

BUILD A
BALLOT

HIGGINS, VIC

House of Reps

Senate

Save your plan

Plan your vote for the candidate who represents your local area

[More information...](#)

INFORMED

Over 600,000 people
have used Build a Ballot
to get election ready

VOTING

85%	1	Emma Caldwell	Change party	▼
90%	2	Jenny Khan	Align party	▼
53%	3	Nathan Jorgensen	Jobs party	▼
	4	Trent O'Connor	Not sure party	▼
21%	5	Carla Peterson	Energy party	▼

How we got here...

People care about the issues shaping their lives; housing, cost of living, climate, healthcare. But caring about issues and understanding where political candidates stand are two very different things. That gap is the problem we set out to solve.

We're Tegan and Lizzie. We connected over shared anxiety about our futures and frustration that the system didn't seem designed for people like us. We started out helping our friends engage with elections — and this turned into something far bigger than we'd imagined.

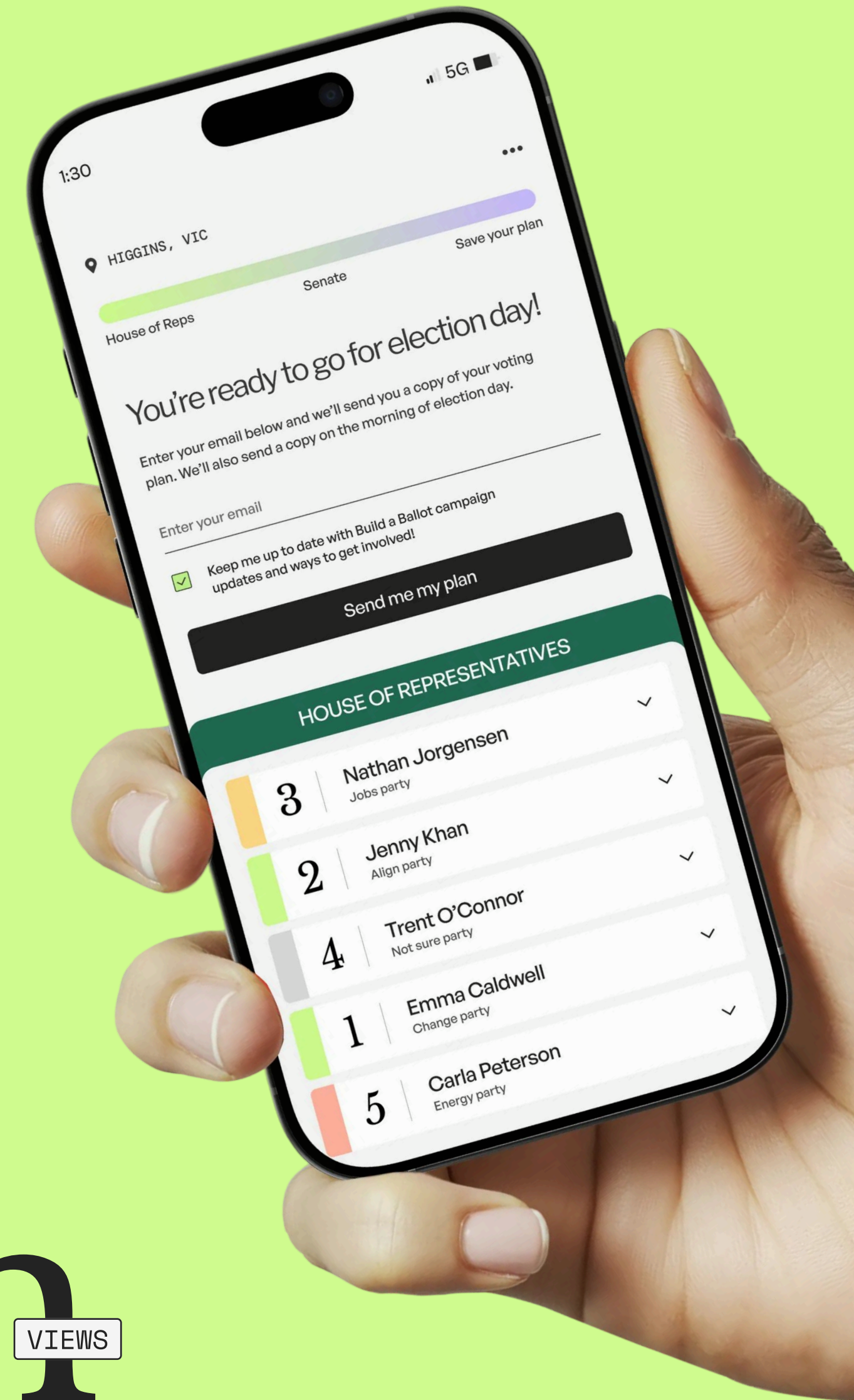
In 2025, we launched Build a Ballot — a non-partisan tool designed to help Australians navigate elections with confidence.

