

**Submission
No 1**

PREPARATIONS FOR THE 2015 NSW STATE ELECTION

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Position: Member for Sydney
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Joint Standing Committee on Electoral Matters
NSW Parliament House
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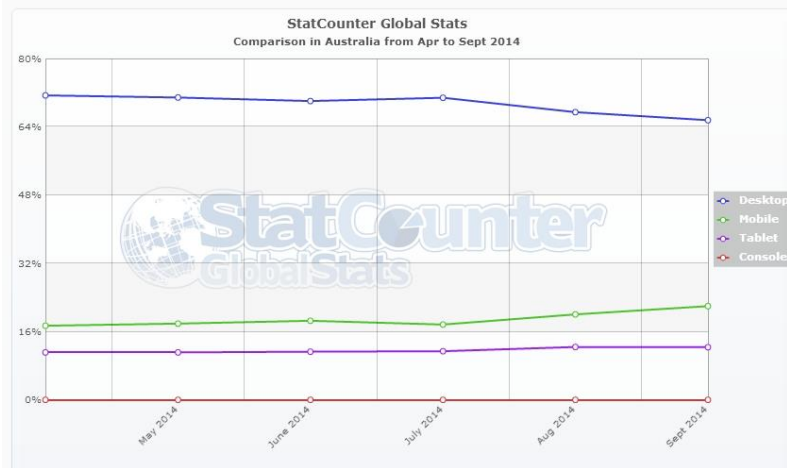
Dear Committee

Preparations for the 2015 NSW State Election (Inquiry)

I wish to draw the committee's attention to two areas of concern for consideration in the preparation for the 2015 NSW State Election.

Smartphone and Tablet Optimisation

A growing number of people across NSW are replacing personal computers with smartphones and tablets. The data below from [StatCounter](#) points to a trend in the decline in usage of desktops and an increase in the usage of smartphones and tablets for web browsing in Australia over the last six months.



It is vital that all Elections NSW websites, especially iVote, are responsive to tablet and smartphone platforms, with content optimised for these platforms.

Youth targeted electoral campaign

In a recent youth targeted survey I conducted, a significant number of people aged 18 to 34 expressed concerns that recent State and Federal Government decisions have resulted in a disengagement of younger voters who feel they are not being heard. The decisions include lack of support for the live music industry, backwards steps on action on climate change, and inaction on marriage equality. The Australian Electoral Commission estimates that 400,000 eligible young people did not register to vote in the last federal election.

It is vital that there are specific 2015 State Election information campaigns that seek to empower and engage with young people and that this is done through media that young people use.

Yours sincerely

Alex Greenwich
Member for Sydney

