



Media Release  
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## **Selwyn District Council backs Vote2016 campaign**

Selwyn District Council has confirmed its participation in the Local Government New Zealand (LGNZ) Vote2016 campaign to increase nationwide voter participation in the October local elections to more than 50 per cent.

Local election turnout has been declining since the 1980s and only 42 per cent of New Zealanders voted in the 2013 elections, down from 49 per cent in 2010. In Selwyn 43 percent of voters cast their ballot in 2013.

Selwyn Mayor Kelvin Coe says it's important that councils work together to encourage residents to vote. "The campaign reinforces how important it is for residents to participate in local elections, and influence the shape of their council with their vote. The decisions that local people make can have a far-reaching impact on the future well-being of our district and our residents."

LGNZ's Vote2016 campaign will work with participating local councils, national businesses and community organisations to showcase the value local government provides to communities across the country.

LGNZ President Lawrence Yule welcomes Selwyn District Council stepping up to partner with LGNZ in the Vote2016 campaign and ultimately help build a stronger community through more engaged local democracy.

"Partnering with councils is integral to Vote2016. It's a mutually beneficial relationship focused on building a larger pool of skilled local candidates to stand in their communities and inspiring more people to vote," said Mr Yule.

LGNZ research shows a significant number of citizens are interested in the local government process but don't vote, or want to vote but say it's too hard to find the information to make an informed decision.

"Vote2016 will support Selwyn in ensuring voters have access to the information they need about local candidates standing and about the voting process, including when, where and how they can vote," said Mr Yule.

"We're thrilled to work with Selwyn in encouraging talented, committed people to stand for office and to vote in your local elections, the most powerful ways to influence positive outcomes in your community," he said.

For more information on standing as a candidate visit [www.Vote2016.co.nz](http://www.Vote2016.co.nz)

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**About Selwyn District**

Selwyn currently has a population of approximately 54,000 and is New Zealand's fastest growing district. It covers the area between the Waimakariri and Rakaia Rivers (excluding Christchurch City and Banks Peninsula) to just west of Arthur's Pass.