

Hi there

Please see my suggestions to improve / encourage voting:

1. Allow change of address to be done online.
2. You shouldn't have to register to be able to vote. Once you are a citizen of Ireland and turn 18 it should be an obligation to vote.
3. Change the structure of how information and debates are communicated. It was a surprise to many I know that blasphemy was a part of the last vote. People are not fully informed because either everything is over complicated and so, out of reach to many or the only way to hear both sides is on a poorly run televised debate.

There needs to be stronger media around voting, not more posters. Introduce media that people will actually want to consume and use it to inform. But avoid biased media. What someone is voting on doesn't need to be so complicated and it can be overly complicated at times. Probably need to try and do more with colleges and schools. It's not about more people campaigning and should not be about more posters, it's about informing in plain English "This is what the vote is. Voting yes means X and voting no means X."

In fairness the mail out which was done ahead of the blasphemy vote was good because it achieved that. But the challenge is making people care enough ahead of time. Please do not look to achieve this with digital marketing campaigns, creating divides and putting left vs right. We will see through those tactics.