Women Leading Locally



Masterclass #3: September 20, 2022

EQUIP - Successful Election Campaigning for Local Government, Part 1

With Licia Heath CEO Women for Election and Ruth McGowan OAM

INSTITUTE OF COMMUNITY DIRECTORS AUSTRALIA
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WOMEN FOR ELECTION

VICTORIA State Government

Women Leading Locally



We acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past, present and emerging. We extend that respect to all Aboriginal and Torres Strait Islander people joining us this evening.

We are committed to creating a safe environment that is inclusive and free from all forms of prejudice and discrimination. We embrace equity, diversity and inclusion by promoting opportunity for all women and non-binary folk interested in learning more about campaigning for public office in Australian politics.



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♀ HOW ‘EQUIP’ H











WOMEN FOR ELECTION

WE'RE THE REAL MYTHBUSTERS!

- I'm not qualified
- I don't know what to do
- I don't have a 'thick skin'
- My past history will bite me
- I'm not confident to do this
- I'm Too…old/young/etc
- I don't have the time
- I don't like conflict
- I don't like the people at Council

WE'RE THE REAL MYTHBUSTERS!

- I'm not qualified
- I don't know ...



- I don't like the people at Council

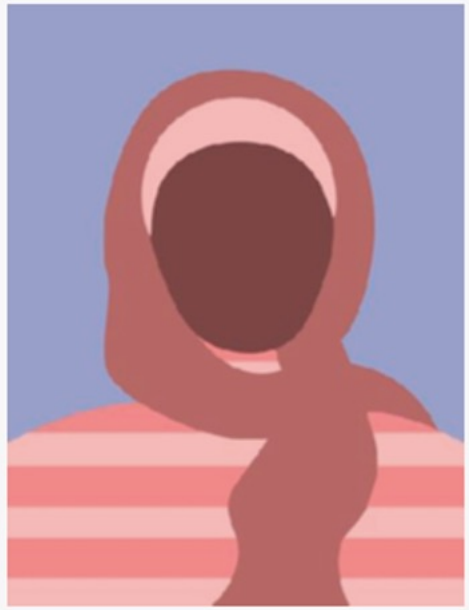
WOMEN ARE UNDER-REPRESENTED AT EVERY LEVEL OF GOVT



37% across State & Territory assemblies



44% in Federal Parliament



38% in Councils across the country

Women on Victorian Local Councils

Results for 76 councils from the 2020 local government elections

#SheStands #LocalGovernment #WomenOnCouncil #ElectHer #GoWomenLG



39%
CANDIDATES
851 women stood out of 2186

43.8%
Percentage of women Councillors elected in Victorian local government



272
WOMEN COUNCILLORS
Elected in 76 councils for 621 positions*



23>50%+
23 councils have elected a majority of women

Victoria leads Australia for female representation on councils

Vic 2020 = 43.8%
Tas 2018 = 39.9%
NSW 2021 = 39.5%
WA 2021 = 39.3%
QLD 2020 = 37%
SA 2018 = 35.4%
NT 2021 = 33%

Source ALGWA



47>40%+
47 councils have elected more than 40+% women



1
NO WOMEN
One council has no women; Mansfield



33
Wards with no women standing



8
FRAGILE
8 councils have only one woman and risk being all-male;
Benalla, Gannawarra, Golden Plains, Pyrenees, Moyne, Northern Grampians, Towong, West Wimmera

