



Alice Springs Town Council Election Report



Document version control

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1.0	Draft	23/12/2025
1.1	Final version: <ul style="list-style-type: none">- amended candidate age and gender tables- added information to election outcomes section- added Appendix A- minor edits and formatting changes	25/02/2026

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2025 LOCAL GOVERNMENT ELECTIONS

Alice Springs Town Council

ELECTION SUMMARY

The 2025 Local Government Elections were the periodic general elections for the Northern Territory's local government councils, held every 4 years. The general elections included:

- 51 elections
- 138 elected positions
- 15 local government councils

The general elections for **ALICE SPRINGS TOWN COUNCIL** included the following elections:

- **Election of mayor – 1 position**
- **Election of councillors – 8 positions**

KEY DATES

Event	Date
Nominations open	Friday 11 July
Close of electoral roll	Tuesday 22 July
Nominations close	Thursday 31 July, 12 noon
Declaration of nominations	Friday 1 August
Postal mail out commences	Monday 4 August
Early and mobile voting commences	Monday 11 August
Election day	Saturday 23 August
Deadline for receipt of postal votes	Friday 5 September
Distribution of preferences (final count)	
Declaration of election results	Monday 8 September
Campaign donation returns due	Saturday 1 November

ENROLMENT

There were 17,020 Alice Spring Town Council electors eligible to vote in the 2025 Local Government Elections.

This is an increase of 1,264 electors (or 8.0%) from the previous general elections held in 2017.

PUBLIC AWARENESS

Campaign overview

The 2025 Local Government Elections public awareness campaign unfolded in 3 phases: encouraging enrolment, promoting voter education and empowerment, and issuing a final call to action for Territorians to vote.

Running from 1 July until the declaration of results on 8 September, the campaign used TV, radio, digital and social media, signage, letterbox drops and print to raise election awareness.

The campaign aimed to equip all eligible voters with the knowledge and confidence to participate, while placing special emphasis on disengaged groups and those facing barriers including:

- seniors
- electors with English as an additional language
- electors living in remote communities.

Website

The NTEC launched the election event webpage in June as the central hub for election information. During the campaign, the site recorded 883,018 views (71.3% from mobile devices and over 10,000 referrals from Meta platforms).

Radio

The local radio campaign reached a total of 216,900 listeners across all phases, on a high rotation during peak listening times and delivered excellent cost efficiency.

Print

Newspaper advertising for the 2025 Local Government Elections was largely restricted to statutory advertising requirements as prescribed under the Local Government (Electoral) Regulations 2021 due to the current prominence of digital news media production and consumption. These advertisements ran in the NT News and the Centralian Today.

Further publications with a digital presence such were also engaged for location targeted aspects of the campaign.

Council engagement pack

Acknowledging the key role councils play in supporting elections, the NTEC developed a council resource pack to support voter, candidate and council staff information sharing and engagement. Councils were consulted on the draft resource pack and encouraged to provide images unique to each council area to be incorporated in the final version of the engagement pack. The council engagement pack included electronic resources such as social media content, videos, posters, flyers, email templates, forms and handbooks.

Letterbox drop

A total of 67,807 election information flyers were distributed across the Northern Territory through targeted letterbox drops.

Digital

The digital campaign reached 1.21million people with 288,000 views and 8,073 clicks. “Vote” advertisements had the biggest reach and lowest cost, while “Educate” and “Enrol” advertisements got the highest click rates.

Facebook in-stream videos generated the most clicks, while YouTube engagement was also strong with a 55% view-through rate.

Social media

From 1 July to 23 August, the NTEC drove a Territory-wide social media campaign.

Paid ads delivered key messages with over 2 million impressions, while organic posts on LinkedIn, Instagram and Facebook tackled misinformation and built community engagement.

Councils were also encouraged to share ready-made content on nominations, enrolment and voting, ensuring consistent local messaging. All activity lead back to the NTEC website as the single source of trusted election information.

Emails/SMS

Direct messaging was a key communication tool during the elections, targeting electors who had provided email or mobile details through enrolment.

Messages were delivered via email and SMS on enrolment, early voting, remote mobile voting, and election day reminders.

A total of 179,146 SMS and 104,254 emails were sent to electors across the Territory.

Large banners

Large-format banners promoted enrolment, early voting and election day across major council sites, with placements rotated to match key messages.

Corflute signs

NTEC branded corflute signs were distributed to councils to install to raise community awareness.

