



ENROL YOUR MATES TOOLKIT

Take back our future

More than 1 in 10 young people in Victoria aren't enrolled to vote, which means they aren't getting to have their say on how our state is run. With your help, the Young Votes campaign can change that.

Young Victorians have so much at stake in government decisions, whether it's about getting education funding for our classrooms, fast and fair action on climate change, or building support for mental health programs. But if we want politicians to listen to us, we have to show them how much power young people have.

The first step to building this power is enrolling all your mates to vote!

This kit contains:

- Info about the state government, voting, and why you should care
- How to guide: Enrolment Pop-Ups
- How to guide: Young Votes postcards
- Useful links and resources
- Further materials: posters and flyers

“ I enrolled to vote so I'd be taken seriously by the people in power. This will be my first time voting in a state election – and I'm using my vote to call for action on climate change and housing affordability. ”

-Alex



Why does this matter right now?

The next 12 months are going to have a big impact on our future.

The Victorian state election will be held in November this year, and a federal election will be held some time during 2018 or 2019. Elections are a super important time for us to tell the government what matters to us, and what issues we want them to prioritise.

Decisions made by the government have big impacts for our lives. Not only do they make choices that affect us every day, it's their job to represent the wishes of the population – including young people!

Unfortunately, sometimes it feels like our political leaders don't care about young people or the issues that matter to us. For example, decisions made on sustainability and climate change today will have impacts that will be felt for decades.

We're going to inherit the consequences of today's choices, so we need to make sure we have a say in deciding who's in charge and what issues they act on.

But in the last federal election, over 250,000 young people weren't enrolled to vote. That's a huge number of young voices who didn't get heard. Every time you give up the chance to vote, you're leaving your future in the hands of other people who don't stand for what you do.

Young people matter, and it's time to get our leaders actually representing us.

What do governments even do?

You probably know that we have both a federal government and a state government. The federal government makes decisions for the whole country on issues of national significance – things like foreign affairs, defence, and immigration.

The federal government gets a lot of attention for these issues and you probably hear about them a lot on the news. But the state government is also super important and makes big decisions that impact your life in ways you might not know about.

State governments control the budget and how much money gets spent on lots of things that you interact with everyday, like the school you go to, the trains you catch and the hospital you would visit if you got sick. They make decisions about whether to protect our natural environment and whether to put money into fighting climate change and building renewable energy. They also make big decisions about our healthcare system, like how much it costs to see your doctor. That's all pretty important stuff.

For more stories and resources visit www.youngvotes.org

So what now?

Being heard starts with showing up. Young people deserve to have our voices heard and our issues taken seriously. The first step to this is showing our power by enrolling to vote, getting all our mates enrolled, and then keeping informed during the election so we can vote on what matters to us.

By enrolling, voting and working together on the issues that matter, we can take control of our future.

Did you know:

- The Victorian state election will be held on 24 November 2018.
- The electoral roll closes two weeks before, on 6 November.
- Enrolment and voting is compulsory for every Australian citizen aged over 18.
- You don't have to be 18 to enrol. You can enrol to vote when you're 16 or 17 so that you're on the roll and ready to vote as soon as you turn 18.



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HOW TO: HOLD AN ENROLMENT POP-UP

Enrolling is quick, easy, and important – but the secret is to make it fun!

Holding an Enrolment Pop-Up is a great way to do this – a Pop-Up can be a fun and engaging activity that you can organise to make it easy for your peers to enrol to vote.

Many campaigns use tactics, like petitions or letter writing, to get people involved and help create the change they want to see. Similarly, an Enrolment Pop-Up will encourage and support your mates to vote. Pop-Ups can include big events like afterschool concerts, or small stalls selling cupcakes, or even simply roaming around the school grounds at lunchtime with a clipboard and some enrolment forms! The possibilities are endless and only limited by your imagination (and maybe the school rules).

Some Enrolment Pop-Ups ideas...

- Cake stalls or BBQs – get a free cake or snag for a filled in enrolment form
- Enrolment stations in the library using computers to enrol online
- Lunchtime concerts with school bands
- Walking around to each Year 12 classroom and passing out forms
- Holding competitions for which homeroom or house can get the most enrolment forms signed
- Posters and a daily stall in the Year 12/VCE common room

Tip: Many hands make light work

Running an Enrolment Pop-Up will be easiest with a small team. You might like to approach an existing group like the SRC, political interest club, green group, or social justice club and ask them to help. Or you could ask a couple of friends to get involved to help you. Not only will it mean the organising work can be shared, but more perspectives and ideas can help boost creativity! If you don't already have a teacher involved, now is also the time to approach one and ask for help!

