the End of Life Choice Act has a majority that say yes?

*Please select one only*

Yes	1
No	2
Not sure	98

**[WHAT\_EOLC]**

ASK IF CODE 1 AT NEXT\_EOLC

SR, RANDOMISE ORDER, KEEP CODE 97 LAST

What is that?

*Please select one only*

It will become law	1
It goes to government who make a decision	2
Something else (please let us know)	97

## INFORMATION ACCESS

### [INF\_SOURCE]

ASK ALL

MR, RANDOMISE ORDER, KEEP CODES 97 AND 98 LAST, CODE 98 EXCLUSIVE

How would you find out information about the referendums?

*Please select all that apply*

Ask friends and family	1
Search for it on the internet	2
Go to referendum.govt.nz	3
Look for it on social media	4
Go to my local community centre, library or somewhere similar	5
Ring a government call centre	6
Electoral Commission 0800 Number	7
Another way (please specify)	97
Not sure	98

RANDOMISE ORDER OF LOOK\_CAN/COMF\_CAN AND LOOK\_EOLC/COMF\_EOLC

### [LOOK\_CAN]

ASK ALL

SR

Have you looked for any information on the Cannabis Legalisation and Control Bill referendum?

*Please select one only*

Yes	1
No	2
Not sure	98

### [COMF\_CAN]

ASK ALL

SR

How informed do you feel to make a choice in the Cannabis Legalisation and Control Bill referendum?

*Please select one only*

Very informed	1
Somewhat informed	2
Not at all informed	3
Not sure	98

**[LOOK\_EOLC]****ASK ALL****SR**

Have you looked for any information on the referendum on the End of Life Choice Act?

*Please select one only*

Yes	1
No	2
Not sure	98

**[COMF\_EOLC]****ASK ALL****SR**

How informed do you feel to make a choice in the referendum on the End of Life Choice act?

*Please select one only*

Very informed	1
Somewhat informed	2
Not at all informed	3
Not sure	98

**RANDOMISE ORDER OF ACC\_CAN AND ACC\_EOLC****[ACC\_CAN]****ASK ALL****RANDOMISE ORDER OF STATEMENTS, SR**

How strongly do agree that [INSERT STATEMENT]?

*Please select one only*

<b>STATEMENTS</b>
it is easy to get information on the Cannabis Legalisation and Control Bill referendum
information on the Cannabis Legalisation and Control Bill referendum is widely available to all New Zealanders
there is enough information for New Zealanders to make an informed decision on the Cannabis Legalisation and Control Bill referendum
the official information out there on the Cannabis Legalisation and Control Bill referendum allows people to vote with confidence
I feel I have all the information I need to make my choice in the Cannabis Legalisation and Control Bill referendum

<b>RESPONSES</b>	
Strongly agree	1
Agree	2
In-between	3
Disagree	4
Strongly disagree	5
Not sure	98

**[ACC\_EOLC]**

**ASK ALL**

**RANDOMISE ORDER OF STATEMENTS, SR**

How strongly do agree that [INSERT STATEMENT]?

*Please select one only*

STATEMENTS
it is easy to get information on the referendum on the End of Life Choice Act
information on the referendum on the End of Life Choice Act is widely available to all New Zealanders
there is enough information for New Zealanders to make an informed decision in the referendum on the End of Life Choice Act
the official information out there on the referendum on the End of Life Choice Act allows people to vote with confidence
I feel I have all the information I need to make my choice in the referendum on the End of Life Choice Act

RESPONSES	
Strongly agree	1
Agree	2
In-between	3
Disagree	4
Strongly disagree	5
Not sure	98

## INFORMATION SOURCE AWARENESS

### [TOM\_AWR]

ASK ALL

SR

Have you seen, heard or read anything lately telling you about where you can get information on the referendums?

*Please select one only*

Yes	1
No	2
Not sure	98

### [TOM\_SRC]

ASK IF CODE 1 AT TOM\_AWR

MR, RANDOMISE ORDER, KEEP CODES 97 AND 98 LAST, CODE 98 EXCLUSIVE

Where did you see, hear or read about that?

*Please select all that apply*

Ad on TV	1
Article on TV	2
Ad on radio	3
Ad on a website	4
Ad on social media	5
Social media post	6
Ad in a newspaper	7
Article in a newspaper	8
Billboard	9
Another way (please specify)	97
Not sure	98

### [TOM\_WHO]

ASK IF CODE 1 AT TOM\_AWR

MR, RANDOMISE ORDER, KEEP CODES 97 AND 98 LAST, CODE 98 EXCLUSIVE

Who was the organisation providing that information on the referendums?

*Please select all that apply*

Ministry of Justice	1
New Zealand government	2
Advocacy group	3
Community group, e.g. Church, etc	4
Local MP or candidate	5
Company involved in cannabis	6
Political party	7
Electoral Commission	8
Someone else (please specify)	97
Not sure	98

**[SITE\_AWR]****ASK ALL****SR**

Are you aware of the referendum.govt.nz website?

*Please select one only*

Yes	1
No	2
Not sure	98

**[PRMP\_AWR]****ASK ALL****SR**

Have you seen any of the below advertising about the referendums?

INSERT IMAGES OF ADVERTISING – SHOW DIFFERENT IMAGES FOR  
CANNABIS AND END OF LIFE CHOICE

*Please select one only*

Yes	1
No	2
Not sure	98

**[PRMP\_WHO]****ASK IF CODE 1 AT PRMP\_AWR****MR, RANDOMISE ORDER, KEEP CODES 97 AND 98 LAST, CODE 98 EXCLUSIVE**

Who was the organisation providing that information on the referendums?

*Please select all that apply*

Ministry of Justice	1
New Zealand government	2
Advocacy group	3
Community group, e.g. Church, etc	4
Local MP or candidate	5
Company involved in cannabis	6
Political party	7
Electoral Commission	8
Someone else (please specify)	97
Not sure	98

**[COM\_AGREE]**

ASK IF CODE 1 AT PRMP\_AWR

RANDOMISE ORDER OF STATEMENTS, SR

How strongly do agree that when you saw this advertising [INSERT STATEMENT]?

*Please select one only*

STATEMENTS
The main job of it was to inform people about where to find further information
it was presented in an impartial or unbiased way
it was <b>not</b> trying to influence the result of the referendum

RESPONSES	
Strongly agree	1
Agree	2
In-between	3
Disagree	4
Strongly disagree	5
Not sure	98

**[PRMP\_WHO]**

ASK IF CODE 1 AT PRMP\_AWR

SR

Do you feel that you have been given the opportunity to access information on the referendums to make an informed decision?

*Please select one only*

Yes	1
No	2
Not sure	98



## Referendums Public Information: Market Research

Hon Andrew Little, Minister of Justice  
15 May 2020

### Purpose

1. To provide an overview of the results from the Benchmark Research for the public information programme, to accompany a copy of the Benchmark Research report for your information.

### Background

2. The Cabinet paper *Provision of Public Information for the 2020 Referendums* outlines the rationale for a public information programme including the establishment of a dedicated website, 'sign-posting' programme, and development and distribution of explanatory materials [CAB-19-MIN-0624].
3. The aide memoire for this Cabinet paper noted the important role of market research, and why conducting the research was essential to the successful delivery and evaluation of the programme overall.
4. The results of the market research will be used to establish key benchmarks prior to programme commencement, to establish levels of public awareness of the referendums and where to go to find impartial and factual information. The outcomes of the benchmark research will help determine programme success metrics and KPIs, which will provide an important basis for programme evaluation and assessment of value for money.
5. The market research will not ask voters about attitudes towards referendum topics or seek to anticipate the outcomes of the referendum, in any way. The focus is solely on gauging voter awareness of the referendum topics, where they can find impartial referendum information and to inform programme evaluation.
6. The market research approach went through an internal approval process. The approach involves three phases:
  - 6.1. Prior to campaign commencement, to be undertaken in March and to establish benchmarks for awareness and understanding of the referendums and where to go for information;
  - 6.2. During the campaign, to be conducted in July and to monitor and track effectiveness during the campaign; and
  - 6.3. Post-campaign, to be undertaken in mid to late Sept and to evaluate campaign effectiveness. The exact timing for this phase is still to be confirmed with the research agency.
7. The market research programme is included in the scope of work as part of the Advertising Services Order (ASO) with Saatchi & Saatchi.
8. With approval from the Ministry, Saatchi & Saatchi sub-contracted the market research to TRA, a specialist market research and insights agency to undertake the three phases of the research.

### Research methodology

9. The benchmarking research was conducted between 18 - 24 March, with TRA indicating there was no discernible impact on response rates or engagement with the research, as a result of the impact of COVID-19 and related restrictions. They reported this as being the case across a number of research projects for different clients.
10. An online, nationally representative survey lasting approximately 10 minutes was undertaken. An online survey gives the best combination of speed, cost, and reach as more people in New Zealand have an internet connection than a landline connection. Online surveying is also much faster than face-to-face surveying.

11. A sample of 1,028 New Zealand-based eligible voters was achieved with quotas put in place to ensure accurate coverage by age, gender, region and ethnicity. The data was post-weighted to ensure that final results reflect the New Zealand population as per the 2018 Census.

## **Results**

### *Awareness of the Referendums*

There is moderately high unprompted awareness, with two thirds (68%) of New Zealanders aware that there will be two referendums in 2020 (with respondents not having to specify what the referendums will be on).

12. Just under half (49%) of New Zealanders were aware of the Cannabis Legalisation and Control Bill referendum, without being prompted, with this increasing to 79% when prompted.
13. Awareness of the End of Life Choice Act referendum is lower, with less than a third (30%) of New Zealanders aware of the referendum without being prompted, and less than two thirds (63%) being aware when prompted.

### *Knowledge of the Referendums*

14. There is limited knowledge of the details of either of the referendums. Only one in eight (12%) feel they know the details of the Cannabis Legalisation and Control Bill referendum and one in ten (10%) feel they know the details of the End of Life Choice Act.
15. Correct knowledge of what will happen if the majority say yes to each of the referendums is limited, with only a quarter of people (24% for Cannabis Legalisation and Control Bill and 26% for the End of Life Choice Act) able to correctly state the outcome. This question was asked in a way that disguised the correct outcome to reduce the likelihood of people guessing the right answer.

### *How informed New Zealanders feel*

16. Similar to the general lack of knowledge of the referendums, a relatively small proportion of respondents feel very well informed about the referendums: 16% for the Cannabis Legalisation and Control Bill and 15% for the End of Life Choice Act. About half of New Zealanders feel somewhat informed on each of the referendums.
17. These results are how people feel, rather than an assessment of their actual knowledge. This self-stated opinion is what will inform how they vote in the referendums and, interestingly, those who feel they have a good knowledge of the referendums are just as likely to have the incorrect understanding of what will happen as those who feel they are less informed.
18. This highlights that the major challenge to informing people will be a feeling they already know everything there is to know about the referendums, even if this knowledge is most likely factually incorrect.

### *Sources of information*

19. Only a small proportion of respondents, 17% for Cannabis and 15% for the End of Life Choice Act referendum, have searched for information; only 13% have seen, read or heard about where to find information on the referendums.
20. A copy of the Benchmark Research Report from TRA, is attached to this memo.

<b>To</b>	Rajesh Chhana, Deputy Secretary, Policy	<b>File Ref:</b> 20200424_M-PI
<b>From</b>	Graham Bethune, Manager, Public Information	<b>Required by:</b> Nil
<b>CC</b>	Andrew Kibblewhite, Secretary for Justice Anna Foley, General Manager, Electoral Programme	<b>Attachments:</b> 1. Market Research Benchmark Report
<b>Date</b>	7 May 2020	
<b>Subject</b>	<b>Public Information Programme Benchmark Market Research Report</b>	
<b>For</b>	<input type="checkbox"/> Approval <input type="checkbox"/> Review Comment <input type="checkbox"/> Action <input checked="" type="checkbox"/> Noting	

### Purpose

1. To provide an overview of the results from the Benchmark Research for the public information programme, to accompany a copy of the Benchmark Research report for your information.

### Background

2. The Cabinet paper *Provision of Public Information for the 2020 Referendums* outlines the rationale for a public information programme including the establishment of a dedicated website, 'sign-posting' programme, and development and distribution of explanatory materials [\[CAB-19-MIN-0624\]](#).
3. The [aide memoire](#) for the Cabinet paper advice dated 25 November 2019 was provided to the Minister on the important role of market research, and why conducting the research was essential to the successful delivery of the Programme overall.
4. As SRO, you approved the Market Research approach on 20 February and this was signed off by the CE on 24 February. The approach was to be conducted in three phases:
  - 4.1. Prior to campaign commencement, to be undertaken in March and to establish benchmarks for awareness and understanding of the referendums and where to go for information;
  - 4.2. During the campaign, to be conducted in July and to monitor and track effectiveness during the campaign; and
  - 4.3. Post-campaign, to be undertaken in mid to late Sept and to evaluate campaign effectiveness. The exact timing for this to occur is still to be confirmed with the research agency.
5. The market research programme is included within the scope of work covered and Advertising Services Order (ASO) with Saatchi & Saatchi.
6. Saatchi & Saatchi sub-contracted the market research to TRA, a specialist market research and insights agency to undertake the three phases of the research.

### Research methodology

7. The benchmarking research was conducted between 18 - 24 March, with TRA indicating that there was no discernible impact on response rates or engagement with the research, as a result of the impact of COVID-19 and related restrictions. They reported this as being the case across a number of research projects for different clients.

8. An online, nationally representative survey lasting approximately 10 minutes was undertaken. An online survey gives the best combination of speed, cost, and reach as more people in New Zealand have an internet connection than a landline connection. Online surveying is also much faster than face-to-face surveying.
9. A sample of 1,028 New Zealand-based eligible voters was achieved with quotas put in place to ensure accurate coverage by age, gender, region and ethnicity. The data was post-weighted to ensure that final results reflect the New Zealand population as per the 2018 Census.

## Results

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10. Awareness of the Referendums
  - 10.1. There is moderately high unprompted awareness, with two thirds (68%) of New Zealanders aware that there will be two referendums in 2020 (with respondents not having to specify what the referendums will be on);
  - 10.2. Just under half (49%) of New Zealanders were aware of the Cannabis Legalisation and Control Bill referendum, without being prompted, with this increasing to 79% when prompted; and
  - 10.3. Awareness of the End of Life Choice Act referendum is lower, with less than a third (30%) of New Zealanders aware of the referendum, without being prompted, and less than two thirds (63%) being aware when prompted.
11. Knowledge of the Referendums
  - 11.1. There is limited knowledge of the details of either of the referendums. Only one in eight (12%) feel they know the details of the Cannabis Legalisation and Control Bill referendum and one in ten (10%) feel they know the details of the End of Life Choice Act.
  - 11.2. Correct knowledge of what will happen if the majority say yes to each of the referendums is limited, with only a quarter of people (24% for Cannabis Legalisation and Control Bill and 26% for the End of Life Choice Act) being able to correctly state the outcome. This question was asked in a way that disguised the correct outcome to reduce the likelihood of people guessing the right answer.
12. How informed New Zealanders feel
  - 12.1. Similar to the general lack of knowledge of the referendums, a relatively small proportion of respondents feel very well informed about the referendums, 16% for the Cannabis Legalisation and Control Bill and 15% for the End of Life Choice Act. About half of New Zealanders feel somewhat informed on each of the referendums.
  - 12.2. These results are how people feel, rather than an assessment of their actual knowledge. This self-stated opinion is what will inform how they vote in the referendums and, interestingly, those who feel they have a good knowledge of the referendums are just as likely to have the incorrect understanding of what will happen as those who feel they are less informed.
  - 12.3. This highlights that the major challenge to informing people will be to break through complacency that they already feel they know everything there is to know about the referendums, even if it's most likely incorrect.
13. Sources of information
  - 13.1. Only a small proportion of respondents, 17% for Cannabis and 15% for the End of Life Choice Act referendum, have searched for information; only 13% have seen, read or heard about where to find information on the referendums

# Measuring Baseline Awareness for Referendum 2020

Ministry of Justice | Saatchi & Saatchi

**TRA**

## Background

**The purpose of this document is to set out baseline measures for the Referendum 2020 information awareness and access campaigns.**

To measure New Zealanders' baseline understanding of the 2020 Referendum a nationally representative online survey of 1,028 New Zealanders was conducted between 18<sup>th</sup> March and 24<sup>th</sup> March.

This period included the later stages of the government's escalation of the Covid-19 alert system but was completed before alert level 4 was implemented on 26<sup>th</sup> March.

While it is impossible to discern what, if any, impact this had on these results, TRA has seen no appreciable impact on response quality across multiple studies.