Updated May 2022
by Ruth McGowan

Ruth McGowan

ANALYSIS AFTER THE 2020 VIC LOCAL GOVT ELECTIONS

Of all Local Government candidates: average age was 51

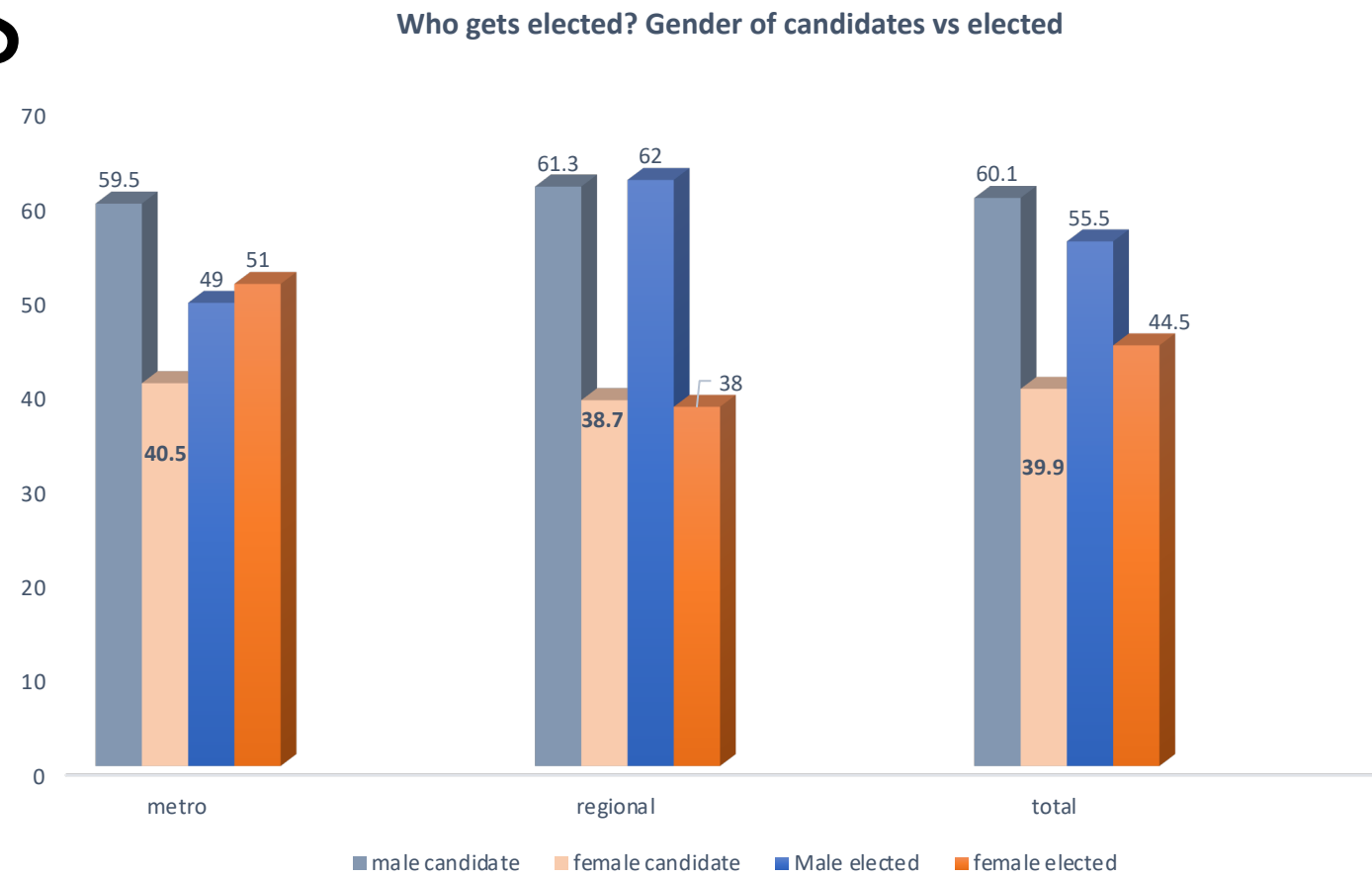
Men were likely to run earlier in life than women

40% of candidates were women

<u>Women were more electable</u>

Women accounted for 44% of Crs Higher in metro = 51%, compared to 38% women in the regions

Low diversity; First Nation, CALD, disability, young, LGBTIQ+



Source: "The Missing Cohort: Women in Local Govt" Leah Ruppanner, Andrea Carson and Gosia Mikołajczak (LaTrobe/Melb Uni)