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STEPS

1. Choose your Pop-Up

Do a brainstorm of all the possible Enrolment Pop-Ups you could run. Write them all on paper or a whiteboard. To help with thinking creatively, imagine you have no limits at all – you have endless money and time to hold massive Enrolment Pop-Ups at your school! Keep brainstorming until you run out of ideas.

Next, circle a handful of your favourite ideas. Think about which ones you could run before 6 November and what resources (people, money, materials) you have to run it. Choose your favourite final idea – it might help to think about: which ideas are realistic to organise, will be most convincing for your peers to enrol, and which you would actually enjoy organising.

Tip: Dot Voting

Got a team who can't decide on a favourite Pop-Up idea? Decide via majority vote by giving everyone a texter and 2 votes. Everyone puts a dot next to their 2 favourite pop-ups. If there's a tie, keep voting between the winning ideas until there's a single winner.

2. Decide when and where

Pick a date, time, and location. When choosing a date, aim to give yourself enough time to plan your event *and* promote it so that people can attend – two to four weeks is often a good amount of time for a medium sized Pop-Up. When choosing a time and location, aim for one where there might already be lots of people, e.g. in the Year 12 common room, or outside the canteen at lunchtime, so that you won't have to stress so much about gathering a crowd for your Pop-Up!

Tip: The roll closes on November 6th

While the state election will be held on 24 November, the electoral roll will close two weeks earlier on 6 November. Once the roll closes, no new voters will be able to join it. So make sure you hold your Enrolment Pop-Up with plenty of time to collect enrolment

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forms and have them arrive through the post to the Victorian Electoral Commission (don't forget – it's called snail mail for a reason!).

3. Spread the word!

If you're going to convince lots of students to enrol to vote, it's important that they know about it! Promote your Pop-Up in lots of different ways. Assemblies, especially VCE or Year 12 meetings, are a great opportunity to address the other students. You can tell them why you care about enrolling and how they can enrol. You can also do things like put up posters around the school (use the ones in this kit or even make your own!), make and hand out flyers, or send emails to all the Yr 12 students.

A good rule of thumb is to use at least 3 different tactics to advertise your activity e.g. put up posters around the school, put a notice in the school newsletter, and get your friends to invite their mates. That way, people are more likely to remember your message, get involved in your Pop-Up, and enrol!

4. Hold your Enrolment Pop-Up!

Here's a checklist for the day of your Pop-Up – you'll probably want to add some tasks that are specific to the activity that you're running:

- In the morning, remind everyone about your Pop-Up so it's on the top of their minds – maybe you could make an announcement at the morning assembly or remind everyone at homeroom.
- Double-check that you've got all your materials, including enrolment forms and pens.
- Take some photos at the event so that afterwards you can share how great it was.
- Let everyone know that they once they're enrolled, they can join the Young Votes mailing list to receive helpful voting information closer to November. They can join with the postcards included in this kit, or by visiting **youngvotes.org**
- After the event, have a team debrief, talk about what the highlights were for everyone, and congratulate everyone on their hard work.
- Pop the completed enrolment forms in the prepaid envelope supplied in this kit, and pop it in the post – but don't forget to first count how many enrolments you got so you know how successful you were!
- Send us an email to tell us all about it – we would love to hear what kind of Pop-Up you held and how many people you enrolled. Get in touch via **allofus@youngvotes.org.au**

Most importantly, have fun and enjoy the results of your hard work!

For more stories and resources visit www.youngvotes.org

Want to amplify your Enrolment Pop-Up? Hold an Enrolment Blitz week!

Holding a single activity or event rarely catches all the people you want – so you might not enrol all the possible new voters with just one Pop-Up. If you reckon you can take your campaign to the next level, then we suggest holding an Enrolment Blitz Week.

Having a full week blitz means you're much more likely to enrol everyone who's eligible. Pick a week when you can hold multiple Enrolment Pop-Ups to make sure everyone gets lots of opportunities to enrol – it also means the fun activities will last for longer!

It's up to you whether you want to repeat the same enrolment tactic throughout the week or mix it up with different activities. You could hold an enrolment stall every lunch time for a week, or hold lots of different pop-ups throughout the week, like playground roaming on Monday, a cake stall on Wednesday, and a lunchtime concert on Friday.