Posters

Electronic posters tailored and culturally appropriate were distributed to councils and community organisations to distribute aiming to engage diverse groups, including people with disabilities, older voters and English as an additional language speakers, ensuring consistent communication across all audiences.

Call centre

The NTEC call centre operated from 7 July to 23 August 2025, staffed by 3 officers who assisted electors with a wide range of enquiries. Most calls related to voting, enrolment, or lodging excuses for not voting.

In addition, the NTEC received significant volumes of enquiries via email, Facebook, and in person at its Darwin and Alice Springs offices.

NOMINATIONS

Candidate information sessions were held at the following times in the Andy McNeill Room:

- 12:30pm, Monday 7 July 2025
- 5:30pm, Wednesday 16 July 2025

Nominations for Alice Springs Town Council elections included:

- 32 accepted nominations across all elections
- 4 dual candidates (who nominated for both mayor and councillor elections)
- one rejected nomination (enrolled in different council area)
- no withdrawn nominations.

Election	Accepted nominations (candidates)
MAYOR (one vacancy)	Louis MILLER
	Asta HILL
	Lisa-Marie BURGOYNE
	Eli MELKY
	Paul CATO
	Michelle PETTIT
	Wayne WRIGHT
COUNCILLOR (8 vacancies)	Sean HEENAN
	Danial ROCHFORD
	Tom BRADY
	Jonny ROWDEN
	Parveen KUMAR
	Asta HILL
	Vanessa MOUNSEY
	Stuart McGIFFORD
	Michelle PETTIT
	Gatkuoth S. D. KUETH
	Darren BURTON
	Larissa ELLIS
	Tia ROKO
	Cherisse BUZZACOTT
	Masum BILLAH
Damien RYAN	

	Allison BITAR
	Louis MILLER
	Mona ULAK
	Joshua BROWN
	Jane CLARK
	Sophie MARRIOTT
	Aia NEWPORT
	Max BROADWAY
	Wayne WRIGHT

Age and gender of candidates:

GENDER	Male	Female	Non-binary
Mayor	4	3	-
Councillor	14	10	1

AGE	18-24	25-34	35-44	45-54	55-64	65+
Mayor	-	1	2	0	2	2
Councillor	-	4	6	7	4	4

Note: Other demographic questions are not asked for on nomination forms

VOTING SERVICES

Postal voting

- Postal vote applications received 756
- Postal votes issued 727
- Postal vote applications rejected 29
- Postal votes returned 575
- Postal votes admitted to the count 420
- Postal votes rejected 155

Note: the number of votes admitted does not always equate to the number of votes recorded as postal votes in results webpage, as returned envelopes may be missing ballot paper or may include missorted ballot papers.

The reasons for rejecting postal vote applications were:

- Multiple applications received from same elector (12)
- Insufficient/undeliverable postal address (8)
- Cancelled by elector (7)
- Ordinary vote issued (1)
- Elector not enrolled (1)

The reasons for rejecting (returned) postal votes were:

- Ordinary vote issued (55)
- Postal vote certificate not signed (29)
- Postal vote certificate dated after election day (29)
- Postal vote received after deadline (21)
- Returned to sender (20)
- Ballot paper outside envelope (1)

Early voting

Early voting centre	Votes issued
Alice Springs	5,484
Casuarina	16
Coolalinga	22
Darwin	12
Katherine	17
Palmerston	8
TOTAL	5,559

Note the number of votes issued does not always equate to the number of votes counted

Urban mobile voting

- Number of votes issued by the Alice Springs urban mobile team 335
- Number of votes issued by the Darwin urban mobile team 9

Election day voting

Election day voting centre	Votes issued
Alice Springs*	1,505
Braitling*	502
Casuarina	16
Coolalinga	1
Darwin	9
Gillen*	964
Katherine	3
Palmerston	6
TOTAL	3,006

Note the number of votes issued does not always equate to the number of votes counted

*Voting centre located within council area

Declaration voting

- Total number of declaration votes issued 72
- Declaration votes admitted to the count 67
- Declaration votes rejected from the count 5

The reasons for rejecting declaration votes were:

- Enrolled in a different council area (2)
- Incorrectly issued (2)
- Could not be enrolled (1)

ELECTION OUTCOMES

Results: Election of mayor

Candidate	First preference votes
Louis MILLER	531
Asta HILL	3,005
Lisa-Marie BURGOYNE	1,885
Eli MELKY	2,806
Paul CATO	166
Michelle PETTIT	398
Wayne WRIGHT	242
TOTAL	9,033