WOMEN FOR ELECTION

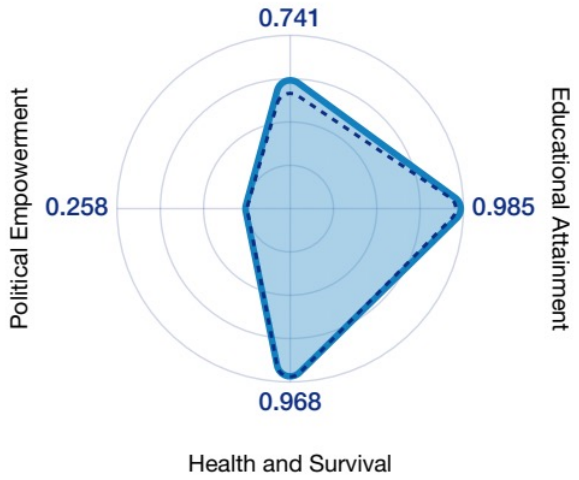
WORLD ECONOMIC FORUM – OUR GE

Economy Profile	Score (imparity = 0, parity = 1)	Rank (out of 146 countries)	Index Edition
Australia	0.738	43rd	2022

Global Gender Gap Index 2022 Edition

Australia score | average score

Economic Participation and Opportunity



Overview

Index and Subindex	2022 Score	2022 Rank	▼ 2021 Score	▼ 2021 Rank
Global Gender Gap Index	0.738	43rd	0.731	50th
Economic Participation and Opportunity	0.741	38th	0.700	70th
Educational Attainment	0.985	87th	1.000	1st
Health and Survival	0.968	90th	0.968	99th
Political Empowerment	0.258	50th	0.258	54th

Source: World Economic Forum, Gender Gap Report 2022

The thing that I truly believe is that part of our job whilst we're on this earth's surface is to leave it a little bit better. Parliament is where the very big decisions are made about the shape of society, the rules the delivery of service.

You are truly at the table.

Linda Burney MP



In politics you can make a change in one day that people outside the parliament will literally work their whole lives and career for. There is just no other game in town

if you care about trying to reshape your country's future.

Clare O'Neil MP



Why politics For you?



If you have a strong sense of community and are keen to make a difference in your neighbourhood *we need you!*

Hon Shelley Hancock NSW MLA and past Minister for Local Gov



Image: Australian Diamonds

We want to help you get Campaign Fit!

Politics is a competition, a contest of ideas

To succeed, you need to be:

- ✓ Ambitious
- ✓ Competitive
- ✓ Skilled
- ✓ Open to being challenged
- ✓ Have a plan
- ✓ Be hungry to win

We cover the basics to EQUIP you to Get Elected

Build your campaign from the bottom up

1. Get started

Preparing to stand:

Foundations





2. On the Trail

Get moving: Running





3. Finish strong

E-day and beyond



Part 1

What you must get sorted first

What is the role? Could you do it?

01

Clarify your purpose. What will you change and why?

02

Where will you stand?
Do your numbers

03

Prepare.
Skills audit.
Preselection.

04

Build your processes.
Finances
Deadlines
Communications.

05

Set your campaign sub-goals

06





The impact you can have!

~~Roads~~
=
Managing community needs & infrastructure

~~Rates~~
=
Responsible financial decisions & local economy

~~Rubbish~~
=
Environmental management for a sustainable future







Being a COUNCILLOR is also about:
Connecting. Community. Champion.
Communication.
Caring. Collaboration.
Competent leaders. Contemporary
Creativity. Credibility. Civic-pride
Celebrations! Courage.

CANDIDATE OBLIGATIONS



CHECK The Rules

- **Eligibility**
- **Nomination dates**
- **Do you need to register?**
- **Reporting obligations**
- **Manage Gifts/ Donations,**
- **Meet expenditure limits**
- **Authorising**
- **Conflict of Interest**
- **Probity systems**
- **COVID restrictions**
- **VEC Candidate Handbook**