# Agenda

1

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**Referendum  
Awareness  
and  
Knowledge**

2

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**Access to  
Referendum  
Information**

3

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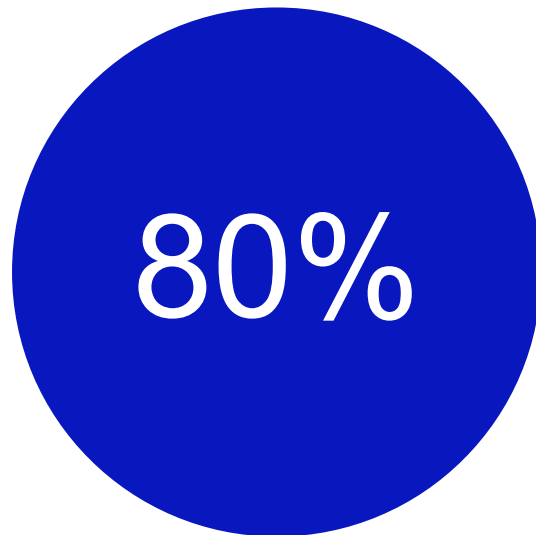
**Awareness of  
Information  
Sources**

# 1.

# Referendum Awareness and Knowledge

With just under five months left till the general election, awareness of it and the referendums is relatively limited

Aware of the 2020 General Election



Unspecified Referendum Awareness

Aware of referendums in 2020  
(didn't need to specify which  
referendum)

68%

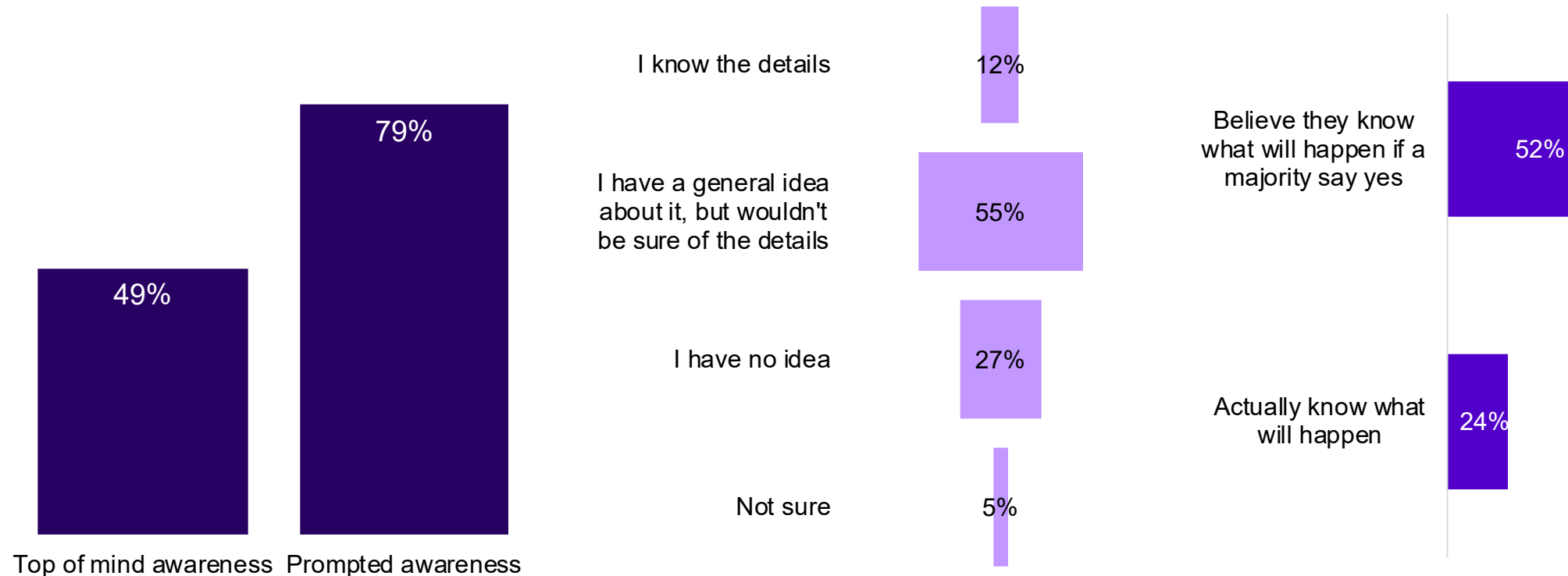
Aware that the referendums will  
be held at the same time as the  
general election

54%

Source: TRA national representative survey of 1,028 New Zealand-based eligible voters

# The Cannabis Legalisation and Control Bill has a baseline of relatively high awareness, although knowledge of the details is limited

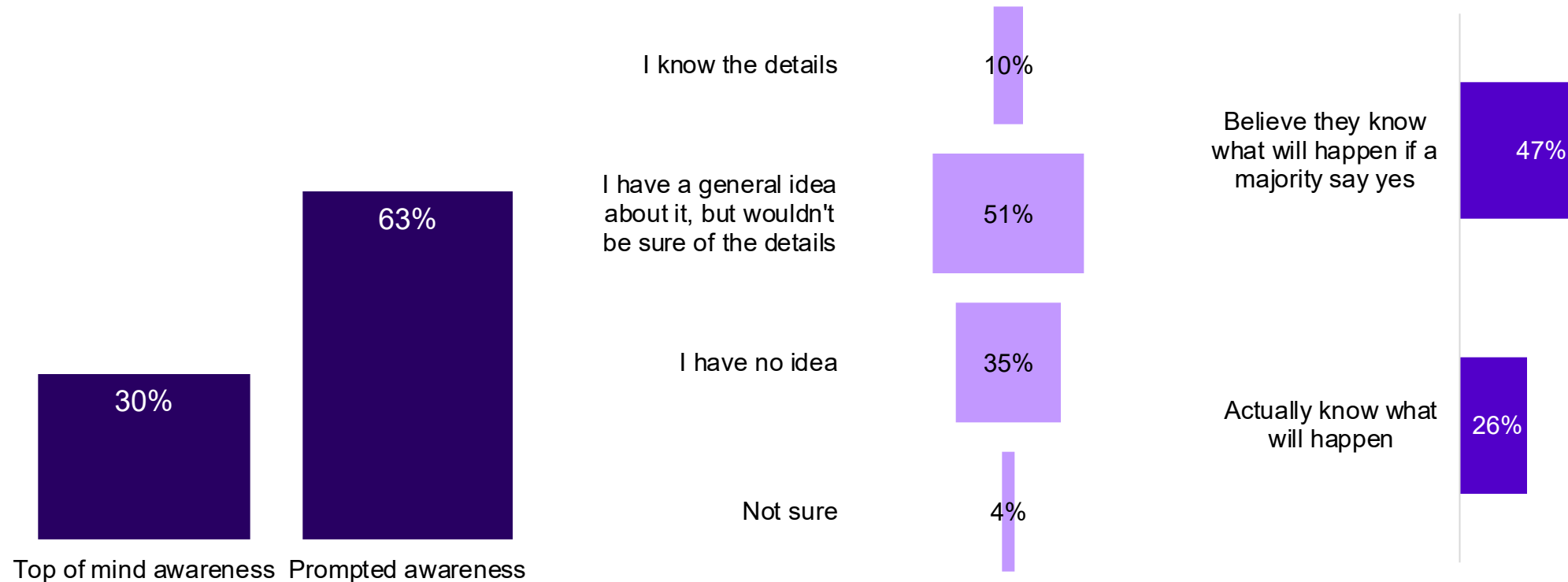
## Cannabis Legalisation and Control Bill Awareness and Knowledge



Source: TRA national representative survey of 1,028 New Zealand-based eligible voters

# The End of Life Choice Act has moderate levels of awareness, also with limited knowledge

## End of Life Choice Act Awareness and Knowledge



Source: TRA national representative survey of 1,028 New Zealand based eligible voters

**Understanding that the objectives of the campaign is to make people aware of where they can get information, there is a broader challenge in generating widespread awareness and knowledge of the referendums.**

Older, NZ European audiences already have high levels of awareness of the referendums.

However, awareness is lower, and also relatively low, amongst under 45s and those of Pasifika and Asian decent.

Because of high concentrations of these groups, Auckland as a region has lower awareness.

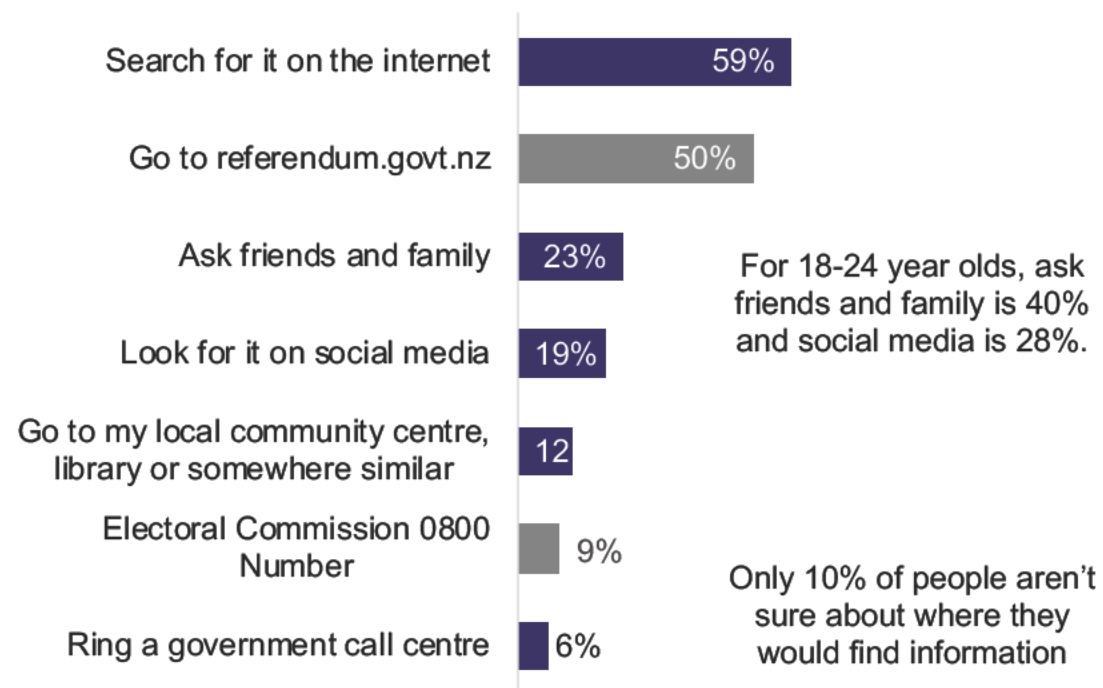
Despite the differences in awareness, the key challenge across all groups is generating knowledge.

# 2.

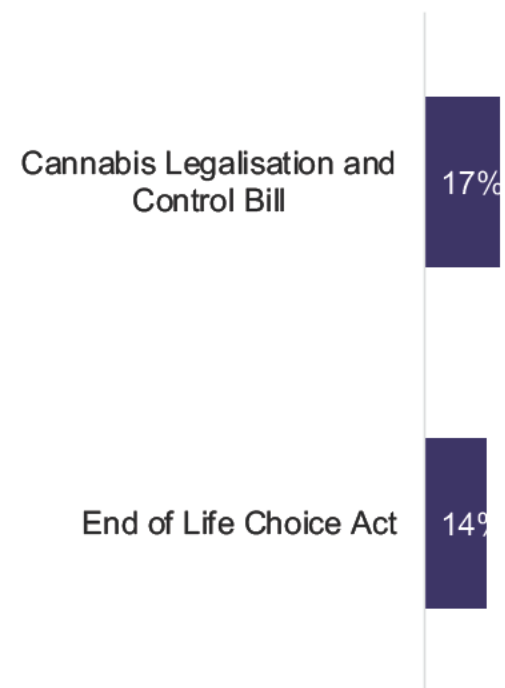
## Access to Referendum Information

Web based sources are where people will go for information, with people keen on the official website, so long as they can be made aware of it

### Likely Information Sources for the Referendums



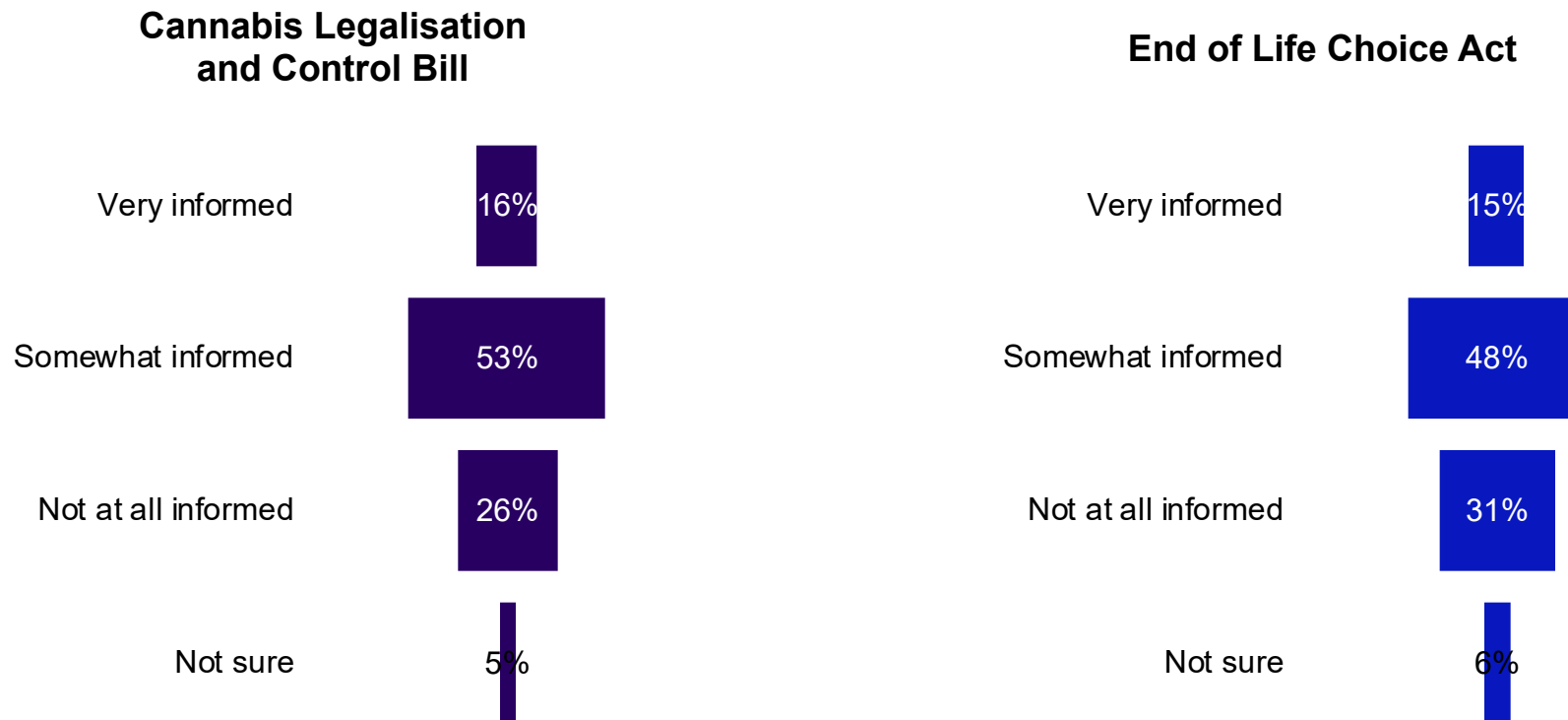
### Searched for Information on the Referendums



Source: TRA national representative survey of 1,028 New Zealand based eligible voters

# Few are feeling very informed on either of the referendums at this stage

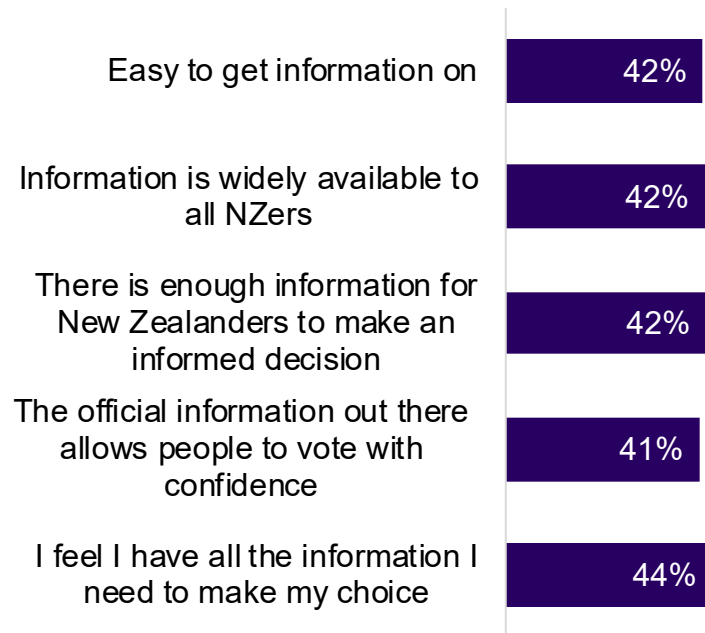
How Informed New Zealanders Feel About the Referendums



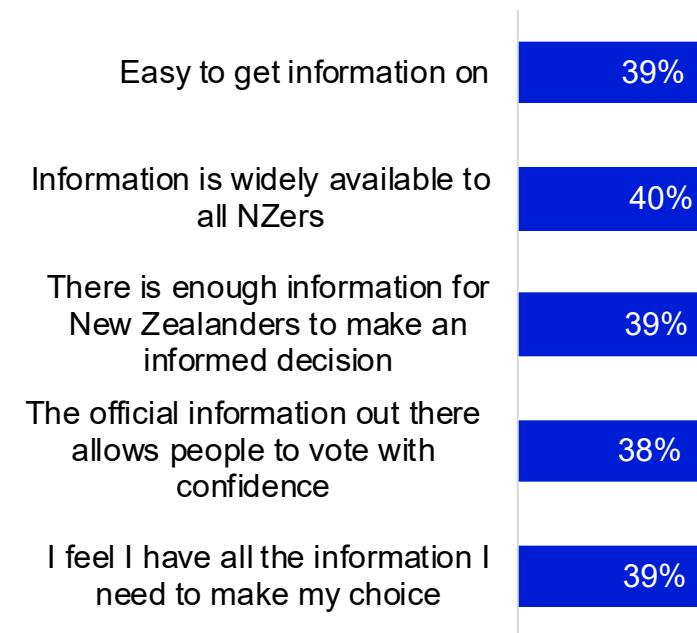
Source: TRA national representative survey of 1,028 New Zealand-based eligible voters

# At the moment there is moderate agreement that information on the referendums is out there for New Zealanders

Cannabis Legalisation and Control Bill Referendum Agreement that ...



Referendum on the End of Life Choice Act Agreement that ...



At this stage there is little disagreement with these statements.  
Around one in ten disagree and one in five are unsure.