- Quota required to be elected: 4,517
- Asta HILL elected as mayor at count 6 (4,544 votes)
- A full distribution of preferences table is provided at Appendix A

Results: Election of councillors

Candidate	First preference votes
Sean HEENAN	1282
Danial ROCHFORD	259
Tom BRADY	95
Jonny ROWDEN	299
Parveen KUMAR	124
Asta HILL	Elected as mayor
Vanessa MOUNSEY	132
Stuart McGIFFORD	270
Michelle PETTIT	235
Gatkuoth S. D. KUETH	189

Darren BURTON	305
Larissa ELLIS	637
Tia ROKO	66
Cherisse BUZZACOTT	856
Masum BILLAH	67
Damien RYAN	919
Allison BITAR	410
Louis MILLER	180
Mona ULAK	240
Joshua BROWN	184
Jane CLARK	89
Sophie MARRIOTT	197
Aia NEWPORT	590
Max BROADWAY	81
Wayne WRIGHT	117
TOTAL	7,823

- Quota required to be elected: 870
- Elected councillors:
 - Sean HEENAN elected at count 1
 - Damien RYAN elected at count 1
 - Cherisse BUZZACOTT elected at count 4
 - Larissa ELLIS elected at count 269
 - Allison BITAR elected at count 438
 - Aia NEWPORT elected at count 438
 - Danial ROCHFORD elected at count 497
 - Darren BURTON elected at count 556
- The full distribution of preferences for the councillor election is available on the NTEC website.

Voter turnout

Based on the number of votes counted in the councillor election, the voter turnout rate was 55.2%. This compares to 65.1% at the previous general election in 2021.

Informality

Election	No. of candidates	Total votes	Informal votes	%
Mayor	7	9,399	366	3.9%
Councillor	25	9,403	1,580	16.8%

FINANCIAL DISCLOSURE

All candidates in local government elections are required to submit a campaign donation return if they receive:

- donations of \$200 or more
- loans of \$1,500 or more
- during the disclosure period of 1 July 2024 to 22 September 2025
- with no nil return required if these thresholds are not met.

One Alice Springs Town Council candidate submitted a campaign donation return for the 2025 Local Government Elections.

All returns have been published on the NT Electoral Commission website.

ELECTION REVIEW MEETING

A post-election review meeting was held Friday 12 December 2025 via Teams.

ELECTION COSTS

Expense category	Estimate \$	Actual \$
Advertising	35,080.22	23,696.99
Corporate	853.74	436.44
Destruction/rubbish removal	748.63	123.35
Information technology	13,123.37	10,811.31
Materials	14,757.10	11,060.80
Postage	9,131.80	7,882.46
Premises	2,742.62	3,602.37
Staff travel/accommodation/reimbursements	14,053.99	9,361.82
Staff wages	155,534.29	150,302.19
Vehicle hire/charter	6,673.04	2,183.89
Sub-total	\$252,698.79	\$219,459.52
GST (10%)	\$25,269.88	\$21,946.16
TOTAL	\$ 277,968.67	\$ 241,407.78

Appendix A

Distribution of preferences - Election of mayor

Count	Comments	Louis MILLER	Asta HILL	Lisa-Marie BURGOYNE	Eli MELKY	Paul CATO	Michelle PETTIT	Wayne WRIGHT	Total
1	First preferences	531	3,005	1,885	2,806	166	398	242	9,033
2	Paul CATO excluded Progressive	44 575	27 3,032	27 1,912	27 2,833	-166 0	13 411	28 270	0 9,033
3	Wayne WRIGHT excluded Progressive	62 637	46 3,078	42 1,954	56 2,889	0 0	64 475	-270 0	0 9,033
4	Michelle PETTIT excluded Progressive	104 741	129 3,207	137 2,091	105 2,994	0 0	-475 0	0 0	0 9,033
5	Louis MILLER excluded Progressive	-741 0	330 3,537	234 2,325	177 3,171	0 0	0 0	0 0	0 9,033
6	Lisa-Marie BURGOYNE excluded Progressive	0 0	1,007 4,544	-2,324 1	1,317 4,488	0 0	0 0	0 0	0 9,033

Quota to be elected: 4,517
Asta HILL elected at count 6



Northern Territory Electoral Commission

EVERY vote counts

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