The golden rule

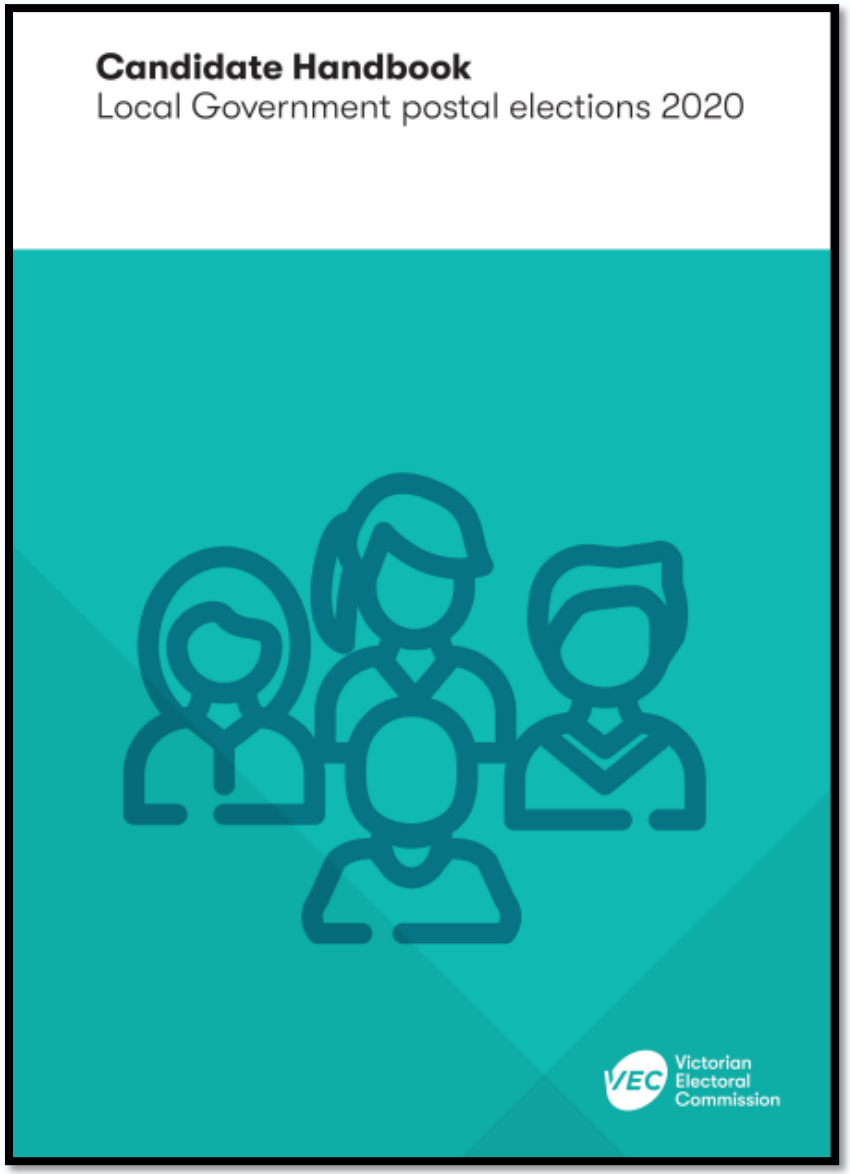
Check the rules!

Read:

VEC Candidates' & Scrutineers' Handbooks,

https://www.vec.vic.gov.au/candidates-and-parties/becoming-a-local-council-candidate/local-council-candidate-resources

!!!!!





- ✓ **Represent**
- ✓ **Listen**
- ✓ **Advocate**
- ✓ **Make decisions**
- ✓ **Comply with rules**
- ✓ **Stick to your lane**
- ✓ **Focus on outcomes**

Action:

in what ways can you observe politics and research more about the 'job of being a Councillor'

***Action**: First research the role, so you understand what you are in for*

What is your purpose?

'Be clear on your purpose.
You will need it for the days you get rattled'

Julia Gillard AC



Three reasons people may stand for office



PISSED OFF!!!

Passionate

Political

Think: Reflect on what's firing you up to run for office?

What do you want to change?

- ✓Council Integrity?
- ✓Community issues?
- ✓Local sustainability issues?
- ✓Infrastructure (childcare, arts centre, pool)?
- ✓Drive policy & legislative change?
- ✓Better finanancial mgmt?
- ✓Diversity and equality?

From [*THIS*] to[*THAT*]

Think: *Clarify and articulate your purpose so you understand what it is you want to change and why.*

RUTH McGOWAN




You will need to be able to clearly articulate a compelling message:

I am standing for

Council because…















Action: Can you succinctly articulate why you are running for office?

What's your elevator pitch?

