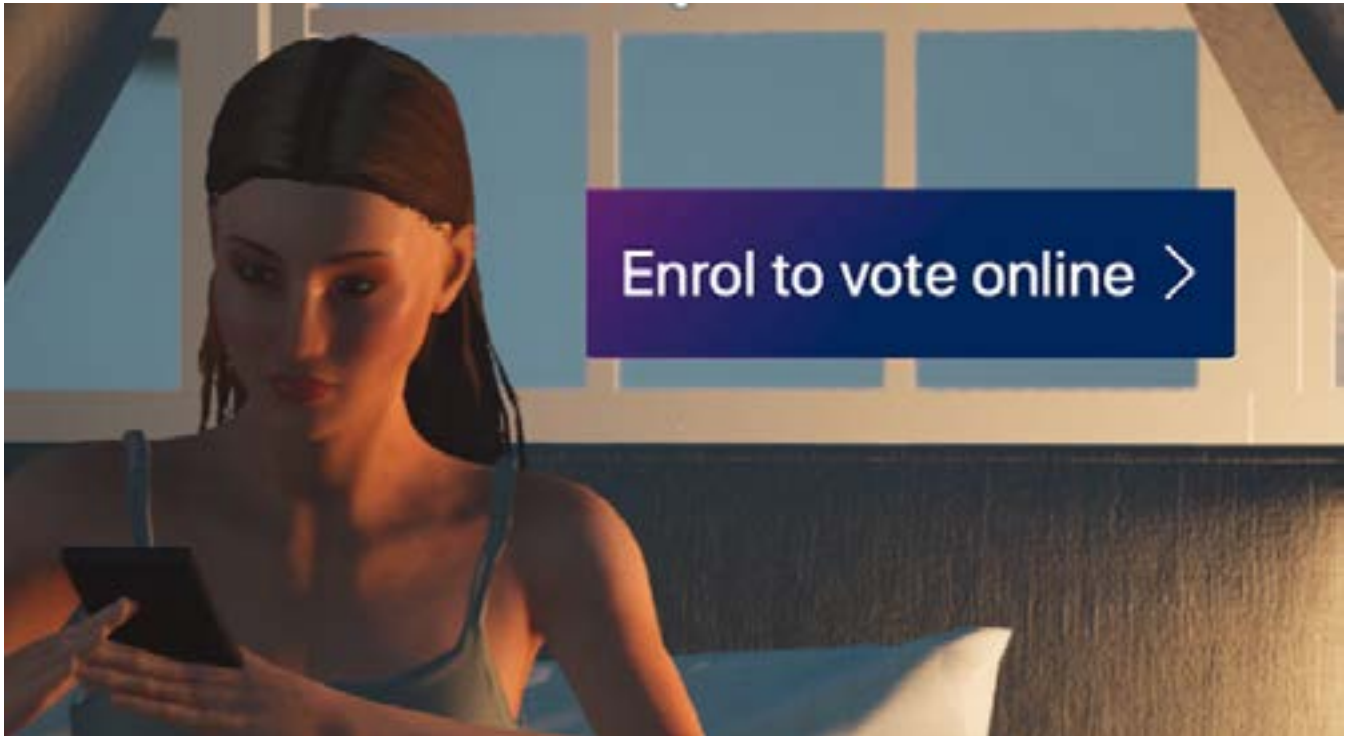


Electoral Commission

Funded by Electoral Commission of Queensland



Griffith University, in partnership with the Electoral Commission Queensland (ECQ), spearheaded an initiative in 2020. This project aimed to understand how people aged between 17-24 could be encouraged to enrol and participate in the October 2020 state election. The project aimed to understand what content would appeal to this demographic.

The project involved collaborating with Griffith Film School students who then created film clips aiming to encourage enrolment and to deliver guides for voters. 20 participants aged 17-24, took part in the study, representing various Queensland regions. Participants in the study were registered and unregistered voters.

The most effective concepts that would motivate non-registered voters were identified. Most participants and all of the non-registered individuals found one concept the most compelling. Seven out of 20 participants had not registered to vote before. After viewing the most preferred concept, all of these non-registered voters expressed they would be motivated to enrol and vote.

This project underscores the power of targeted film clips. Message testing enabled an understanding of which appeals would stimulate electoral engagement among young Queenslanders. The study highlights the necessity of tailoring content and delivering strategic dissemination on media platforms that are capable of effectively mobilizing youth participation in elections.

90% of all participants and 100% of non-registered voters found one tested concept to be the most motivating.