Source: TRA national representative survey of 1,028 New Zealanders based on eligible voters

**Young people who are aware of the referendums have been much more engaged and are already proactively searching out information.**

**They believe information is easily available, more so than older NZers, however, they rely more heavily on informal information from their friends and family and social media.**

**Therefore, we need to ensure we can influence these conversations to reference official information.**

**How informed someone feels about the referendums is strongly related to whether they've sought out any information, as well as how easily available they think information is.**

**However, those who say they're well informed are just as likely to incorrectly state what will happen if the referendums have a majority saying yes.**

**Breaking people out of their current comfort zones about how informed they feel will be the key to ensuring that the correct outcome messages are getting through**

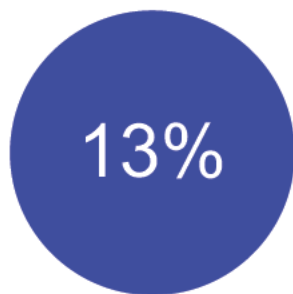
IMPLICATION

# 3.

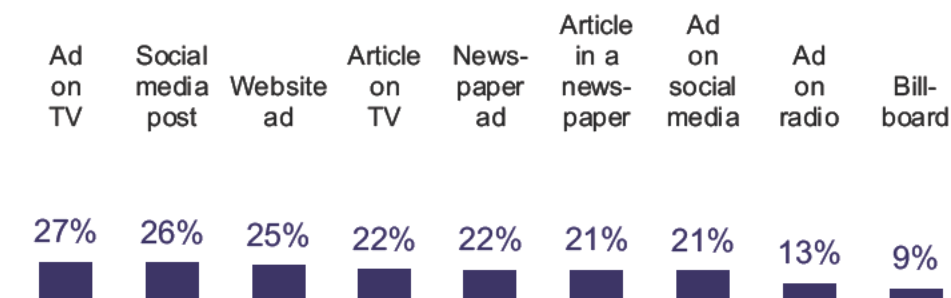
## Awareness of Information Sources

# Only a small proportion of people believe they have seen, read or heard about how to get information on the referendums

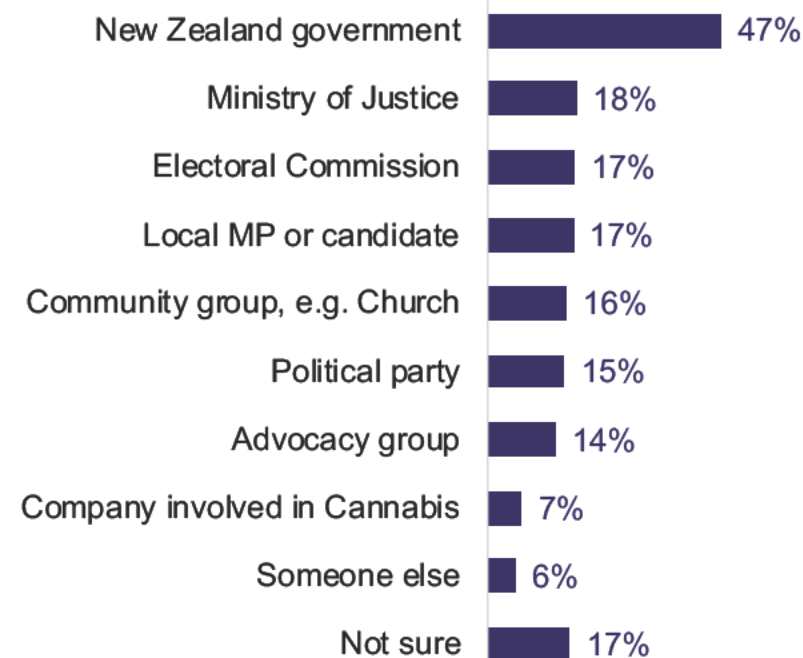
## Seen, Read or Heard About Where to Get Referendum Information



## Where Saw, Read or Heard Information (amongst those who have seen, read or heard)



## Who Information Was From (amongst those who have seen, read or heard)



Source: TRA national representative survey of 1,028 New Zealand based eligible voters

**Mirroring the fact that those under 35 have been searching out more information, they are also more likely to have seen, read or heard about where to find information, with a corresponding higher awareness of the official referendums website.**

**Getting those more engaged under 35s to spread their higher awareness of the official information amongst their social circle is essential.**

# Ngā mihi.



## MEMORANDUM

<b>To</b>	Rajesh Chhana, Deputy Secretary, Policy Group (approval) Andrew Kibblewhite, Secretary for Justice (noting)	
<b>From</b>	Graham Bethune, Manager, Public Information, Electoral Programme	<b>File Ref:</b> 080620_M_KPIS
<b>CC</b>	Anna Foley, General Manager, Electoral Programme Shannon Bainbridge, Programme Manager, Electoral Programme	<b>Required by:</b> 12/06/2020
<b>Date</b>	8 June 2020	<b>Attachments:</b> 1. <a href="#">Referendum public information programme KPIs for approval June 2020</a>
<b>Subject</b>	<b>Approval of KPIs for the Referendums Public Information Programme</b>	
<b>For</b>	<input checked="" type="radio"/> Approval <input type="radio"/> Review Comment <input type="radio"/> Action <input type="radio"/> Noting	

### Purpose

1. This memorandum seeks your approval of the key performance indicators (KPIs) proposed by the Electoral Programme to measure the success of the referendums public information programme.

### Recommendations

2. It is recommended that you:
  - 2.1. **Note** the proposed KPIs detailed in the [Referendum public information programme KPIs for approval June 2020](#), document; ☒
  - 2.2. **Approve** the KPIs. ☒ Yes / ☐ No

### Background

3. The Cabinet paper *Provision of Public Information for the 2020 Referendums* outlines the rationale for a public information programme including the establishment of a dedicated website, 'sign-posting' activity, and development of explanatory materials [\[CAB-19-MIN-0624\]](#).
4. The Cabinet paper clearly states the referendum communications roles and responsibilities.
  - 4.1. **Awareness:** The Electoral Commission will inform voters that two referendums are happening, what the questions are, and how to participate; and
  - 4.2. **Subject Matter Information:** The Ministry of Justice will prepare explanatory information materials about the proposed Cannabis Legalisation and Control Bill and End of Life Choice (EOLC) Act 2019. The information materials will be aimed at supporting voters in making an informed choice in each referendum.

5. In March 2020, you approved the [\*Public Information Programme Strategy\*](#) (the *Strategy*). This document outlined the approach to the provision of public information for the two referendums to be held alongside the General Election in 2020.
6. The *Strategy* states that the objectives of the programme are to:
  - 6.1. ensure the voting public is given the opportunity to be informed;
  - 6.2. make information publicly available and easy to access by all eligible New Zealand voters;
  - 6.3. ensure all information is, and is perceived to be, factual and impartial; and
  - 6.4. combat mistruths by making the facts readily available.
7. As this is the first instance of a public information programme for a referendum being delivered by a Ministry, it was important to consider the appropriate levels of performance monitoring, reporting, and post-activity analysis that would be required to evaluate the effectiveness of the public information programme.
8. The *Strategy* outlines that success will be measured using a combination of:
  - 8.1. key performance indicators measured via research e.g. understanding, prompted and unprompted recall of advertising and action taken;
  - 8.2. monitoring data e.g. number of calls to the 0800 number, email inquiries, requests for printed resources, and web metrics; and
  - 8.3. industry standard publicity metrics e.g. click through rates and cost per click.
9. To deliver on 8.1, a market research approach was developed and approved by the SRO and Chief Executive ([\*Market Research Recommendation Memo\*](#)). The approach includes conducting three rounds of research: before; during; and immediately after the sign-posting activity. A detailed research questionnaire was developed, which places particular focus on the perceived impartiality of the communications messages.
10. It was agreed that the programme KPIs should be finalised following the initial round of pre-campaign benchmark research, with the outcomes providing a baseline percentage for each metric and on which the KPIs could be based.

#### **Establishment of programme KPIs**

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11. Based on the findings of the pre-campaign benchmark research, the programme has worked with the advertising agency (Saatchi & Saatchi) and research provider (TRA) to determine realistic KPI targets for the public information programme, based on an objective measurement framework.
12. The KPI targets are summarised for your consideration and approval in the attachment [\*Referendum public information programme KPIs for approval June 2020\*](#), supplied alongside this memo. The targets are based on the baseline survey results and have been informed by a review of applicable data sources. The KPIs will allow us to monitor effectiveness of the campaign against quantitative targets and will provide learnings for future public information campaigns.
13. Actions taken in developing the KPIs include:

- 13.1. Analysis of data from previous election and referendum campaigns to provide context and background;
- 13.2. Analysis of media expenditure, where available, to understand the relationship between advertising expenditure and level of impact. We noted that the media investment for the sign-posting activity, at around s9(2)(j) is lower than previous election and referendum campaigns. For example, the 2015/2016 flag referendum had a media investment of \$2.8 million; and
- 13.3. It should be noted that the data and analysis were used as indicators of broader trends - not as absolute measures. There is no direct comparison with the 2020 referendum electoral landscape, which is unprecedented in many respects.
14. The research agency then modelled projections based on comparable awareness for other, similar information campaigns. Based on these modelled projections:
  - 14.1. We were able to develop a band within which we believe the realistic targets for each of measures of success lies; and
  - 14.2. Proposed targets were developed following interrogation and debate and overlaying the particular circumstances of this particular public information programme.
15. The key programme KPIs, and proposed targets, are summarised below.

Measure	Baseline result	Target
Have you seen, heard or read anything lately telling you about where you can get information on the referendums? (% of respondents who answer Yes)	13%	60%
Are you aware of the referendums.govt.nz website? (% of respondents who answer Yes)	31%	70%
<i>Question presented alongside samples of our advertising</i> Have you seen any of the below advertising about the referendums? (% of respondents who answer Yes)	n/a	52%
"The main job of it was to inform people about where to find further information" (% of respondents who strongly agree or agree)	n/a	75%
"It was presented in an impartial and unbiased way" (% of respondents who strongly agree, agree AND neutral)	n/a	80%
"It was not trying to influence the result of the referendum" (% of respondents who strongly agree, agree AND neutral)	n/a	80%
Do you feel you have been given the opportunity to access information on the referendums to make an informed decision? (% of respondents who answer Yes)	n/a	75%
How would you find out information about the referendums? (% of respondents that select 'Go to referendums.govt.nz')	50%	75%
Confidence in ability to be informed (Cannabis)	42%	60%
Confidence in ability to be informed (EOLCA)	39%	60%

16. The research will not only provide us with a measure of how the programme has performed against its KPIs but will also provide valuable insights to inform any similar programmes of work that may be undertaken in the future by the Ministry or other government agencies as part of future referendums. The outputs of the research overall will help the Programme to determine how many voters our messaging has reached, that our messaging is perceived to be impartial and that voters have access to information on which to make their choices.

17. The research will not be used to canvass voter opinion or support for the referendums; the objectives of the market research are solely related to establishing and measuring voter understanding of the referendums before, during and after the sign posting programme and will allow us to assess the programme's performance against an agreed set of KPIs.
18. In setting the targets for each KPI, the programme worked to identify a target that was realistic and achievable, when considering the baseline results, the deliverables outlined in the Cabinet paper and the planned advertising investment. Targets that are overly-ambitious or too easily exceeded would not provide a helpful or meaningful indication of performance, when reflecting on the success or failure of the programme.
19. Following approval, the KPIs will be added to the Public Information Programme Strategy and will form a key aspect of the evaluation framework for the programme.

**Recipient/s to complete**

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**Senior Responsible Owner Approval**

**Name:** Rajesh Chhana

**Position:** Deputy Secretary, Policy

**Signature:**



**Date:**

17/06/2020

**Comments**

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Additional discussion about setting of voter perception of impartiality of the material at 80% noted.

**Recipient/s to note**

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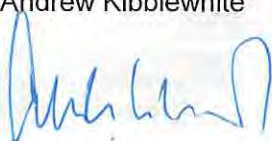
**Chief Executive Approval**

**Name:** Andrew Kibblewhite

**Position:**

Chief Executive and Secretary for Justice

**Signature:**



**Date:**

21/6/20.

**Comments**

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<b>To</b>	Rajesh Chhana, Deputy Secretary, Policy Andrew Kibblewhite, Chief Executive and Secretary for Justice	<b>File Ref:</b> 20200923 Memo - Public Information -Mid campaign research report
<b>From</b>	Graham Bethune, Manager, Public Information	
<b>CC</b>	Anna Foley, General Manager, Electoral Programme Shannon Bainbridge, Programme Manager	<b>Required by:</b> Nil
<b>Date</b>	23 September 2020	<b>Attachments:</b>
<b>Subject</b>	Public Information Programme Mid Campaign Market Research Report	
<b>For</b>	<input type="checkbox"/> Approval <input type="checkbox"/> Review Comment <input type="checkbox"/> Action <input checked="" type="checkbox"/> Noting	

## Purpose

1. To provide you with a copy of the market research mid-campaign results and an overview of the findings in relation to the public information programme.

## Background

2. The Cabinet paper *Provision of Public Information for the 2020 Referendums* outlines the rationale for a public information programme, including the establishment of a dedicated website, 'sign-posting' programme, and development and distribution of explanatory materials [\[CAB-19-MIN-0624\]](#).
3. The [aide memoire](#) dated 25 November 2019 for the above Cabinet paper noted the important role of market research, and why conducting the research was essential to the successful delivery and evaluation of the Programme overall.
4. It is worth noting that the purpose of the market research was to assist with evaluation and monitoring of signposting effectiveness; it was not intended to gauge voter opinions or to play a role in informing programme design or modification during the campaign.
5. The Senior Responsible Owner (SRO) approved the Market Research approach on 20 February and was signed off by the Chief Executive and Secretary for Justice on 24 February. The approach was to be conducted in three phases:
  - 5.1. Before campaign commencement, to be undertaken in March and to establish benchmarks for awareness and understanding of the referendums and where to go for information;
  - 5.2. During the campaign, to be conducted in July [see paragraph seven below] and to monitor and track effectiveness during the campaign; and
  - 5.3. Post-campaign, to be undertaken in mid to late September [see paragraph eight below] and to evaluate campaign effectiveness.
6. The SRO noted a memo regarding the first phase of the research in the pre-election benchmark research report in May. This baseline research took place before 'sign-posting' campaign was launched on 5 July.

7. This memo relates to the second phase of research which was conducted between 19 and 23 August. Undertaking the second phase of research in mid-August was aimed at the approximate mid-point of the signposting activity.
8. The date for the final research phase has been shifted as a result of the change of date of the general election and will be conducted between 18 and 22 October, immediately following the election and prior to the official results being announced.
9. The market research is included within the scope of work covered by the Advertising Services Order (ASO) with Saatchi & Saatchi.
10. Saatchi & Saatchi sub-contracted the market research to TRA, a specialist market research and insights agency to undertake the three phases of the research.

## Research methodology

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11. An online, nationally representative survey lasting approximately 10 minutes was undertaken in mid-August. An online survey gives the Ministry the best combination of speed, cost, and reach. Online surveying is also a much faster approach than face-to-face surveying.
12. A sample of 1,005 New Zealand-based eligible voters was achieved with quotas put in place to ensure accurate coverage by age, gender, region and ethnicity. The data was post-weighted to ensure that final results reflect the New Zealand population as per the 2018 Census.
13. The results from the mid-campaign survey have been compared to the baseline survey carried out amongst a nationally representative online survey of 1,028 New Zealanders between 18 and 24 March.

## Results

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### Awareness of the referendums

14. With the General Election approaching, the mid-campaign research results show that awareness of the referendums has increased from the initial baseline results.
15. There has been a significant increase in unprompted awareness of the referendums, with nine out of ten (88%) of those surveyed aware of the referendums taking place this year; this represents a 29.4% increase in awareness when compared to baseline results.
16. There has also been an increase in awareness of the referendums being held at the same time as the General Election, with 79% of those surveyed aware of this which represents a 46.3% increase on baseline results.
17. Four out of five (78%) New Zealanders are aware of the Cannabis Legalisation and Control Bill referendum without being prompted, up from 49% in the baseline survey; the figure increases to 94% awareness when prompted.
18. Awareness of the End of Life Choice Act referendum has also increased with three out of four (73%) aware without being prompted, up from 30% in the baseline survey; the figure increases to 88% awareness when prompted.

### Knowledge of the Referendums

19. Knowledge of the details of the referendums is also increasing, albeit at a slower rate than overall awareness. Currently a quarter (23%) of survey respondents feel they know the details of each referendum which is now double that of the pre-campaign baseline results.
20. Correct knowledge of what will happen if the majority say 'yes' to each of the referendums has also improved. Over a third (37%) of survey participants who said they knew what would happen if 50% of people vote 'yes' were correctly able to state the outcome if a majority 'yes' vote for the Cannabis Legalisation and Control Bill, representing a 51.2% increase on

baseline results. For the End of Life Choice referendum, 36% of survey participants who said they knew what would happen if 50% of people vote 'yes' were correctly able to state the outcome if a majority vote 'yes', an increase of 38.5% on baseline results.

21. The mid-campaign research found that older audiences are more likely to know what will happen when the majority vote 'yes', particularly with the Cannabis Legalisation and Control Bill. It also found that survey respondents under 55 years, and those of Pasifika and Asian ethnicity, are less likely to know what the results of the referendums would mean.

#### How informed New Zealanders feel

22. Similar to the level of knowledge about the referendums, we've seen increases in the proportion who feel well informed about the referendums, which is now at 27% for both campaigns, while approximately six out of ten feel they have a general idea but are not sure on the details.
23. There is now much greater comfort with information being available, easy to access and providing people with confidence in their decisions. Approximately six out of ten of the survey participants agree with this across both referendum topics.
24. Around a quarter of survey participants reported that they feel 'very informed' on the referendums, a 68.8% increase (from 12%) for the cannabis referendum and an 80% increase (from 10%) for the End of Life Choice referendum, when compared with baseline levels.
25. Whether someone feels informed and has all the information needed to make a choice is strongly related to whether they have sought out any information. There is also a strong positive relationship between feeling informed and knowing the correct details of what is being voted on.

#### Sources of information

26. There has been a significant increase in the proportion of people who have seen, read or heard about where to get information on the referendums, with a nearly four-fold increase (35%) to a total of 48%, when compared to the baseline result of 13%.
27. Of those who said that they had seen information on the referendums, 46% attributed the information to being from the New Zealand Government and 7% attributed the information to being from the Ministry of Justice.
28. Respondents self-reported where they saw, read or heard information on the referendums, which does leave room for inaccuracies with regards to where respondents actually saw information in reality. This can be seen in the baseline results where respondents reported seeing information in TV advertisements, ahead of the 'sign-posting' campaign commencing months later.
29. Survey participants are also feeling more comfortable with the information available on the referendums, with 45.2% more respondents agreeing that it is easy to get information on the cannabis referendum and 48.7% more agreeing that it is easy to get information on the End of Life Choice referendum in comparison to the baseline results.
30. The survey found that young people and those of Pasifika and Asian descent are still heavily relying on informal information from their family and friends.
31. The survey also found that those who rely on more informal sources of information are less confident that they have the information needed to make their choice. The implication of this is that encouraging people to engage with and seek official information is the key to helping them feel informed and knowing the correct outcomes.

## Campaign awareness

32. Awareness of the Ministry of Justice campaign has started well, with 24% aware of the campaign and correctly attributing the campaign to the Ministry.
33. The campaign is also delivering on a number of key objectives. Of the 46% of overall respondents who recalled seeing the campaign nearly three quarters (73%) agreed it was impartial and four in five agreed the main job of the campaign was to inform people about where to go for further information (81%).
34. The [referendums.govt.nz](https://www.referendums.govt.nz) website is the preferred information source with 65% of all respondents saying it would be where they will go for information.
35. The increase in people who have seen, read or heard about where to find information is evident across all ages and ethnicities. However, younger and Asian/Pasifika audiences have the lowest levels of awareness and lowest increases. Reaching these audiences, who are generally less engaged with the democratic process, is the key challenge for any campaign of this nature.

