

24 October 2023

██████████  
By email to: ██████████

Dear ██████████

### **OFFICIAL INFORMATION ACT REQUEST 2023/61**

On Tuesday, 3 October 2023 you made a request under the Official Information Act 1982 (the OIA) for the following information:

*Kia Ora, I'm requesting access to any information regarding the decision (and discussion & rationale around the decision) to scrap the handing out of "I voted" stickers at voting places this year. I hope whoever reading this message is having a nice day at their work, my apologies for a slightly irritating request. Many thanks, ██████████*

Thank you for your email regarding the Commission's decision to stop the use of the 'I Voted' sticker for the 2023 General Election.

The 'I Voted' sticker was first introduced when voting mostly took place on election day. This was a time when there were limited opportunities to advertise that voting had started. The purpose of providing the stickers for voters to wear was to signal that voting was underway and remind other members of the public to go and vote.

The last time we produced these stickers was in advance of the 2017 General Election. The stickers were not used in 2020 due to concerns about the spread of COVID-19.

The stickers were not produced for the 2023 General Election. Reasons included the \$46,000 cost of producing the stickers, sustainability concerns, and feedback that not as many people were taking the stickers in 2017.

Another reason is that since their introduction, the voting period has become longer and more channels have become available to promote the start of voting, both through advertising, and by people sharing information on social media channels. In this regard, the Commission has created a collection of online GIFs for people to share and show that they have voted. These can be found here: [Electoral Commission NZ GIFs - Find & Share on GIPHY](#).

In the interests of transparency, we release responses to Official Information Act requests every 3 months. We will publish this response with your personal details redacted.

You have the right under section 28(3) of the Act to make a complaint to the Ombudsman if you are not satisfied with the response to your request. Information about how to do this is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or by phoning 0800 802 602.

Yours sincerely



Martin Rodgers  
Director, Voting Services