

ELECTOR LEAFLET

The AEC distributed a multi-page election information leaflet, *Your guide to the federal election*, to households throughout Australia:

- the leaflet answered some commonly asked questions about the electoral process, explained how to complete the ballot papers for the Senate and House of Representatives, and described how the votes are counted
- a different version was produced for each State and Territory
- leaflets for Victoria, Queensland and the Australian Capital Territory included maps showing the new electoral boundaries following the 1994 redistributions
- the leaflet contained information panels in 11 languages and included

a contact telephone number for the Translating and Interpreting Service

- the leaflet was shrink wrapped in plastic to separate it from party political and other advertising material
- delivery began two weeks before polling day
- in excess of 7 million leaflets were distributed
- the total cost was \$1.3m.

With the assistance of the National Federation of Blind Citizens of Australia the leaflet was also recorded on audio cassette and distributed to blind and other print handicapped electors.

A separate one-page leaflet was also produced for people living in the New South Wales divisions of Grayndler, Fowler, Prospect and Watson.

At the 1993 election these divisions recorded high informal voting rates. For this election the leaflet showed a sample of a House of Representatives ballot paper and a generic Senate paper, together with voting instructions in English and 10 community languages. This was to assist Australians of culturally and linguistically diverse backgrounds to cast a formal vote.

THE 1996 ELECTOR LEAFLET.