BREAK-Out

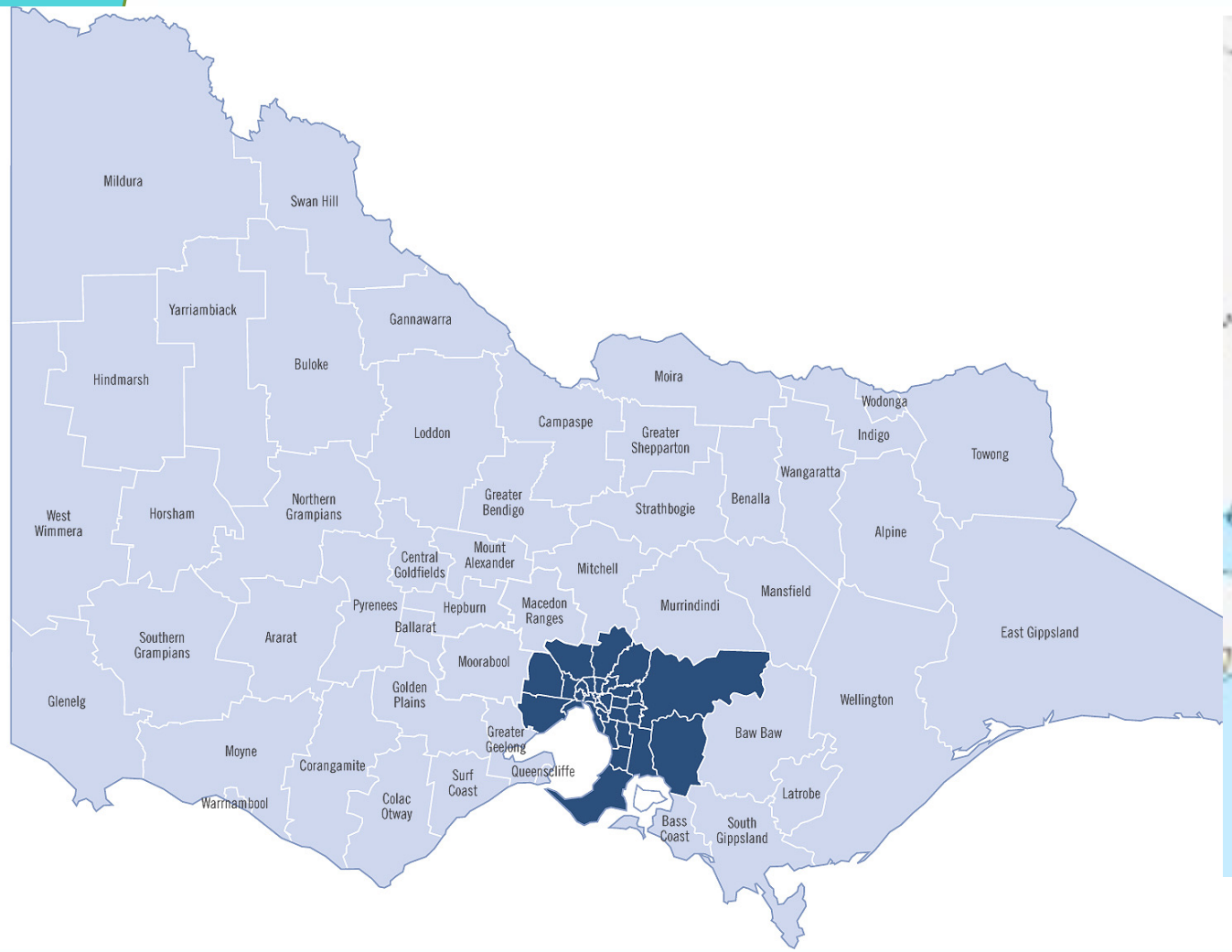


"I am standing for Council because....."

Can you succinctly explain why you want to run for Council?

In 25 words or less!

Practice: Five minutes break out discussions in small groups on your political purpose





Do you know the details of your LGA?

Visit https://knowyourcouncil.vic.gov.au

Action: Confirm where you will stand for election

Consider your odds

How likely are you to get elected? Do you know how many votes you need to get?

- Analyse the VEC data for your Council/Ward: https://www.vec.vic.gov.au/results/council-election-results/2020-council-election-results
- Understand the preference flow, the areas you need to target
- Understand the numbers and what it will take for you to get elected



Action: Understand your numbers and the quota of votes you need to win.