## Performance against Key Performance Indicators (KPIs)

36. Based on the results from the benchmark research, KPIs were agreed with the SRO for the conclusion of the campaign; the results from the mid-campaign research provide an indication of how the programme is tracking towards achievement of the KPIs. These are grouped into three categories of awareness, comprehension and outcomes.
37. With regards to the KPI for 'awareness', the campaign has met or exceeded the agreed targets for the campaign duration on three out of four measures. These include:
  - 37.1. the mid-campaign research showing that the campaign has now reached its agreed target of 88% of all respondents being aware of the referendums taking place in 2020;
  - 37.2. The KPI target of 85% for 'prompted awareness' for both referendums being exceeded with 94% of all respondents aware of the cannabis referendum when prompted and 88% for the End of Life Choice referendum when prompted; and
  - 37.3. The agreed target of 80% 'awareness' of the referendums being held at the same time as the General Election resulted in 79% as at the mid-campaign results. It should be noted that the KPIs set are for the end of the campaign period and final results will be determined from the post-campaign market research.
38. With regards to the initial 'comprehension' KPI, 48% of respondents could recall the campaign when asked, tracking towards the agreed target of 60%. Sixty-two percent of respondents were aware of the website which is tracking towards the overall target of 70%.
39. Four new KPIs for 'comprehension' were introduced in the mid-campaign market research to measure reactions to the campaign content. These included:
  - 39.1. whether people felt that the main job of the campaign was to inform people about where to find further information. Eight-one percent of those respondents who recognised the campaign was from the NZ Government agreed with this, exceeding the target of 75%;
  - 39.2. whether respondents felt that the campaign information was presented in an impartial or unbiased way. Of the 81% of respondents who recognised the campaign as from the NZ Government, 89% of those agreed with the impartiality in some way, exceeding the target of 80%;

- 39.3. whether respondents felt that the campaign was not trying to influence the result of the referendum. Eighty-seven percent of respondents who recognised the campaign as from the NZ Government agreed with this to varying extents, exceeding the target of 80%; and
- 39.4. whether respondents felt that they were made aware of where to go for information on the referendums. This measure still falls short of the target, with 70% of respondents agreeing that they felt aware of where to go for information, five percentage points fewer than the agreed target. However, with over a month left of the campaign, the results for this measure are still on track for meeting the target before campaign close.
40. The final category of KPIs looks at 'outcomes' and has three measures being recorded, all of which are on track for meeting the agreed target at this point in the campaign. These include:
- 40.1. A total of 65% of respondents reported that they knew where to access information from, which is tracking towards the target of 75%;
- 40.2. A total of 57% of respondents reported that they had confidence in the ability to be informed on the cannabis referendum, which is on track to meet the agreed target of 60%; and
- 40.3. A total of 56% of respondents reported that they had confidence in the ability to be informed on the End of Life Choice referendum, again on track to the agreed target of 60%.

## Next Steps

41. With the results for the mid-campaign market research now analysed, the public information team is looking at ways to continue to reach hard-to-reach audiences and to track towards meeting the KPI targets. These include:
- 41.1. Mid-campaign research indicating that younger audiences and those of Pasifika and Asian ethnicity are less likely to know about the referendums, there is a need to undertake work to maximise the reach of our explanatory resources for these audiences.
- 41.2. The programme has already reached out to key stakeholders for accessible and translated resource community groups. Work is underway to continue with this work and also to develop different approaches to reaching these audiences in a way that the signposting activity may not be able to achieve.
- 41.3. With regards to the campaign's KPIs, the majority are either exceeding or on track to reach the agreed targets by the post-campaign market research scheduled for October.

Category	KPI	Baseline	Mid-campaign	Target Measure
Awareness	aware of the referendums taking place in 2020	58.6%	88%	88%
	'prompted awareness' of the cannabis referendum	49%	94%	85%
	'prompted awareness' of the End of Life Choice referendum	30%	88%	85%

	'awareness' of the referendums being held at the same time as the General Election	32.7%	79%	80%
	respondents were aware of the website	31%	62%	70%
<b>Comprehension</b>	respondents could recall the campaign when asked	13%	48%	60%
	people felt that the main job of the campaign was to inform people about where to find further information	N/A	81%	75%
	respondents felt that the campaign information was presented in an impartial or unbiased way	N/A	89%	80%
	felt that the campaign was not trying to influence the result of the referendum	N/A	87%	80%
	felt that they were made aware of where to go for information on the referendums	N/A	70%	75%
<b>Outcomes</b>	know where to access information	50%	65%	75%
	confidence in the ability to be informed on the cannabis referendum	42%	57%	60%
	confidence in the ability to be informed on the End of Life Choice referendum	39%	56%	60%

N/A in the above table refers to the new KPIs introduced after the baseline research took place.

42. This indicates that there is more work to be done to increase awareness of the campaign and of where to go for information. With more signposting activity scheduled in the lead up to the Election, we would hope to see these numbers increase and reach the targets set.

# Referendum 2020 Awareness Mid-Campaign Report

Ministry of Justice

TRA

# Mid-Campaign Executive Summary

## Awareness of the Referendums

There has been a large positive shift in awareness of the referendums, with 9 in 10 (88%) being aware of them happening in 2020, an increase of 20% points.

Four in five (78%) New Zealanders are aware of the Cannabis Legalisation and Control Bill referendum, without being prompted, up from 49%, with 94% aware when prompted. Awareness of the End of Life Choice Act referendum has also increased with three in four (73%) being aware without being prompted, with 88% aware when prompted.

## Knowledge of the Referendums

Knowledge is improving, not quite at the rate of awareness, but still improving. A quarter (23%) feel they know the details of each referendum campaign. These figures have doubled since the pre-campaign baseline.

Correct knowledge of what will happen if the majority say yes has also improved to 37% for Cannabis Legalisation and Control Bill and 36% for the End of Life Choice Act, increases of about 10% points.

## How Informed New Zealanders Feel

Similar to the level of knowledge about the referendums, we've seen increases in the proportion who feel very well informed about the referendums, which is now at 27% for both campaigns, while around 6 in 10 feel they have a general idea, but aren't sure on the details. This is self-reported knowledge, not a measure of how accurate the knowledge is.

There is now much greater comfort with information being available, easy to access and providing people with confidence in their decisions. About 6 in 10 agree with this across both referendums.

## Campaign Awareness

Awareness of the Ministry of Justice campaign has started moderately well, with 24% aware and correctly attributing it. In total, 46% of people remembered seeing it, with half attributing it to either Ministry of Justice or the New Zealand Government. The campaign is seen as impartial, three quarters of those who recalled it agreed it was, with four in five agreeing the main job was to inform about where further information could be found.

The referendums.govt.nz website is the preferred information source with 65% of New Zealanders saying it would be where they will go for information.

## Background

**The purpose of this document is to provide a mid-campaign measure of the Referendum 2020 information awareness and access campaigns.**

A mid-campaign survey dip was conducted amongst a nationally representative online sample of 1,005 New Zealanders between 19<sup>th</sup> August and 23<sup>rd</sup> August.

These results have been compared to the baseline survey dip carried out amongst a nationally representative online sample of 1,028 New Zealanders between 18<sup>th</sup> March and 24<sup>th</sup> March.

# Agenda

1

**Referendum  
Awareness  
and  
Knowledge**

2

**Access to  
Referendum  
Information**

3

**Awareness of  
Information  
Sources and  
the Campaign**

4

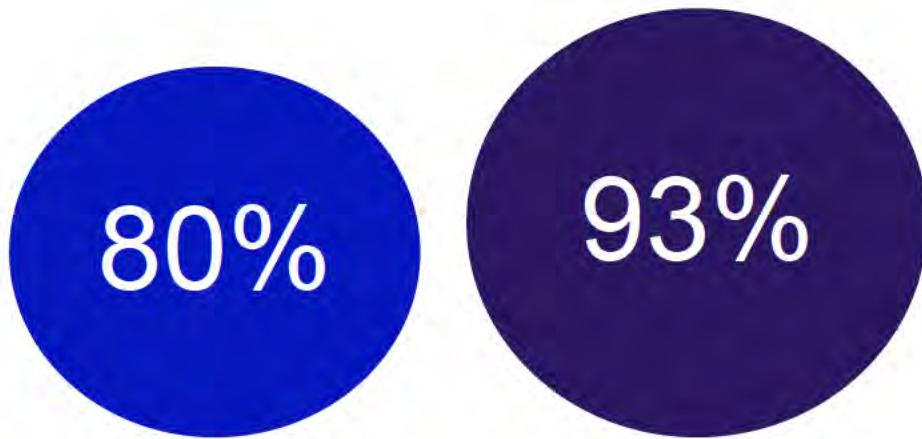
**KPI Summary  
Performance**

# 1.

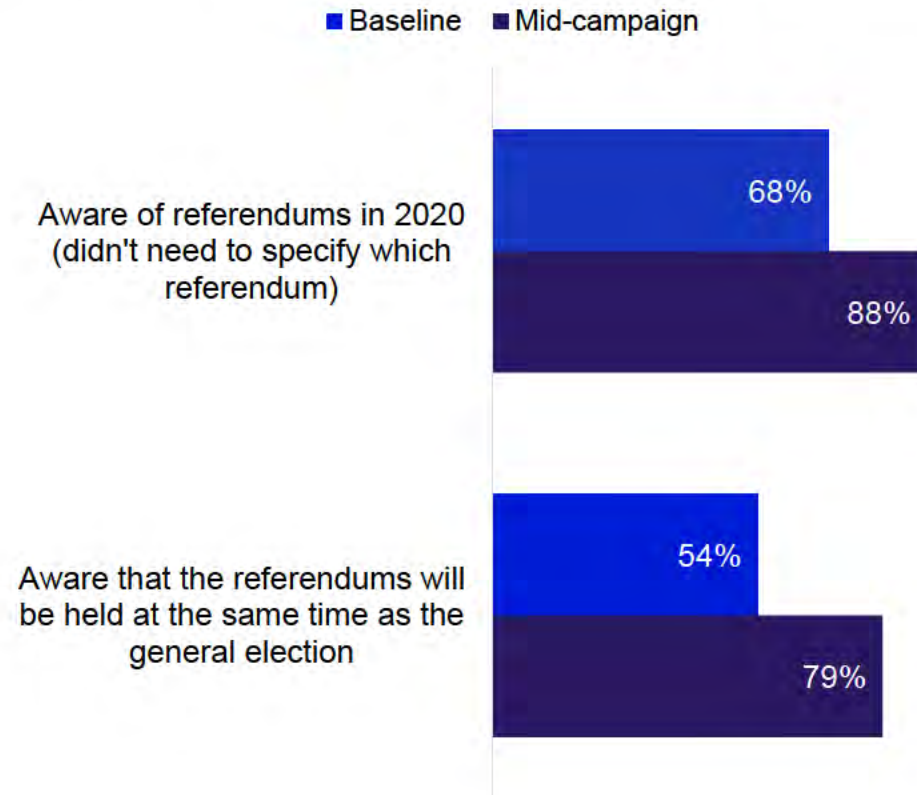
## Referendum Awareness and Knowledge

With the general election getting close and media attention around its delay, awareness of it and the referendums has increased

Aware of the 2020 General Election



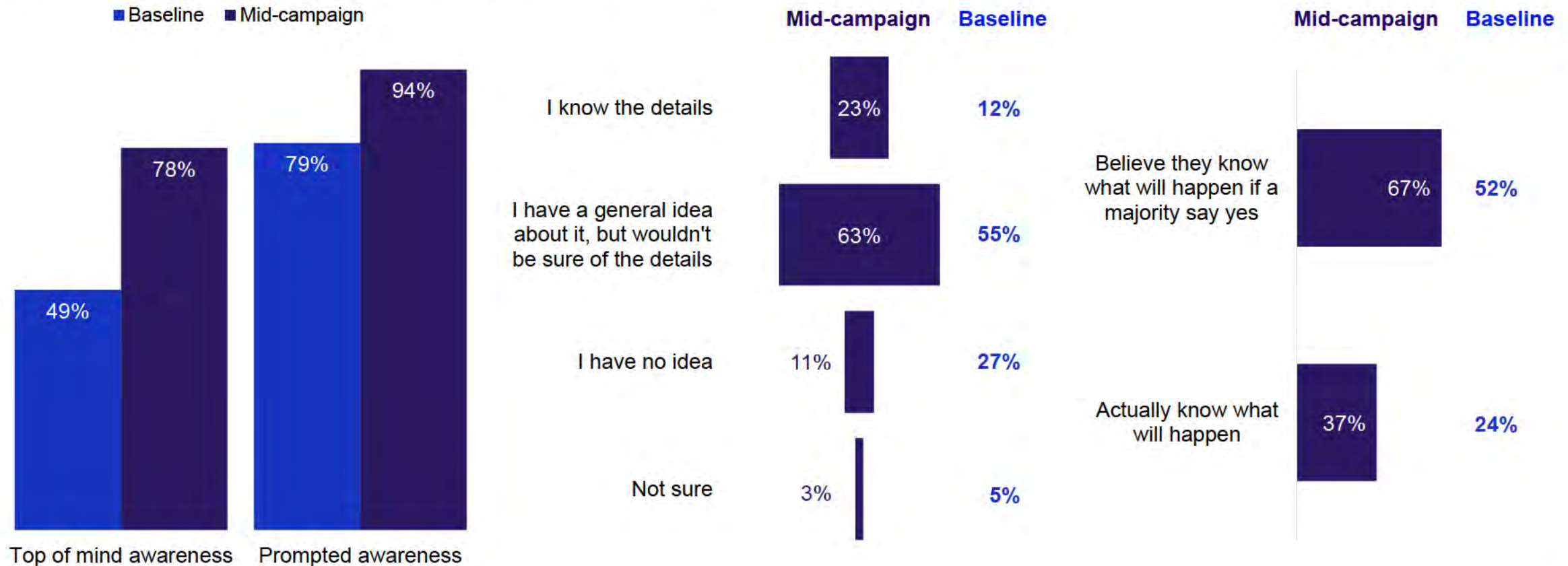
Unspecified Referendum Awareness



Source: TRA nationally representative survey of New Zealand based eligible voters  
Baseline (Apr20) n = 1,028; Mid-campaign (Aug20) n=1,005

# Awareness of The Cannabis Legalisation and Control Bill has increased and although knowledge is limited, more know what will actually happen

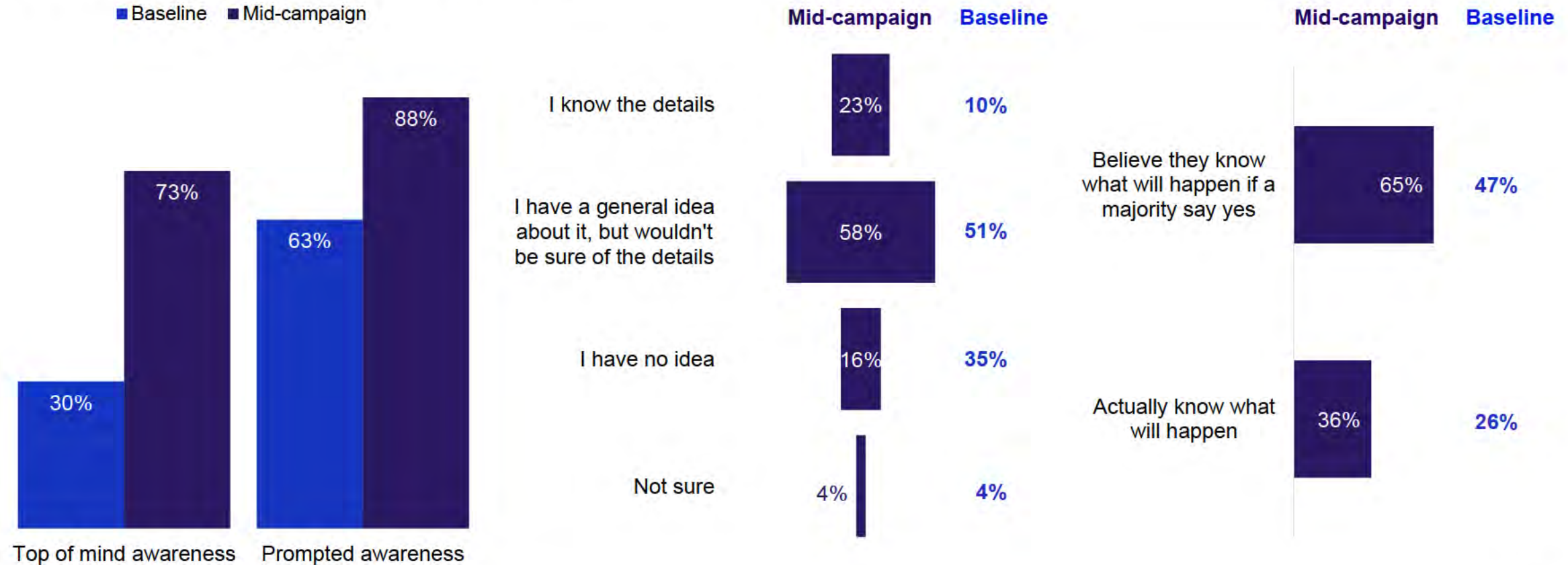
## Cannabis Legalisation and Control Bill Awareness and Knowledge



Source: TRA nationally representative survey of New Zealand based eligible voters  
Baseline (Apr20) n = 1,028; Mid-campaign (Aug20) n=1,005

Similarly for The End of Life Choice Act, awareness increased as has the proportion who know what will actually happen

## End of Life Choice Act Awareness and Knowledge



Source: TRA nationally representative survey of New Zealand based eligible voters  
Baseline (Apr20) n = 1,028; Mid-campaign (Aug20) n=1,005

**There are now high levels of awareness of the referendums, but the challenge is generating more detailed knowledge of them and what will happen.**

Older audiences are more likely to know what will happen when the majority vote yes, particularly with The Cannabis Legalisation and Control Bill.

However people under 55 years, and those of Pasifika and Asian ethnicity are less likely to know.

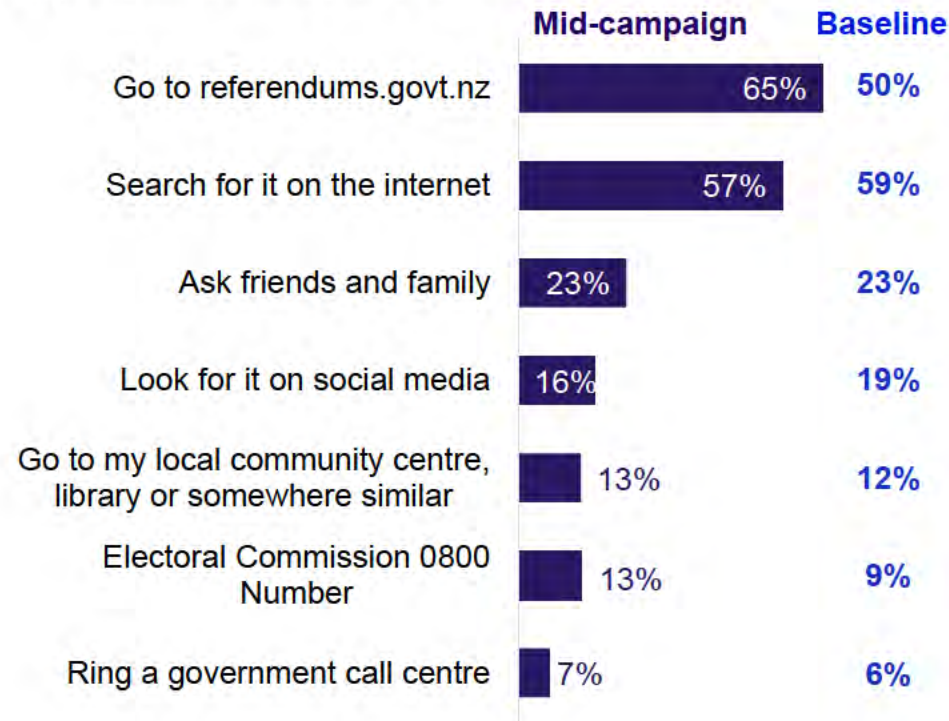
Despite the differences for various demographic groups, the key challenge across all remains - to encourage people to use the sources that will provide them with more knowledge.