We didn't run a paid campaign. We didn't have a marketing budget. Nearly 600,000 Australians used it anyway and shared it with their friends and families. And when we ran a fundraiser, thousands of Australians supported us — most contributing under \$50 — to keep our lights on and pay our rent.

The problem isn't voter apathy. People aren't disengaged. They just need tools that make it easier to see where candidates stand. That's where Build a Ballot comes in — and where you should too.



Build a Ballot has supported voters in every electorate



600k USERS

Nearly 600,000 Australians used Build a Ballot ahead of the 2025 federal election

200+ INFLUENCERS

Over 200 influencers with a combined following of 10 million+ shared Build a Ballot

4.5m VIEWS

Our organic social media content had over 4.5 million views across the 2025 election campaign

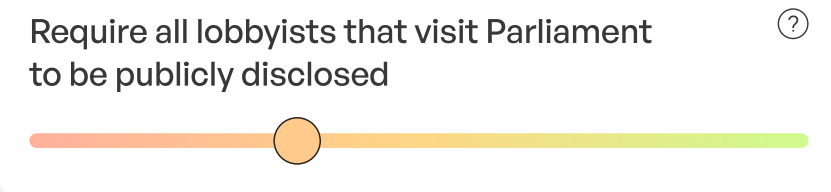
We don't tell people how to vote. We help them understand *what* they're voting for.

HOW IT WORKS



How can the federal government improve transparency and integrity in politics?

[+ More information...](#)



ONE

Voters answer questions about their support for policies addressing the big issues such as housing, cost of living, climate and healthcare.

Plan your vote for the candidate who represents your local area

[+ More info](#)

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TWO

Build a Ballot calculates a match score with each candidate in their electorate, based on how candidates' actual policy positions compare with their responses.



House of Reps Senate Save your plan

You're ready to go for election day!

Enter your email below and we'll send you a copy of your voting plan. We'll also send a copy on the morning of election day.

Enter your email

☒ Keep me up to date with Build a Ballot campaign updates and ways to get involved!

Send me my plan

THREE

Voters arrange candidates into their own preference order. Once they've planned their lower and upper house preferences, they can save their voting plan, ready for election day.



How we decide what to include in the tool

Four days before the 2025 federal election, 51% of 18-34 year olds said they were paying ‘little to no attention to the election’*. On election day, these voters often rely on shortcuts like familiarity, habit, or brand recognition rather than carefully comparing policies.

Build a Ballot is designed to lower the barrier to participation and, as a result, we’ve deliberately kept the tool fast and accessible.

This means we can’t include every single issue. Instead, we focus on the major issues that both shape Australians’ lives now, and that have intergenerational impacts — including housing, cost of living, climate and healthcare.

Within these areas, we prioritise policies that are supported by credible evidence, encourage constructive debate, and reflect the breadth of the political spectrum.

We’re continuing to refine our methodology to make it more robust, transparent and deliberative.

*Essential Report - 28th April, 2025

How we calculate match scores

HOW IT WORKS

We calculate match scores by directly comparing candidates' and users' positions on each policy. If a user and candidate both support a policy? That's one match point. If one supports and the other opposes? They receive no match points for that policy. The overall match score represents the percentage of policies that the user and candidate agree on.

Example match score calculation

	User	Candidate 1	Match	Candidate 2	Match	Candidate 3	Match
Policy 1	SUPPORT	SUPPORT	1	OPPOSE	0	OPPOSE	0
Policy 2	OPPOSE	OPPOSE	1	SUPPORT	0	OPPOSE	1
Policy 3	SUPPORT	SUPPORT	1	SUPPORT	1	SUPPORT	1
		3 / 3 100%		1 / 3 33%		2 / 3 66%	

User match score results

100%

Candidate 1

Change party

66%

Candidate 3

Jobs party

33%

Candidate 2

Energy party

What you can expect...

Before an election, we'll ask you — or your party — to:

- Indicate (or confirm) your **level of support** for each policy
- Provide (or confirm) **supporting evidence** such as publicly available policy documents, speeches or voting records

By responding to us, you help ensure:

- Your policy positions are clearly and accurately reflected in the tool
- Voters understand where you stand on the issues that matter to them

Pre-election timeline

DEVELOPMENT PROCESS

CONTACT CANDIDATES

BUILD A BALLOT LAUNCHES

ELECTION DAY

We research the major issues facing voters, consult with experts, and decide which issues and policies to include in the tool. We set a cut-off date for finalising the list of issues and policies.

We reach out to all parties and candidates to request or confirm their positions on each policy.

Once the electoral commission releases the official candidate list — around 2–3 weeks before election day — we launch Build a Ballot. We continue to update candidate information on a rolling basis.