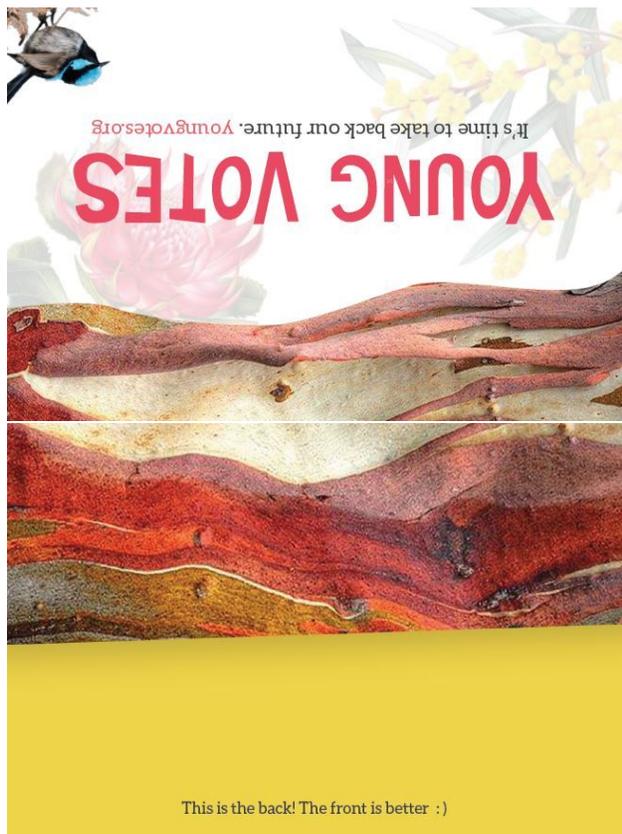


For more stories and resources visit www.youngvotes.org

(Just for good measure here's an authorisation line. Authorised by S. Lee, 673 Bourke St, Melbourne VIC 3000, for Young Votes.)

HOW TO: USE THE YOUNG VOTES POSTCARDS

Included in your enrolment kit is a stack of our Young Votes postcards. These are a great tool to promote your campaign. The postcards have helpful resources about voting, and can be used for individuals to join the campaign and receive extra support from us during the election.



1. Use the postcards to help promote your campaign

Hand them out to your peers so that they can use the handy to-do list and the URLs. Encourage them to stick them somewhere where they'll notice it, like their fridge or inside their locker. That way they'll always have easy access to important resources like the websites for Young Votes and the Australian Electoral Commission.

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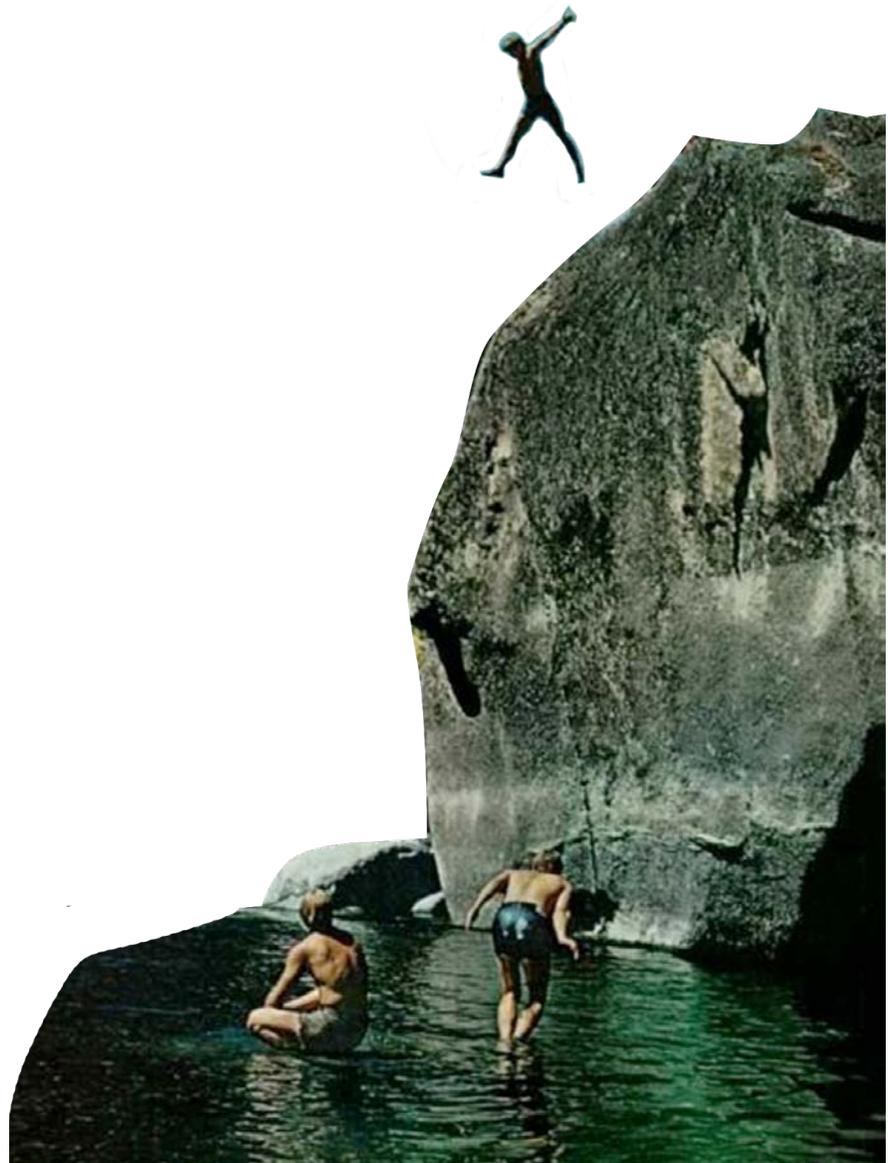
2. Help young voters join the campaign