# 2.

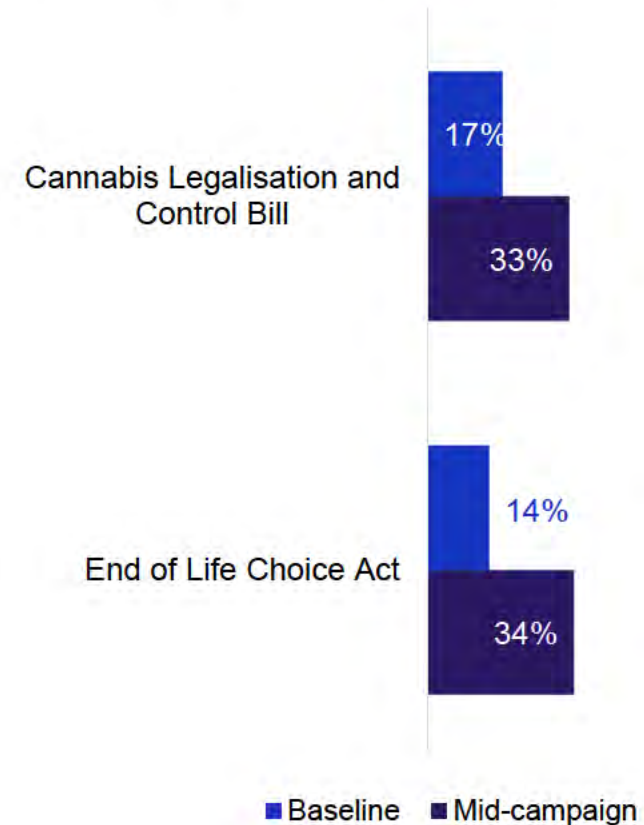
## Access to Referendum Information

# More people will now go to the official website for information, with a third having searched for information on the referendums

Likely Information Sources for the Referendums



Searched for Information on the Referendums

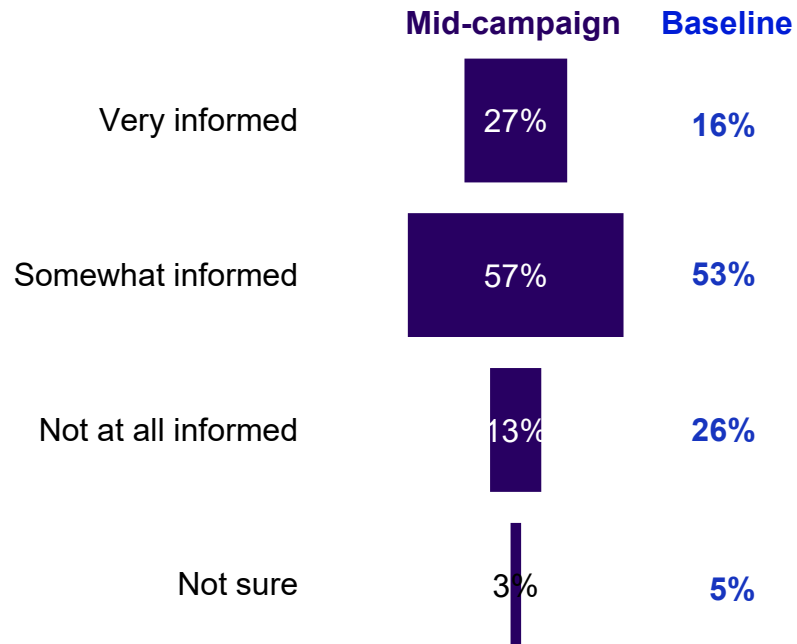


Source: TRA nationally representative survey of New Zealand based eligible voters  
Baseline (Apr20) n = 1,028; Mid-campaign (Aug20) n=1,005

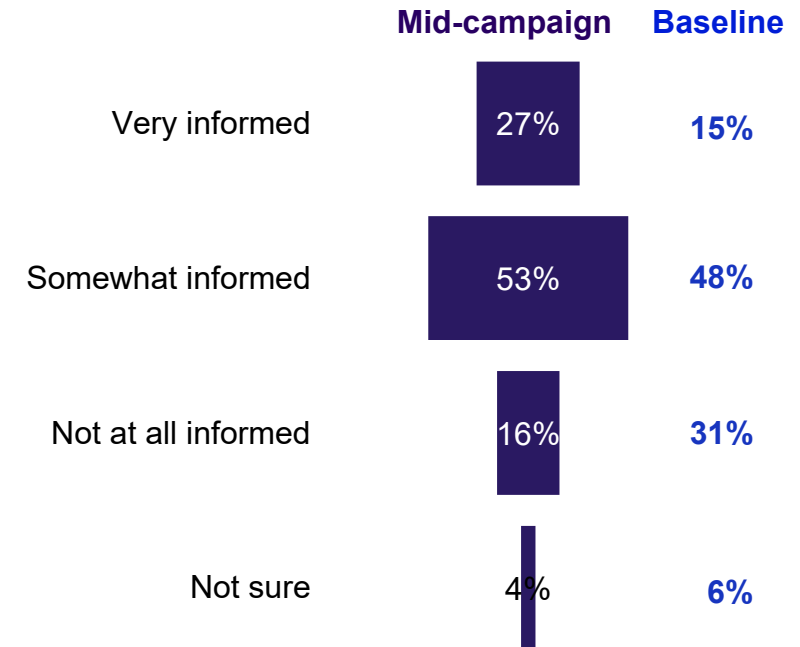
A small proportion are feeling very informed on the referendums, but this has increased compared to baseline levels

## How Informed New Zealanders Feel About the Referendums

### Cannabis Legalisation and Control Bill



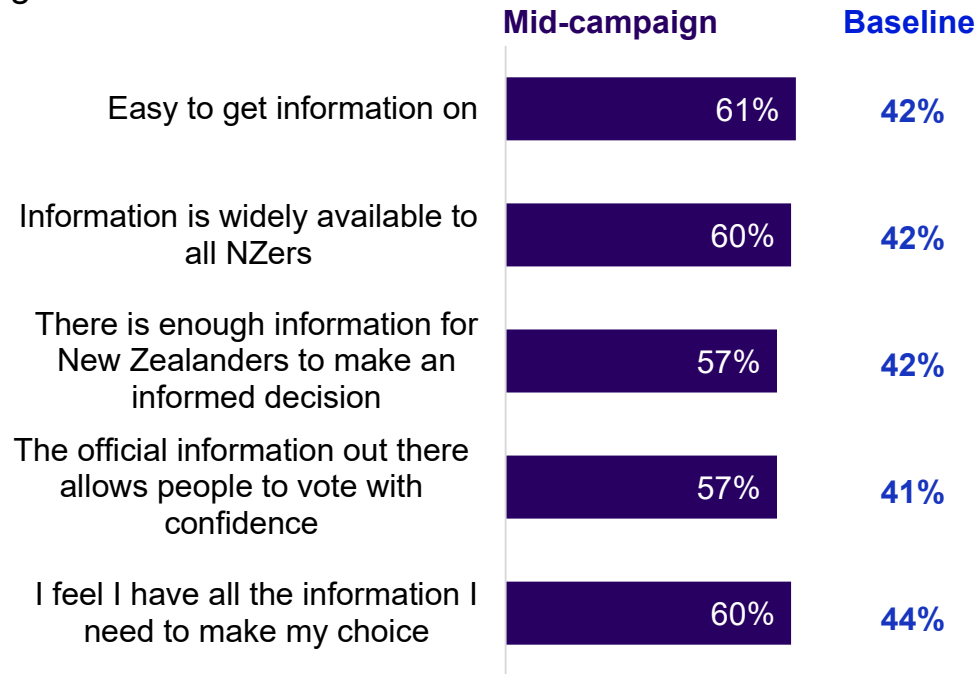
### End of Life Choice Act



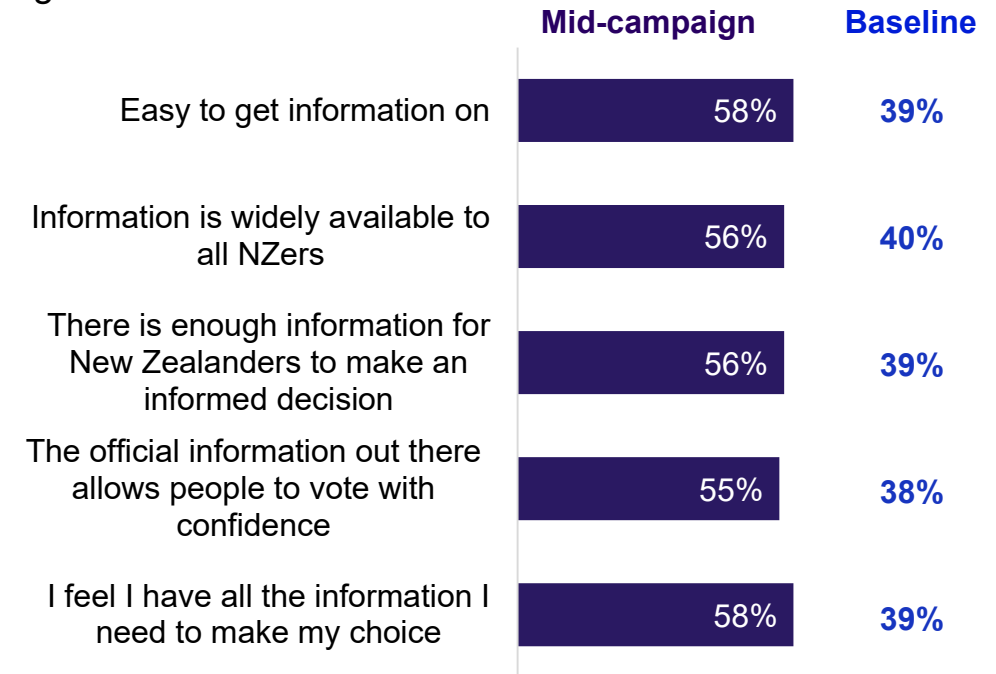
Source: TRA nationally representative survey of New Zealand based eligible voters  
Baseline (Apr20) n = 1,028; Mid-campaign (Aug20) n=1,005

# New Zealanders are feeling much more comfortable about the information that is out there on the referendums

## Cannabis Legalisation and Control Bill Referendum Agreement that ...



## Referendum on the End of Life Choice Act Agreement that ...



Source: TRA nationally representative survey of New Zealand based eligible voters  
Baseline (Apr20) n = 1,028; Mid-campaign (Aug20) n=1,005

**Whether someone feels informed and has all the information needed to make a choice is strongly related to whether they've sought out any information.**

**As we get closer to the election and the campaign makes its mark, we're seeing a stronger relationship between feeling informed and knowing the correct outcome of the referendums.**

**Young people are still relying heavily on informal information from their family and friends, along with those of Pasifika and Asian descent. However older NZers will go to the official website.**

Those who rely more on informal information sources are less confident that they have the information needed to make their choice.

This highlights the importance of the role this campaign is playing.

**Encouraging people to engage with and seek official information is the key to helping them feel informed and knowing the correct outcomes.**

IMPLICATION

# 3.

## Awareness of Information Sources

# There's been a large increase in the proportion of people who have seen, read or heard about where to get information on the referendums

## Seen, Read or Heard About Where to Get Referendum Information

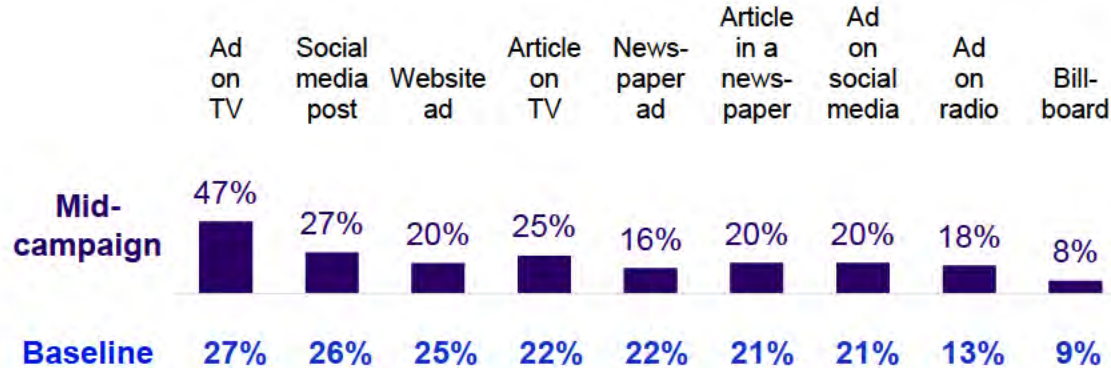
Baseline



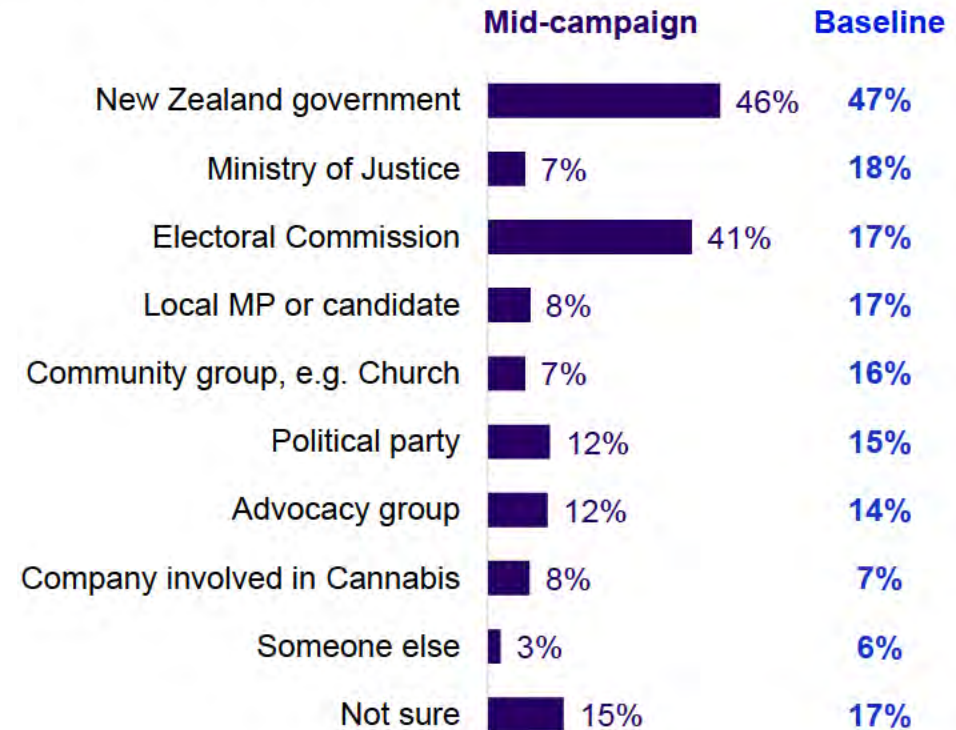
Mid-campaign



## Where Saw, Read or Heard Information (amongst those who have seen, read or heard)



## Who Information Was From (amongst those who have seen, read or heard)



Source: TRA nationally representative survey of New Zealand based eligible voters  
Baseline (Apr20) n = 1,028; Mid-campaign (Aug20) n=1,005

**The increase in people who have seen, read or heard about where to find information is evident across all ages and ethnicities. However, younger and Asian/Pasifika audiences have the lowest levels of awareness and lowest increases.**

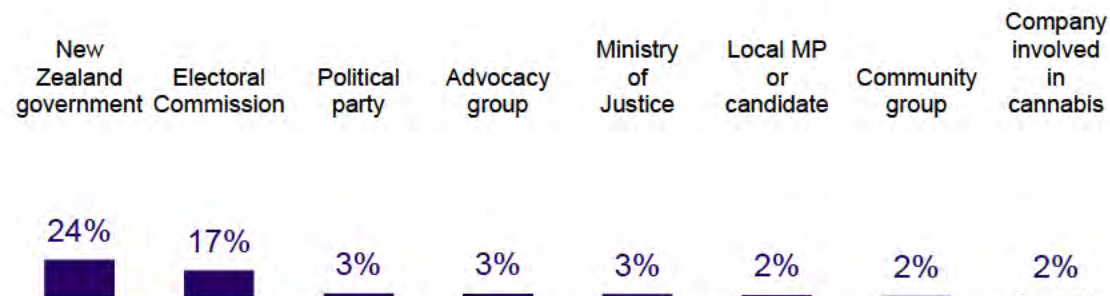
**Reaching these audiences, who are generally less engaged with the democratic process, is the key challenge for any campaign of this nature.**

# Just under a quarter of New Zealanders have seen the Ministry of Justice referendum campaign, with it hitting its key objectives

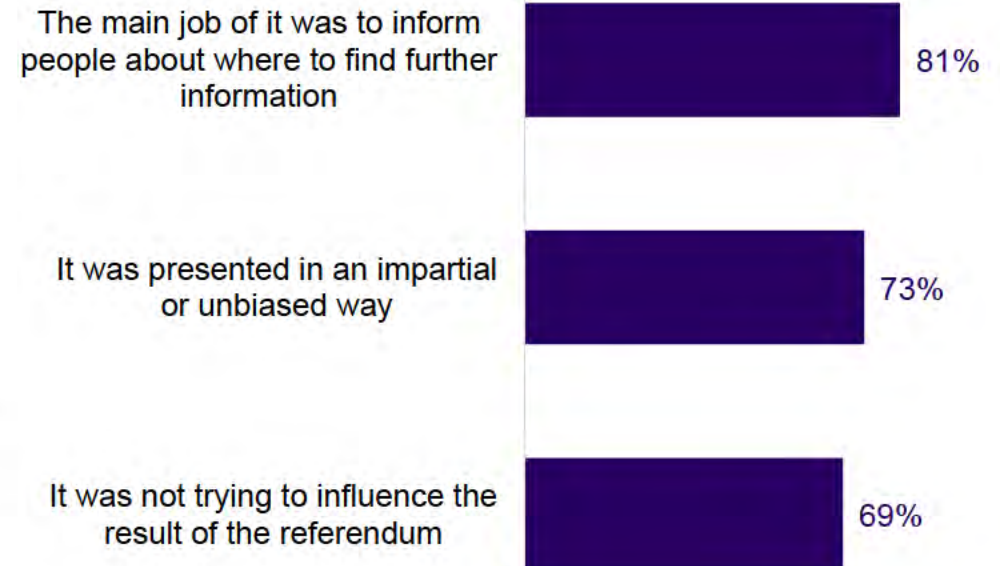
## Seen Advertising About Referendum



## Organisation Providing Advertising On Referendum (amongst all New Zealanders)



## Referendum Advertising, agreement that... (amongst those who said it was from the New Zealand government)



Source: TRA nationally representative survey of New Zealand based eligible voters  
Mid-campaign (Aug20) n=1,005

# 4.

## KPI Summary Performance

# Summary of performance against KPIs

Measure: Awareness	Our agreed target	Baseline	Mid-campaign
Referendums taking place in 2020 (% Yes)	88%	68%	88%
At same time as General Election (% Yes)	80%	54%	79%
Prompted awareness of CL&CB	85%	79%	94%
Prompted awareness of EOLCA	85%	63%	88%

# Summary of performance against KPIs (cont.)

Measure: Comprehension	Our agreed target	Baseline	Mid-campaign
Recall	60%	13%	48%
Awareness of website	70%	31%	62%
Recognition of advertising	52%	n/a	46%
In line with scope: The main job of it was to inform people about where to find further information (% strongly agree or agree)	75%	n/a	81% (among those who have seen and said it was for the NZ government)
In line with scope: It was presented in an impartial or unbiased way (% strongly agree, agree AND neutral)	80%	n/a	89% (among those who have seen and said it was for the NZ government)
In line with scope: It was not trying to influence the result of the referendum (% strongly agree, agree AND neutral)	80%	n/a	87% (among those who have seen and said it was for the NZ government)
Ability to access: Do you feel you were made aware of where to go for information on the referendums? (%Yes)	75%	n/a	70%

## Summary of performance against KPIs (cont.)

Measure: Outcomes	Our agreed target	Baseline	Mid-campaign
Knowledge of where to access information	75%	50%	65%
Confidence in ability to be informed - CL&CB	60%	42%	57%
Confidence in ability to be informed - EOLCA	60%	39%	56%

# Next steps

- Now that we have the mid-campaign measurements, a post-campaign measurement wave will occur on the Sunday and Monday following the election using the mid-campaign questionnaire

# Ngā mihi.

# Referendum 2020 Awareness Post-Campaign Report

Ministry of Justice

**TRA**

# Post-Campaign KPI Executive Summary

## Awareness of the Referendums

Awareness of both referendums finished up very strongly, with both being top of mind for people. Unprompted awareness was 88% for the Cannabis referendum and 85% for the End of Life Choice referendum. These figures both increased when prompting people, to 96% and 95%, respectively.