Build a Ballot users head to the ballot box, with a screenshot or email with their voting plan. Build a Ballot will remain available for voters until voting closes on election day.

Build a Ballot is designed as a first step

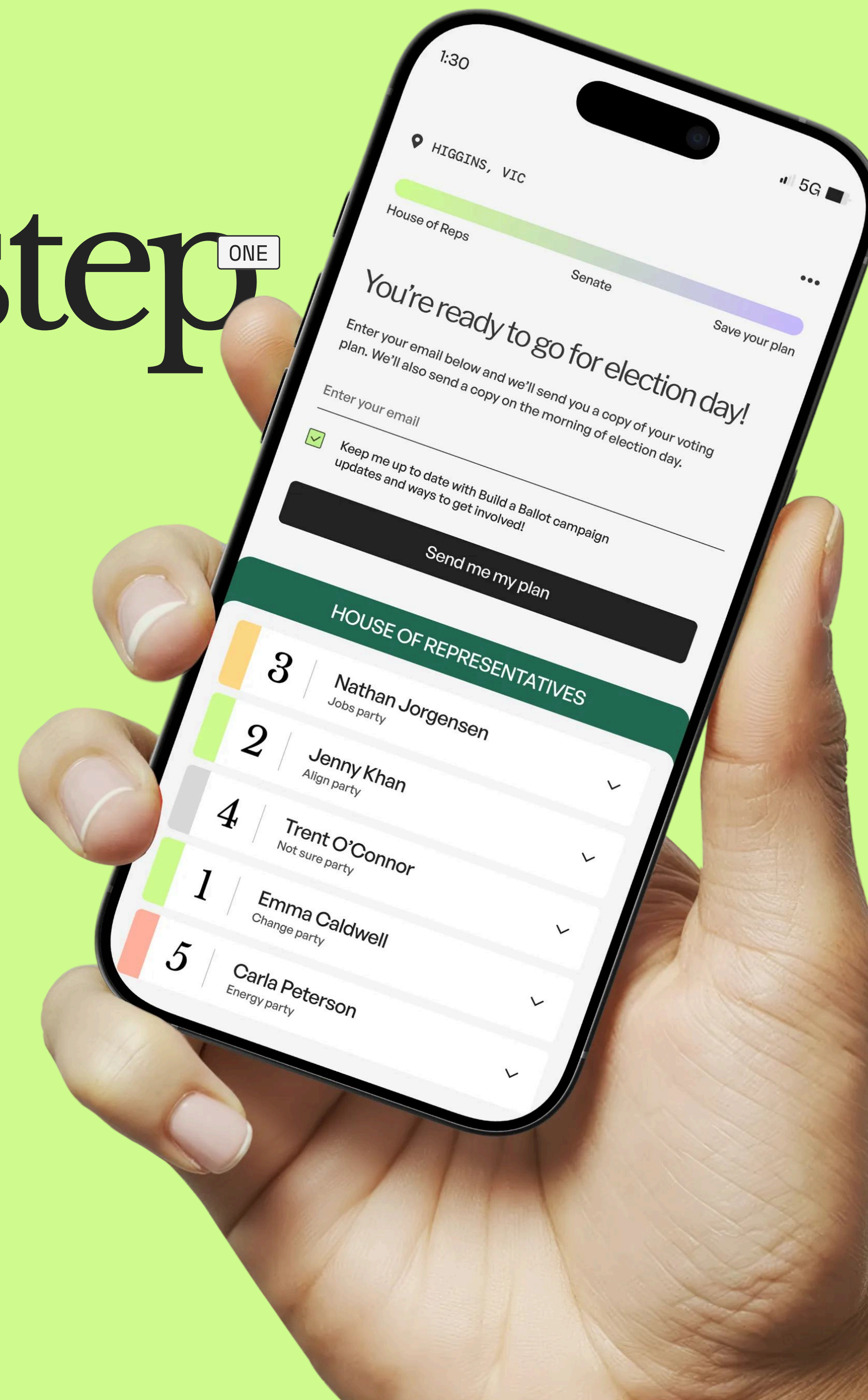
STEP

ONE

During the 2025 election, many users told us they'd never known where to start when it came to researching their vote. Build a Ballot gives them an entry point. Once users complete the tool, we encourage them to do further research and point them towards additional resources.

Users can then choose their own preferences by rearranging candidates in line with their priorities. The final ballot order remains entirely at the voter's discretion.

We're also exploring ways to give voters more information on parties and candidates. One approach we're considering — and tested during the Farrer by-election — is inviting each candidate to submit a 100-word statement outlining their priorities.



What now?

If you're a party or candidate and would like to:

- Let us know you're running in an election
- Share your election announcements and policy platforms
- Update or clarify your positions for Build a Ballot

Please contact us at tool@buildaballot.org.au

Lizzie Hedding

Co-CEO

✉ lizzie@projectplanet.org.au

☎ 0434 976 560