Joining the campaign is a great way to ensure that you get a bit of extra help with voting, especially if you're a first time voter. Close to the election, we'll keep everyone informed by sending texts with youth policies, reminders to vote, and how to find your polling booth.

The postcards feature a perforated edge so that people can fill in their details, tear off that section, and keep the to-do list. We recommend that you collect lots of sign-ups from your mates and then post them to us in a batch.

Post them to:

Young Votes campaign
Environment Victoria
PO BOX 12575 A'Beckett St,
Victoria, 8006



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SAMPLE ASSEMBLY SPEECH

You can use the below sample speech, written by Young Votes Volunteer Ed, to help guide your assembly announcements, or adapt it to be used as a newsletter article or email.

Hi everybody,

My name is Ed, and I'm here to discuss our role and responsibility as young people in politics.

The next confirmed election that many of us will be voting in is the Victorian state election on Saturday 24 November. For those in Year 12 that is three days after the final year 12 VCE exam. That may sound far away, but all of the big parties have already started their campaigns and are gearing up for major change in the way our state runs.

Hopefully many of us have begun to revise and prepare for our final exams, but there is no reason why we shouldn't be beginning to do the same for the state election!

More than 1 in 10 young people in Victoria are not currently enrolled to vote. This is a huge problem; this means that 10% of young Victorians' voices go completely unheard in how our state is run. This is something that desperately needs to change.

State governments have a really important role to play in our lives. They control the state budget, which decides how much money we spend on things such as schools, trains and hospitals. State governments control how we treat the natural environment and use our valuable resources.

Young people are the ones who have to suffer the most from the decisions that our state government makes. Whether it is the decision of the government to cut funding to education, make renting or buying a place to live unaffordable, continuously failing to act on climate change or youth mental health, these are all decisions about our future as young people that are being made by our government. Too often the perspective of young people on these issues goes unheard, and this really affects our future.

Young people have the power to change many of these inequalities and truly spark change in the system. Regardless of what you believe, your vote is powerful. We as young people have the capability to create major change by simply enrolling to vote, educating ourselves on political policies and casting our vote on election day. Being heard starts with showing up!

Thus it is highly critical that all young people over 16 enrol to vote. That's why on Tuesday and Thursday lunchtimes there will be a Pop-Up group of highly passionate

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students from the Political Interest Club located in the Year 12 study hall with computers, helping anybody who wants to digitally enrol and answering any questions you may have!

We have an aim of enrolling 100 students by the end of next week! Rumour has it there may also be a prize for every student who enrolls to vote this week!

We will also have some resources to hand out from a campaign in Victoria called Young Votes. They are a group of young people committed to seeing more young Victorians enrolled to vote as part of a greater movement to see young people take back their futures! More information about Young Votes can be found on their website (www.youngvotes.org) where you can find the role of the state government summarised with 8 Cat Gifs. Or their Facebook or Instagram page (Young Votes) where you may even discover some spicy political memes!

More information about enrolling to vote can also be found on the Victorian Electoral Commission website (www.vec.vic.gov.au).

If you're already enrolled, I also urge all of you to watch and read the news as much as you can, visit the websites of all of the big political parties and remain best informed for the big day in November.

Finally, I would like to leave you with a quote from Margaret Mead: "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

Good luck and thanks for listening.

Credit: Written by Young Votes volunteer, Ed, Year 12 student

For more stories and resources visit www.youngvotes.org

USEFUL RESOURCES

If you've got questions or want more information, there's lots of helpful resources and websites for you to turn to. We've included below some of the key websites you might like to look at.

Useful links:

Victorian Electoral Commission: www.vec.vic.gov.au

Australian Electoral Commission: www.aec.gov.au

Want more info or to get in touch with the campaign?

Website: www.youngvotes.org

Facebook: @youngarehere

Instagram: @youngarehere

Email: allofus@youngvotes.org.au

For more stories and resources visit www.youngvotes.org

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FURTHER MATERIALS: POSTERS & FLYERS

The following materials are available on the **resources page of youngvotes.org** for you to download and print:

- A3 & A4 posters
- Make your own event posters
- A5 flyers
- Logos, images and Young Voter stories

Sample posters available at youngvotes.org:



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