## Knowledge of the Referendums

People's perception of their knowledge strengthened up to election day with nine in ten feeling like they had some sense of the details and a third feeling very well informed of the details. This strong knowledge of the details increased from about one in ten pre-campaign.

Similarly, the number who knew the correct outcome of a 'yes' vote almost doubled from pre-campaign to election day, with just under half having correct knowledge.

## Accessing Referendum Information

The impact of the campaign can be strongly seen in the proportion who saw [referendums.govt.nz](https://referendums.govt.nz) as the go to source for information. By election day, two thirds of people saw this as a key information source, a significant improvement from pre-campaign measures.

People were much more active in searching out information, with half doing so for both referendums, with a good majority (around two thirds) feeling that information was widely available, easy to access and provided them and other New Zealanders with all the information they needed.

## Campaign Awareness

Awareness of the Ministry of Justice campaign finished well with six in ten recalling seeing the campaign. TV and voting pack pamphlets contributed most to this recall.

The campaign was seen as impartial, three quarters of those who recalled it agreed it was, with four in five agreeing the main job was to inform about where further information could be found.

## Post-Campaign Reflections Summary

Overall, the Referendums 2020 campaign performed well. It achieved high levels of awareness, which was above what would be expected for a commercial campaign with the same media spend, was seen as impartial and communicated its key website awareness message well. New Zealanders felt comfortable and confident in the level of information they had on the details of the referendums.

There are some key learnings to take from the campaign:

- Generating awareness of the referendums website directly increased correct knowledge of the referendum outcomes
- Maintaining media spend right up to election day drove campaign success
- The campaign was seen as impartial and this helped drive recall
- Focusing on the website provided a single message that communicated well with people
- Leveraging existing channels created efficient cut-through
- Audiences who are less engaged with the democratic process need to be reached through different channels

## Background

**The purpose of this document is to provide a post-campaign measure of the Referendum 2020 information awareness and access campaigns.**

A post-campaign survey was conducted amongst a nationally representative online sample of 1,008 New Zealanders between **18<sup>th</sup> October and 21<sup>st</sup> October**.

These results have been compared to the baseline survey and the mid-campaign survey:

- Baseline: conducted amongst a nationally representative online sample of 1,028 New Zealanders between **18<sup>th</sup> March and 24<sup>th</sup> March**
- Mid-campaign: conducted amongst a nationally representative online sample of 1,005 New Zealanders between **19<sup>th</sup> August and 23<sup>rd</sup> August**

# Agenda

1

**Referendum  
Awareness  
and  
Knowledge**

2

**Access to  
Referendum  
Information**

3

**Awareness of  
Information  
Sources and  
the Campaign**

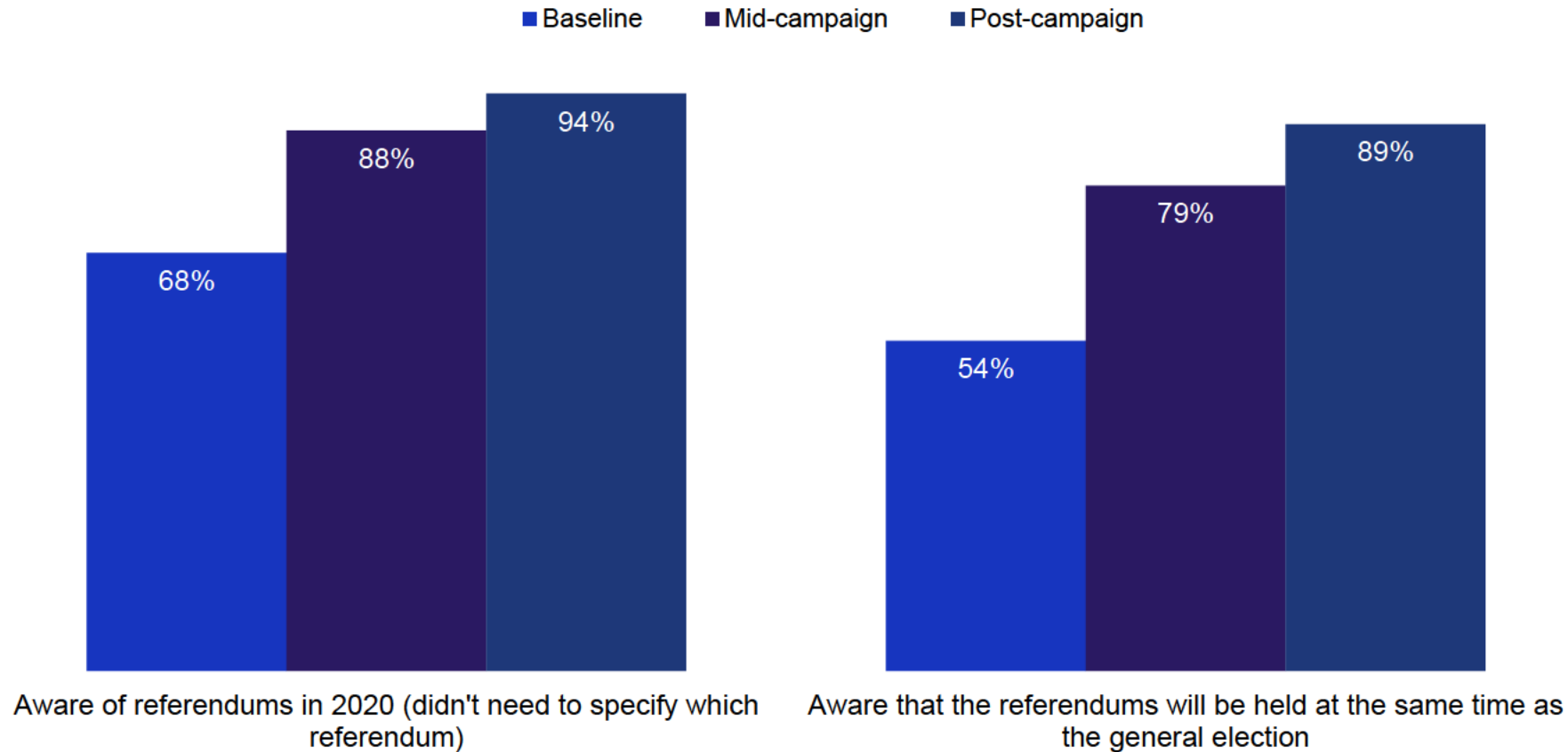
4

**Reflections on  
the Campaign**

# 1. Referendum Awareness and Knowledge

Awareness of the referendums increased over the course of the year and reached almost everyone in New Zealand at the time of the election and was higher than voter turnout

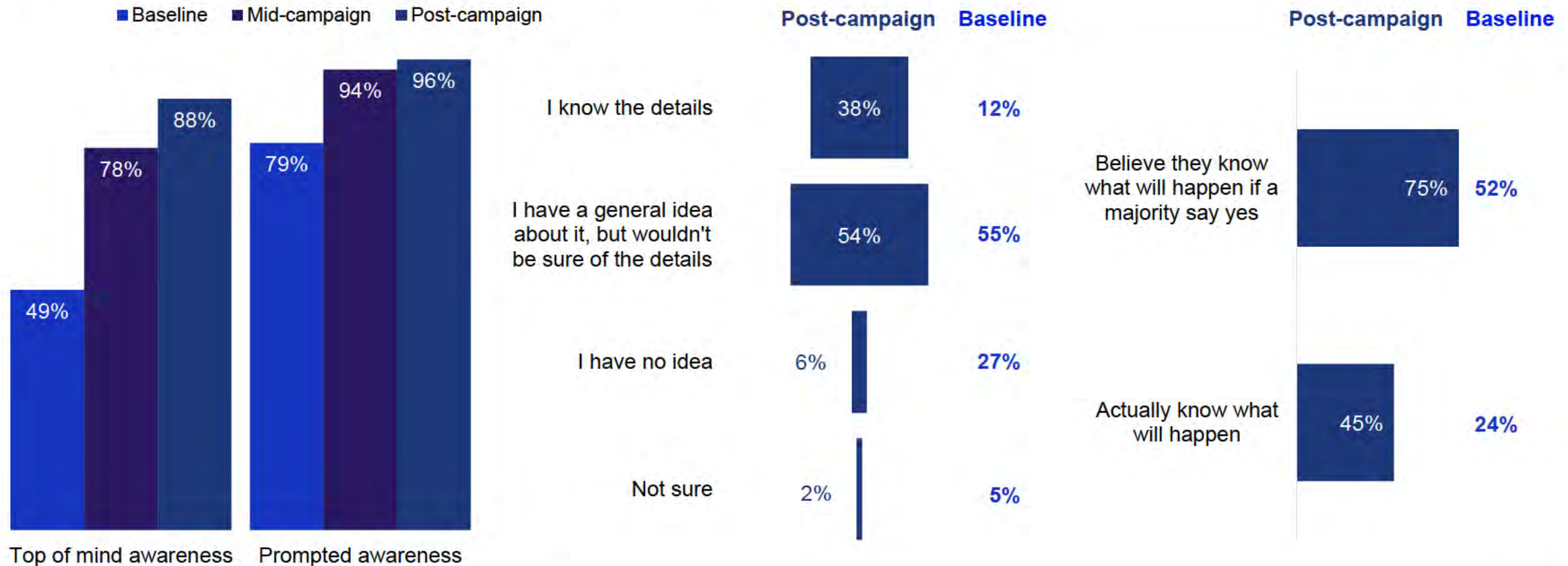
#### Unspecified Referendum Awareness



Source: TRA nationally representative survey of New Zealand based eligible voters  
Baseline (Apr20) n = 1,028; Mid-campaign (Aug20) n=1,005; Post-campaign (Oct20) n=1,008

# Awareness of The Cannabis Legalisation and Control Bill increased to almost all New Zealanders, by the time of the election, with high levels of stated knowledge on what will happen

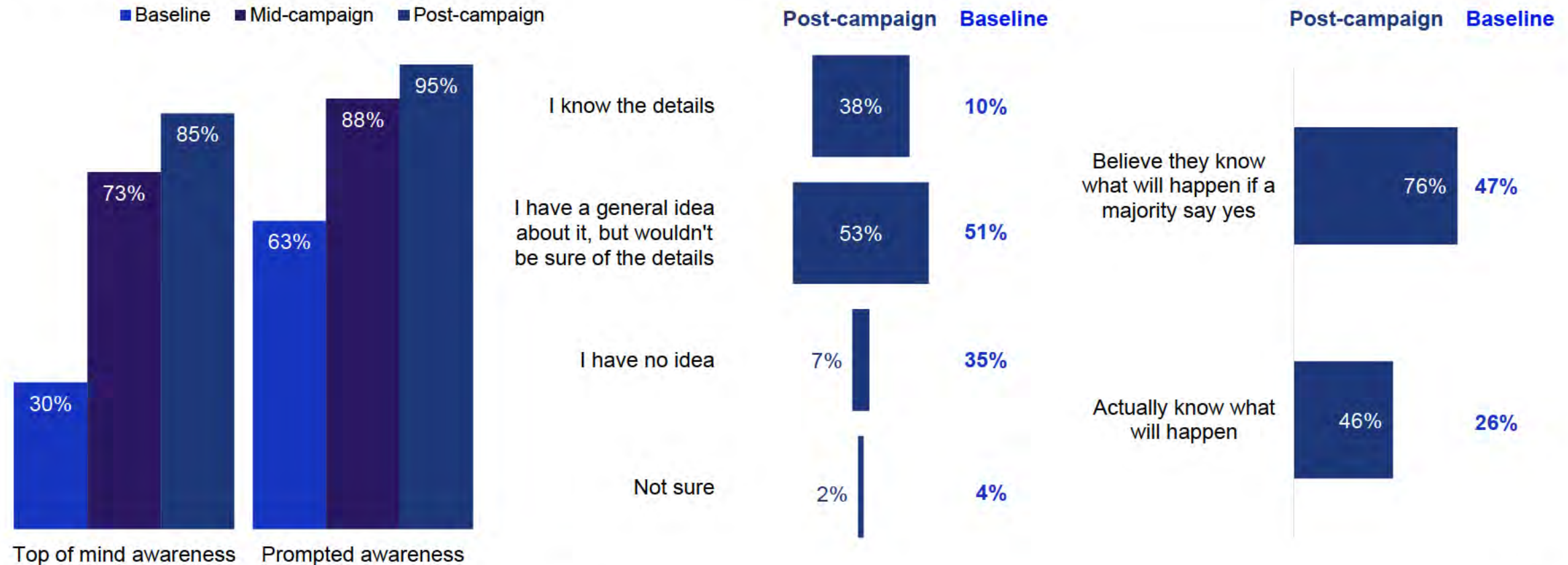
## Cannabis Legalisation and Control Bill Awareness and Knowledge



Source: TRA nationally representative survey of New Zealand based eligible voters  
Baseline (Apr20) n = 1,028; Mid-campaign (Aug20) n=1,005; Post-campaign (Oct20) n=1,008

Similarly for The End of Life Choice Act, awareness of it reached the majority of New Zealanders, and again, almost 50% correctly knowing what will happen if a majority say yes

## End of Life Choice Act Awareness and Knowledge



Source: TRA nationally representative survey of New Zealand based eligible voters  
Baseline (Apr20) n = 1,028; Mid-campaign (Aug20) n=1,005; Post-campaign (Oct20) n=1,008

**Post-campaign, almost all New Zealanders were aware of the referendums, with numbers being higher than voter turnout.**

**Most New Zealanders felt they knew the details of the referendums well, though just under half knew the correct outcomes.**

Across the two referendums, there were slightly different groups who didn't know the correct outcome.

For the Cannabis Legalisation and Control Bill, Females, 35-44 year olds, those living in Auckland, and those of Māori / Asian ethnicity had lower levels of understanding.

For the End of Life Choice Act, 18-24 year olds, those living in Auckland, and those of Māori / Pasifika ethnicity had lower levels of understanding.

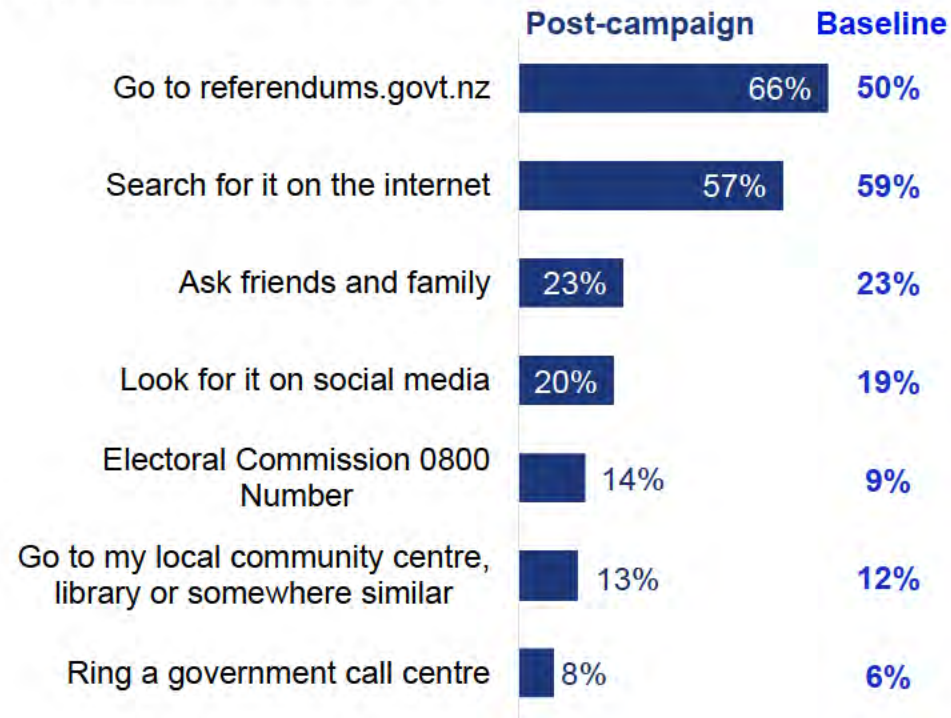
The campaign was able to improve the knowledge of these groups, but they were still behind the general population.

# 2.

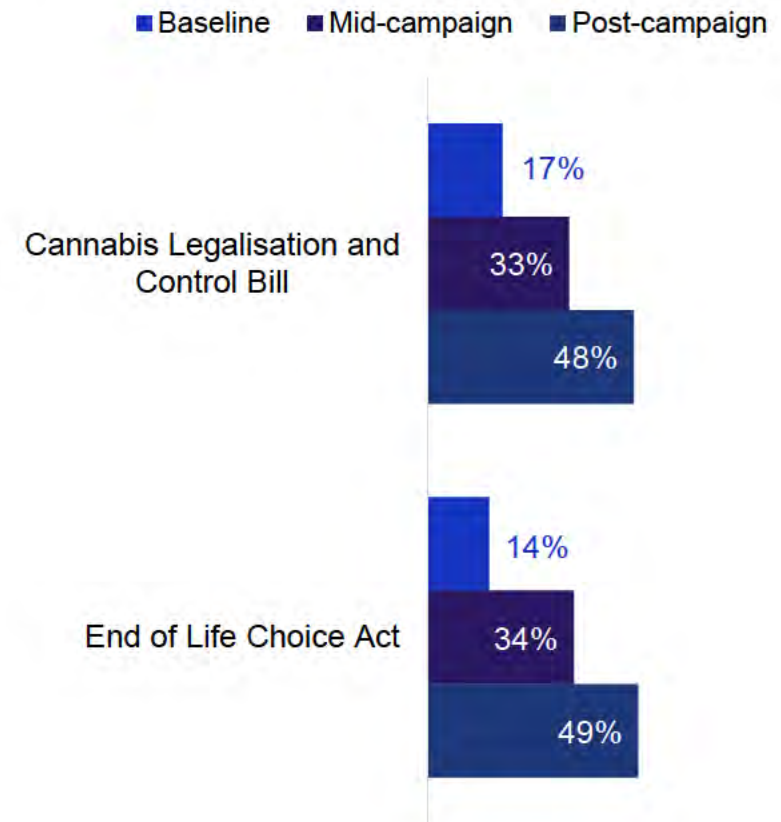
## Access to Referendum Information

# Two thirds of New Zealanders were aware of referendums.govt.nz and considered it a likely source of information

Likely Information Sources for the Referendums



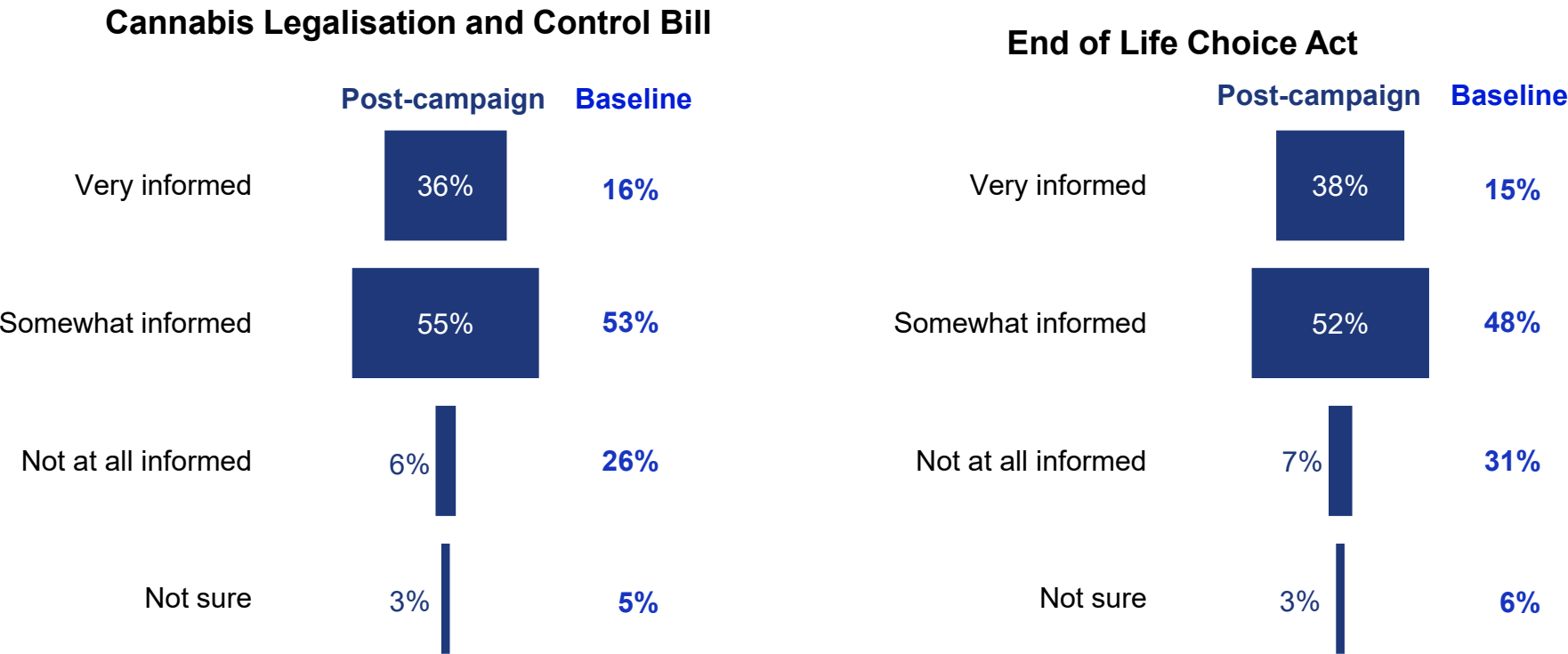
Searched for Information on the Referendums



Source: TRA nationally representative survey of New Zealand based eligible voters  
 Baseline (Apr20) n = 1,028; Mid-campaign (Aug20) n=1,005; Post-campaign (Oct20) n=1,008

# People felt informed about both referendums, with this increasing strongly over the course of the campaign

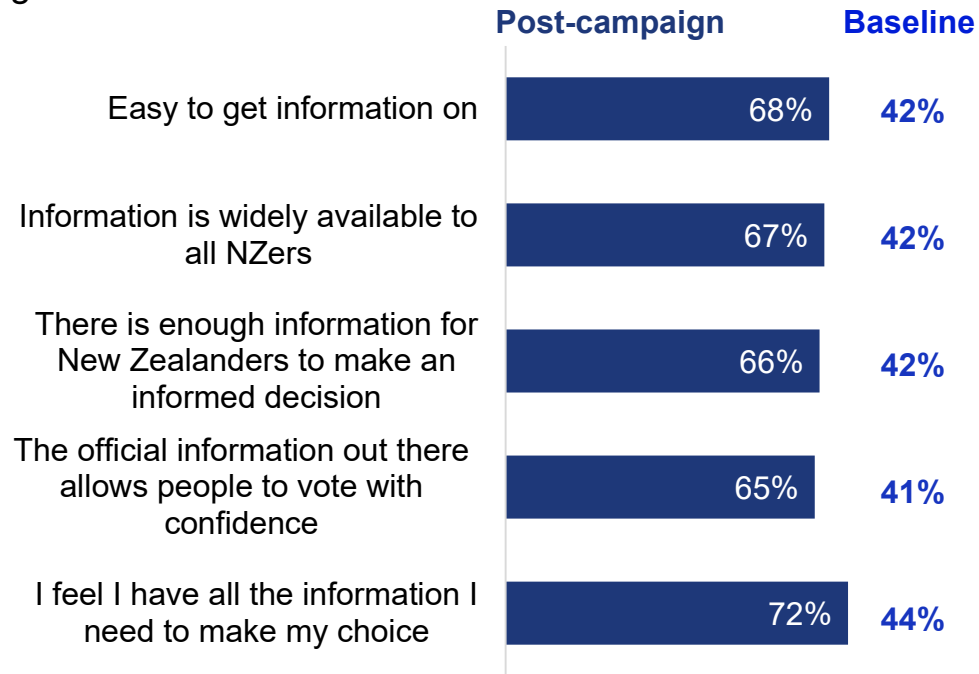
How Informed New Zealanders Feel About the Referendums



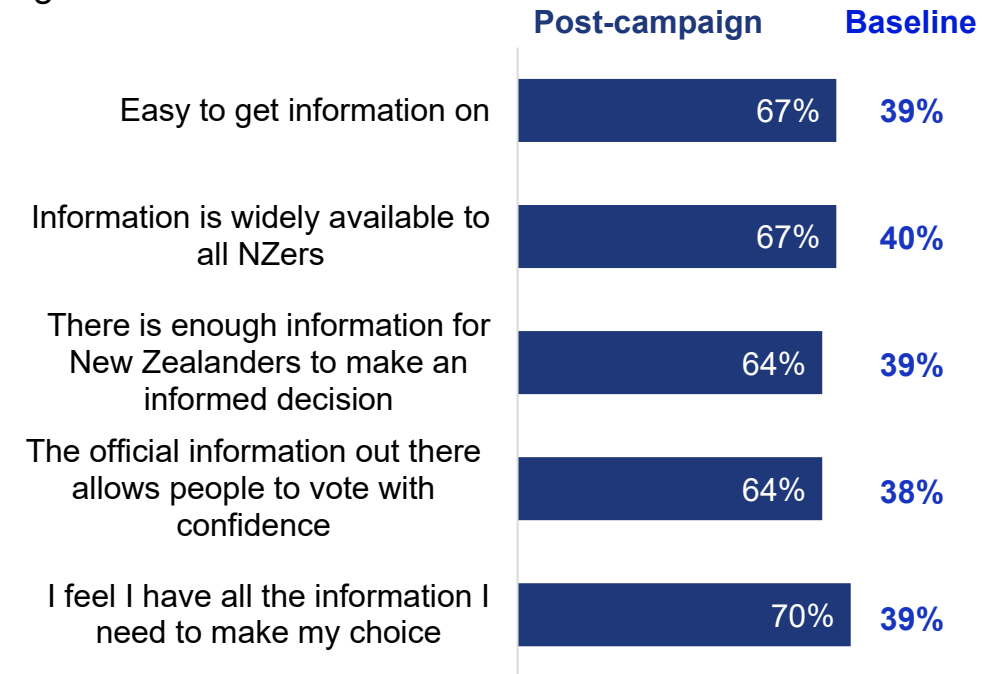
Source: TRA nationally representative survey of New Zealand based eligible voters  
Baseline (Apr20) n = 1,028; Mid-campaign (Aug20) n=1,005; Post-campaign (Oct20) n=1,008

# New Zealanders were comfortable about the level of information that was available on the referendums and this shifted positively over the campaign

## Cannabis referendum Agreement that ...



## Referendum on the End of Life Choice Act Agreement that ...



Source: TRA nationally representative survey of New Zealand based eligible voters  
Baseline (Apr20) n = 1,028; Mid-campaign (Aug20) n=1,005; Post-campaign (Oct20) n=1,008

**The campaign played a significant role in creating awareness of the [referendums.govt.nz](https://www.referendums.govt.nz) website. It was the only information source that saw a sizeable increase in awareness from the baseline.**

While younger people did previously rely on informal information sources (e.g. family and friends, and social media) and still do, over time more used this in combination with the official website.

This suggests the campaign played an effective role.

**Those who knew the correct outcome of a majority 'yes' vote were more likely to have looked for information and also knew the details of what was being asked.**

**The campaign had a significant role in increasing awareness of where to get information and therefore contributed to increasing correct knowledge.**

# 3.

## Awareness of Information Sources

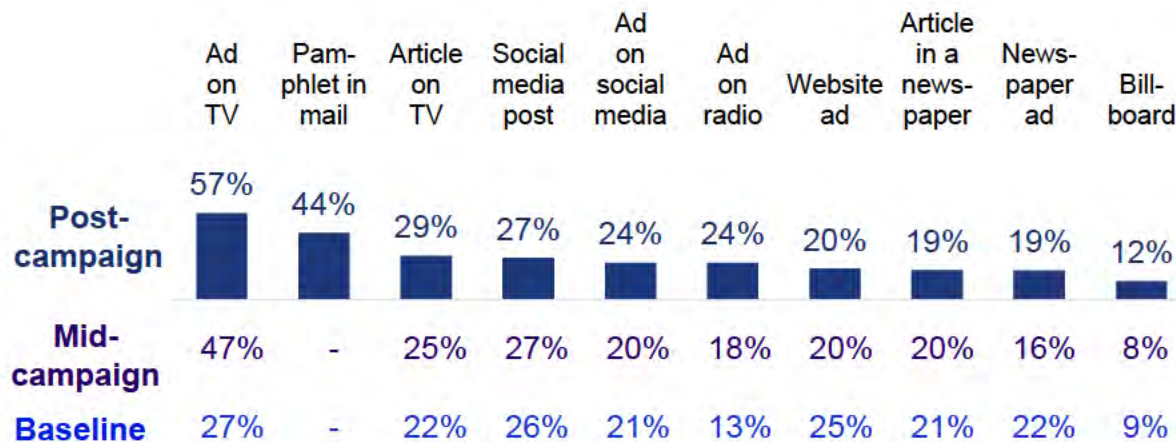
# The proportion who had seen, read or heard about where to get information on the referendums increased over the campaign via TV ads and pamphlets

## Seen, Read or Heard About Where to Get Referendum Information

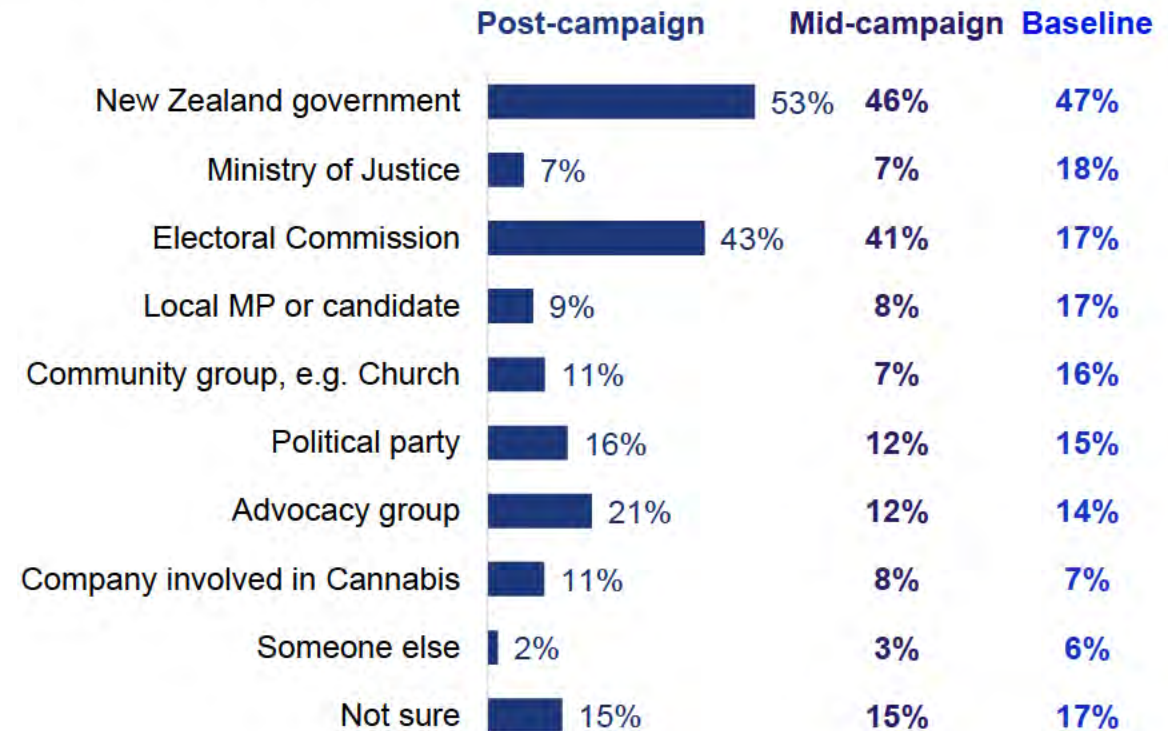
Baseline Mid-campaign Post-campaign



## Where Saw, Read or Heard Information (amongst those who have seen, read or heard)



## Who Information Was From (amongst those who have seen, read or heard)

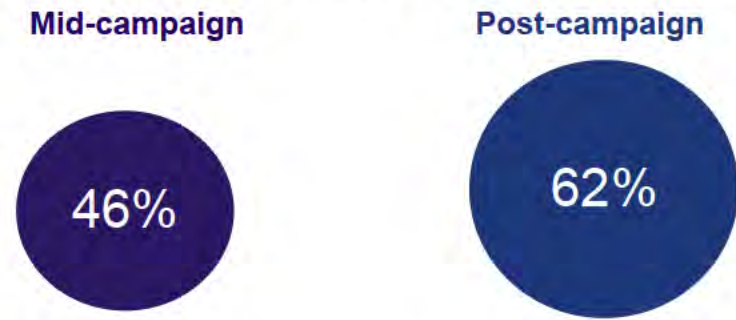


**TV ads and pamphlets that came with voting information were the two main sources that made people aware of where to get referendum information.**

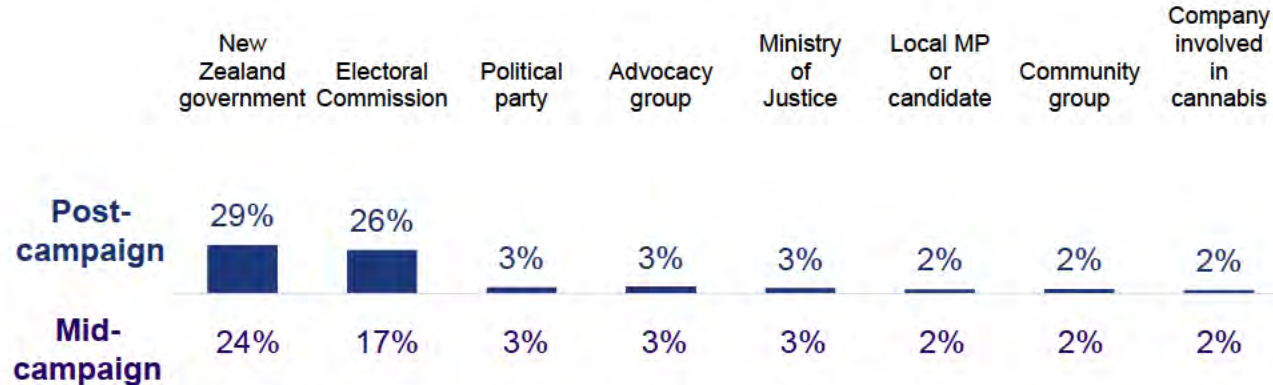
**Reflective of general media habits, TV's reach was lower amongst those under 35, with pamphlets less powerful at reaching those under 25.**

# Recall of the Ministry of Justice's campaign increased from mid-campaign with similarly high levels of impartiality, with similarly high increases in the levels of perceived impartiality

## Seen Advertising About Referendum

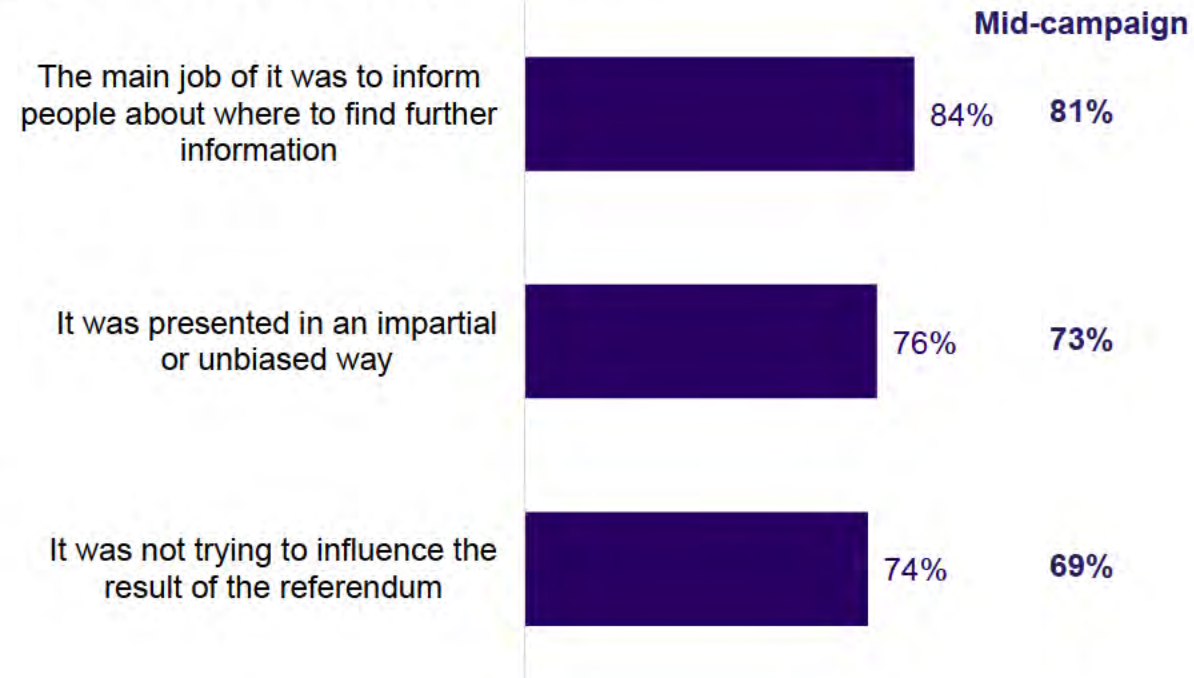


## Organisation Providing Advertising On Referendum (amongst all New Zealanders)



Source: TRA nationally representative survey of New Zealand based eligible voters  
Mid-campaign (Aug20) n=1,005; Post-campaign (Oct20) n=1,008

## Referendum Advertising, agreement that... (amongst those who said it was from the New Zealand government)



# 4.

## Reflections on the Campaign

**This report reflects on the 2020 Referendums awareness campaign developed by the Ministry of Justice and Saatchi & Saatchi.**

**The campaign was very successful at meeting its target of providing New Zealanders with confidence about where to find information on the 2020 Referendums.**

**The following are the key reflections on what went well and learnings for future campaigns based on TRA's tracking of awareness and understanding of the campaign and referendums.**

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Generating  
awareness of the  
referendums  
website directly  
increased  
correct  
knowledge

There was a strong link between awareness of the campaign, and therefore the website, self-stated good knowledge of the referendums and having correct knowledge of what a 'yes' vote meant.

The campaign directly contributed to correct knowledge of a 'yes' vote.

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Maintaining  
media spend  
right up to  
election day  
drove campaign  
success

With the election being delayed due to Covid-19 the additional media spend helped maintain awareness of the campaign and ensured it reached a critical mass of voters.

This was evident in the improving campaign performance post the mid-campaign dip in August.

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The campaign  
was seen as  
impartial and this  
helped drive  
recall

The majority of people who recalled seeing the campaign felt it was impartial.

The campaign was seen as impartial and this increased the memorability of it. This highlights that the impartiality created a way of sticking in people's minds.

The campaign produced results that were very strong and generally above what you'd see a commercial organisation achieve with a similar budget.

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Focusing on the website provided a simple clear message that communicated well with people

The referendums.govt.nz website was the only information source that grew in importance from before the campaign to afterwards.

This demonstrates that the strong references to the website in an uncluttered way helped the campaign get the main message across.

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Leveraging  
existing  
channels created  
efficient cut-  
through

The Referendums pamphlet that went out with the Electoral Commission's Enrolment Update pack and Easy Vote pack generated strong cut-through by leveraging a channel that had high levels of engagement.

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Audiences who  
are less  
engaged with the  
democratic  
process need to  
be reached  
through different  
channels

Those aged under 35 used different information sources and channels, with a greater reliance on 'informal' channels such as social media and word of mouth from friends and family. Being able to influence those conversations is key to success amongst this group.

People who are generally less reliant on the mainstream media, such as Māori, Pasifika and Asian people as well as younger people, had lower levels of knowledge of the referendums and lower recall of the campaign. However, awareness and knowledge amongst these groups increased closer to the election.

# Appendix

## KPI Summary Performance

# Summary of performance against KPIs

Measure: Awareness	Our agreed target	Baseline	Mid-campaign	Post-campaign	Achieved target
Referendums taking place in 2020 (% Yes)	88%	68%	88%	94%	Yes
At same time as General Election (% Yes)	80%	54%	79%	89%	Yes
Prompted awareness of CL&CB	85%	79%	94%	96%	Yes
Prompted awareness of EOLCA	85%	63%	88%	95%	Yes

# Summary of performance against KPIs (cont.)

Measure: Comprehension	Our agreed target	Baseline	Mid-campaign	Post-campaign	Achieved target
Recall	60%	13%	48%	58%	No
Awareness of website	70%	31%	62%	70%	Yes
Recognition of advertising	52%	n/a	46%	62%	Yes
In line with scope: The main job of it was to inform people about where to find further information (% strongly agree or agree)	75%	n/a	81% (among those who have seen and said it was for the NZ government)	84% (among those who have seen and said it was for the NZ government)	Yes
In line with scope: It was presented in an impartial or unbiased way (% strongly agree, agree AND neutral)	80%	n/a	89% (among those who have seen and said it was for the NZ government)	92% (among those who have seen and said it was for the NZ government)	Yes
In line with scope: It was not trying to influence the result of the referendum (% strongly agree, agree AND neutral)	80%	n/a	87% (among those who have seen and said it was for the NZ government)	92% (among those who have seen and said it was for the NZ government)	Yes
Ability to access: Do you feel you were made aware of where to go for information on the referendums? (%Yes)	75%	n/a	70%	80%	Yes

# Summary of performance against KPIs (cont.)

Measure: Outcomes	Our agreed target	Baseline	Mid-campaign	Post-campaign	Achieved target
Knowledge of where to access information	75%	50%	65%	66%	No
Confidence in ability to be informed - CL&CB	60%	42%	57%	66%	Yes
Confidence in ability to be informed - EOLCA	60%	39%	56%	64%	Yes

# Ngā mihi.

## Approval to proactively release documents

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**To** Hon Kris Faafoi, Minister of Justice

**From** Kathy Brightwell, General Manager, Civil and Constitutional Policy

**Date** 15 October 2021

**Subject** **Proactive release of Ministry documents relating to public information on the referendums held alongside the 2020 General Election**

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### Purpose

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1. This paper seeks your approval to publish various Ministry papers and reports concerning the Ministry's public information programme for the referendums on the draft Cannabis Legalisation and Control Bill and the End of Life Choice Act. We are proposing to release these papers on the Ministry of Justice's website as soon as practically possible.
2. The purpose of this proactive release is to support academic research on the 2020 referendums campaigns, and the government's role in the provision of public information for these referendums. The Ministry has already had some expressions of interest from academics seeking information about the information programme.
3. Although the proposed release relates to internal Ministry papers, we have applied the same considerations to the release, and any redactions, as set out in the Government's policy on proactive release of Cabinet and related material [CO (18) 4].

### Information to be released

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4. We propose to proactively release 31 documents. These documents, which span the length of the programme from initial set up to final evaluation, provide useful information on the development of the referendum information programme, and the governance structures and procedures put in place to ensure the programme provided factual and impartial information, in line with its Cabinet mandate.
5. A complete list of the documents we propose are proactively released is at Appendix 1.

### Proposed redactions

6. We recommend the following redactions, in accordance with the Official Information Act 1982.

*Section 9(2)(a) - protect the privacy of natural persons.*

7. The names and contact details of junior staff have been withheld from all relevant documents.

*Section 9(2)(f)(ii) – protect collective and individual Ministerial responsibility*

8. We recommend withholding changes to the funding for the public information programme in Document 1 that followed the Cabinet Social Wellbeing Committee and discussions with the Minister of Finance.

*Section 9(2)(g)(i) - maintain effective conduct of public affairs through free and frank expression of opinions*

9. We recommend withholding paragraph 8 of Document 1, which relates to staffing levels and potential operational risks to the delivery of the Programme.

*Section 9(2)(j) - enable a Minister of the Crown or any public service agency or organisation holding the information to carry on, without prejudice or disadvantage, negotiations*

10. We recommend withholding the cost breakdowns for the referendums from all relevant documents; this information has commercial value and releasing it could affect future negotiations with commercial providers of similar services.
11. The total funding sought and the figures for the referendum information programme and contract management in Document 1 have previously been released as part of Estimates, and/or are included in Vote Justice appropriation materials, so can be released.
12. Document 1 also includes a cost breakdown of the 2015 flag referendum. This information is already publicly available as it was released by the Department of the Prime Minister and Cabinet in 2016.

#### **Further points to note**

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13. Documents 13 and 18 discuss the use of Facebook and other social media channels to signpost the Public Information Programme, and the final decision to not use Facebook. This may attract some public comment.

#### **Timing**

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14. We recommend the documents of this proactive release be made available as soon as is practicable.
15. The Justice Select Committee is currently conducting an Inquiry into the 2020 General Election and referendums. It is in the process of hearing oral submissions. Justice and Electoral Commission officials are acting as advisors to the Inquiry, and we are preparing a summary of Submissions which we expect will be provided to the Committee in late September 2021.
16. Several of the submissions discuss the public information that was available for the 2020 referendums. The information in the documents we propose to release, and in particular the three independent evaluation reports, could help support the Committee's consideration of these submissions.

#### **Publication details**

17. The proposed publication details are set out in Appendix 2.

## Recommendations

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18. We recommend that you:

1. **Note** that there has been interest from academics and researchers in understanding how the public information programme for the 2020 referendums was developed; and
  2. **Approve** publication of the documents in Annex 1 of this Memo on the Ministry's website as soon as practicable
- YES / NO



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Kathy Brightwell  
**General Manager, Civil & Constitutional Policy**

APPROVED      SEEN      NOT AGREED

Hon Kris Faafoi  
**Minister of Justice**

**Date**    /    /

### Attachments:

- Draft pack for publication

## Appendix 1 – documents proposed for proactive release

No.	Document	Comments
1	<b>AM: Provision of public information for the 2020 referendums</b> Ministry of Justice 25 November 2019	We recommend withholding some information as it is likely it would, if requested under the Official Information Act 1982, be withheld under section 9(2)(g)(i), to protect the provision of free and frank opinions and section 9(2)(f)(ii), protect collective and individual Ministerial responsibility, and section 9(2)(j), to enable a Minister of the Crown or any public service agency or organisation holding the information to carry on, without prejudice or disadvantage, negotiations.  No public interest has been identified that would outweigh the reasons for withholding it.
2	<b>Memorandum: Electoral Programme – Public Information Programme Strategy</b> Ministry of Justice 9 March 2020	We recommend releasing this information in full.
3	<b>Public Information Programme Strategy</b> Ministry of Justice 9 March 2020	We recommend withholding some information in accordance with section 9(2)(a) of the OIA, to protect the privacy of natural persons.  No public interest has been identified that would outweigh the reasons for withholding it.
4	<b>Memorandum: Socialisation of Public Information Explanatory Materials</b> Ministry of Justice 3 March 2020	Some information has been withheld in accordance with section 9(2)(a) of the OIA, to protect the privacy of natural persons.  No public interest has been identified that would outweigh the reasons for withholding it.
5	<b>Memorandum: Approval of ‘Guide to the proposed Cannabis Legalisation and Control Bill</b> Ministry of Justice 3 March 2020	We recommend releasing this information in full.
6	<b>AM: Performance updated on 1 May release of proposed Cannabis Legalisation and Control Bill and refreshed referendums website</b> Ministry of Justice 8 May 2020	We recommend releasing this information in full.
7	<b>Memorandum: Referendums accessible resources – signoff</b> Ministry of Justice 8 July 2020	Some information has been withheld in accordance with section 9(2)(a) of the OIA, to protect the privacy of natural persons.  No public interest has been identified that would outweigh the reasons for withholding it.
8	<b>Memorandum: Referendums Easy Read accessible resources</b> Ministry of Justice 13 August 2020	We recommend releasing this information in full.

No.	Document	Comments
9	<b>Memorandum: Referendums translated brochure</b> Ministry of Justice 8 July 2020	We recommend withholding some information in accordance with section 9(2)(a) of the OIA, to protect the privacy of natural persons.  No public interest has been identified that would outweigh the reasons for withholding it.
10	<b>Memorandum: Referendums translated summaries</b> Ministry of Justice 24 July 2020	We recommend withholding some information in accordance with section 9(2)(a) of the OIA, to protect the privacy of natural persons.  No public interest has been identified that would outweigh the reasons for withholding it.
11	<b>Memorandum: Public Information Programme Concept Testing Recommendation</b> Ministry of Justice 21 February 2020	We recommend releasing this information in full.
12	<b>Public Information Programme – concept testing recommendation</b> Ministry of Justice 21 February 2020	We recommend withholding some information in accordance with section 9(2)(a) of the OIA, to protect the privacy of natural persons; and section 9(2)(j), to enable Ministers and public service agencies to engage in negotiation activities without prejudice.  No public interest has been identified that would outweigh the reasons for withholding it.
13	<b>Memorandum: Use of social media to signpost the public information programme for the 2020 referendums</b> Ministry of Justice 10 March 2020	We recommend releasing this information in full.
14	<b>Memorandum: Topic-specific messaging for referendums public information campaign</b> Ministry of Justice 20 March 2020	We recommend releasing this information in full.
15	<b>AM: Public information programme for the 2020 referendums: Visual elements and messaging</b> Ministry of Justice 30 March 2020	We recommend releasing this information in full.
16	<b>Memorandum: Approval of public information programme creative development</b> Ministry of Justice 26 May 2020	We recommend releasing this information in full.

No.	Document	Comments
17	<b>Referendums 2020 – Signposting activity for approval</b> Saatchi & Saatchi 26 May 2020	We recommend releasing this information in full.
18	<b>Memorandum: Referendums Social Media Approach</b> Ministry of Justice 3 June 2020	We recommend withholding some information in accordance with section 9(2)(a) of the OIA, to protect the privacy of natural persons; and section 9(2)(j), to enable Ministers and public service agencies to engage in negotiation activities without prejudice.  No public interest has been identified that would outweigh the reasons for withholding it.
19	<b>Memorandum: Public information programme – Media strategy risk management</b> Ministry of Justice 9 June 2020	We recommend withholding some information in accordance with section 9(2)(j), to enable Ministers and public service agencies to engage in negotiation activities without prejudice.  No public interest has been identified that would outweigh the reasons for withholding it.
20	<b>Memorandum: Approval of final public information programme ‘signposting’ material</b> Ministry of Justice 16 June 2020	We recommend withholding some information in accordance with section 9(2)(j), to enable Ministers and public service agencies to engage in negotiation activities without prejudice.  No public interest has been identified that would outweigh the reasons for withholding it.
21	<b>Memorandum: Decision regarding ‘signposting’ activity on election day</b> Ministry of Justice 10 August 2020	We recommend withholding some information in accordance with section 9(2)(j), to enable Ministers and public service agencies to engage in negotiation activities without prejudice.  No public interest has been identified that would outweigh the reasons for withholding it.
22	<b>Memorandum: Updated public information signposting media plan – election date impact</b> Ministry of Justice 26 August 2020	We recommend withholding some information in accordance with section 9(2)(j), to enable Ministers and public service agencies to engage in negotiation activities without prejudice.  No public interest has been identified that would outweigh the reasons for withholding it.
23	<b>Memorandum: Public Information Market Research Recommendation</b> Ministry of Justice 21 February 2020	We recommend withholding some information in accordance with section 9(2)(j), to enable Ministers and public service agencies to engage in negotiation activities without prejudice.  No public interest has been identified that would outweigh the reasons for withholding it.
24	<b>2020 Referendums Information Access Questionnaire</b> Saatchi & Saatchi 20 February 2020	We recommend releasing this information in full.
25	<b>AM: Referendums Public Information: Market Research</b> Ministry of Justice 15 May 2020	We recommend releasing this information in full.

No.	Document	Comments
26	<b>Memorandum: Public Information Programme Benchmark Market Research Report</b> Ministry of Justice 7 May 2020	We recommend releasing this information in full.
27	<b>Measuring Baseline Awareness for Referendum 2020</b> Saatchi & Saatchi April 2020	We recommend releasing this information in full.
28	<b>Memorandum: Approval of KPIs for the Referendums Public Information Programme</b> Ministry of Justice 8 June 2020	We recommend withholding some information in accordance with section 9(2)(j), to enable Ministers and public service agencies to engage in negotiation activities without prejudice.  No public interest has been identified that would outweigh the reasons for withholding it.
29	<b>Memorandum: Public Information Programme Mid Campaign Market Research Report</b> Ministry of Justice 23 September 2020	We recommend releasing this information in full.
30	<b>Referendums 2020 Awareness Mid-Campaign Report</b> TRA August 2020	We recommend releasing this information in full.
31	<b>Referendums 2020 Awareness Final-Campaign Report</b> TRA November 2020	We recommend releasing this information in full.

## Appendix 2 – publication details

1. The documents will be published as soon as practicable in September 2021.
2. The following table outlines the details for loading the documents onto the external website.

<b>Topic</b> <i>The “topic” is the top-level tag for material in the <a href="#">publications finder</a> on the website</i>	Policy Cabinet and related material Research & data
<b>Category</b> <i>The “category” is the second-level tag for material in the <a href="#">publications finder</a></i>	Evaluation Reports
<b>Title</b>	Proactive release – Provision of public information for the 2020 referendums
<b>Description</b> <i>This is different from the title – it’s what appears in the search results, so it needs to be meaningful.</i>	The purpose of this proactive release is to support academic research on the 2020 End of Life Choice Referendum and the 2020 Cannabis Referendum by providing Ministry documentation of the public information campaign.
<b>Key words</b> <i>Any additional keywords to be tagged – you don’t need to include any words already mentioned in the <b>title</b> or <b>description</b></i>	Proactive release Referendum 2020 Election End of Life Choice Cannabis Public information Research
<b>Content owner</b> <i>This must be a person</i>	Stephanie Henry-Jones, Policy Manager, Electoral and Constitutional
<b>Business unit and group</b>	Electoral and Constitutional, Civil and Constitutional Policy, Policy Group
<b>Owner’s email address</b> <i>Use a generic team address if you have one – eg, teamname@justice.govt.nz</i>	<a href="mailto:Stephanie.Henry-Jones@justice.govt.nz">Stephanie.Henry-Jones@justice.govt.nz</a>