Do the maths – Mine the data

GOLDEN PLAINS SHIRE COUNCIL, 2020 ELECTION RESULT

https://www.vec.vic.gov.au/results/council-election-results/2020-council-election-results/golden-plains-shire-council#Golden%20Plains%20Shire%20Council

Enrolment:	18643
Formal votes:	15276
Informal votes:	874 (5.41% of the total votes)
Voter turnout:	16150 (86.63% of the total enrolment)
Quota:	1910

Action: Research the VEC Electoral website for past results

Partner Break Out exercise



https://www.vec.vic.gov.au/results/council-election-results/2020-council-election-results

What is the quota for your Council or Ward?



What are your skills?

Leverage them



Would you pre-select yourself?

Identify areas to strengthen

Action: *Assess your skills and strengths – and what you need to work on and do your homework.*

Build your foundational processes

INCOMING



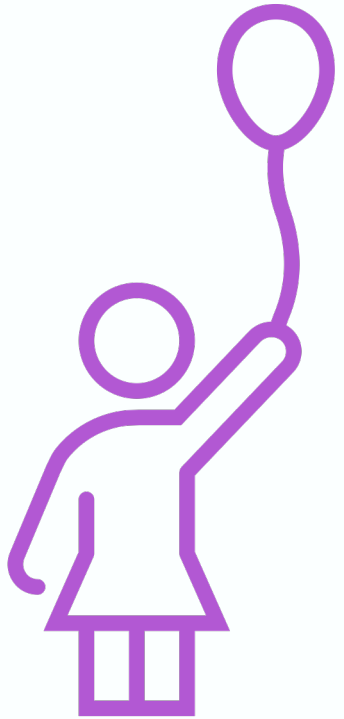
OUTGOING

Strong infrastructure makes a good campaign

Think: About what you need to do to build your foundation processes early-on, in your campaign.



Finances



Put in place systems to manage and report on campaign finances
e.g the VEC Electoral commission Political Donation rules

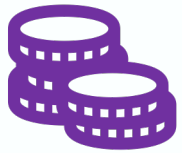
	Month 1	Month 2	Month 3	Month etc.
INCOMING				
Personal contribution				
Donations				
OUTGOING				
Digital - Social media & IT				
Advertising (online traditional)				
Print (Flyers, posters etc)				
Merchandise (t-shirts, pens etc)				
Events				
Bulk mail				
Other (Nomination fees etc)				
All Expenses				
All Income				
GAP To be met with fundraising				

Incoming

- Personal $$
- Other $$

Outgoing

- Social media set up
- Advertising
- Printing and design
- Merch
- Nomination
- Other



What action will you do to meet the gap?

Fund-raising



- $ Have a fundraising goal (from your budget)
- $ Make it easy for people to donate (quick, simple)
- $ Tell them what you will do with their $
- $ Keep it fun!
- $ Consider on-line events as well as in-person
- $ Be innovative, sell something unique for your cause
- $ Comply with your obligations! VEC, laws & COVID
- $ Consider testimonials and influencers asking for you
- $ ASK. People want to help you, so let them

Fundraising is not just about money.
It raises your profile, builds your team and boosts support.
And it's fun!

Think: What ideas can try for fundraising?

Fund-raising

Set your goal from your budget



Merch

Gifts

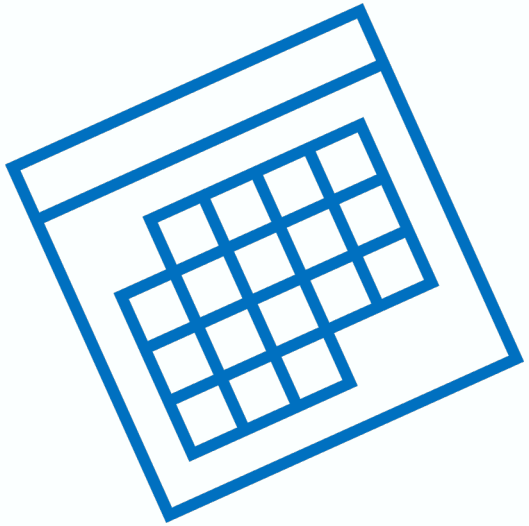
Events

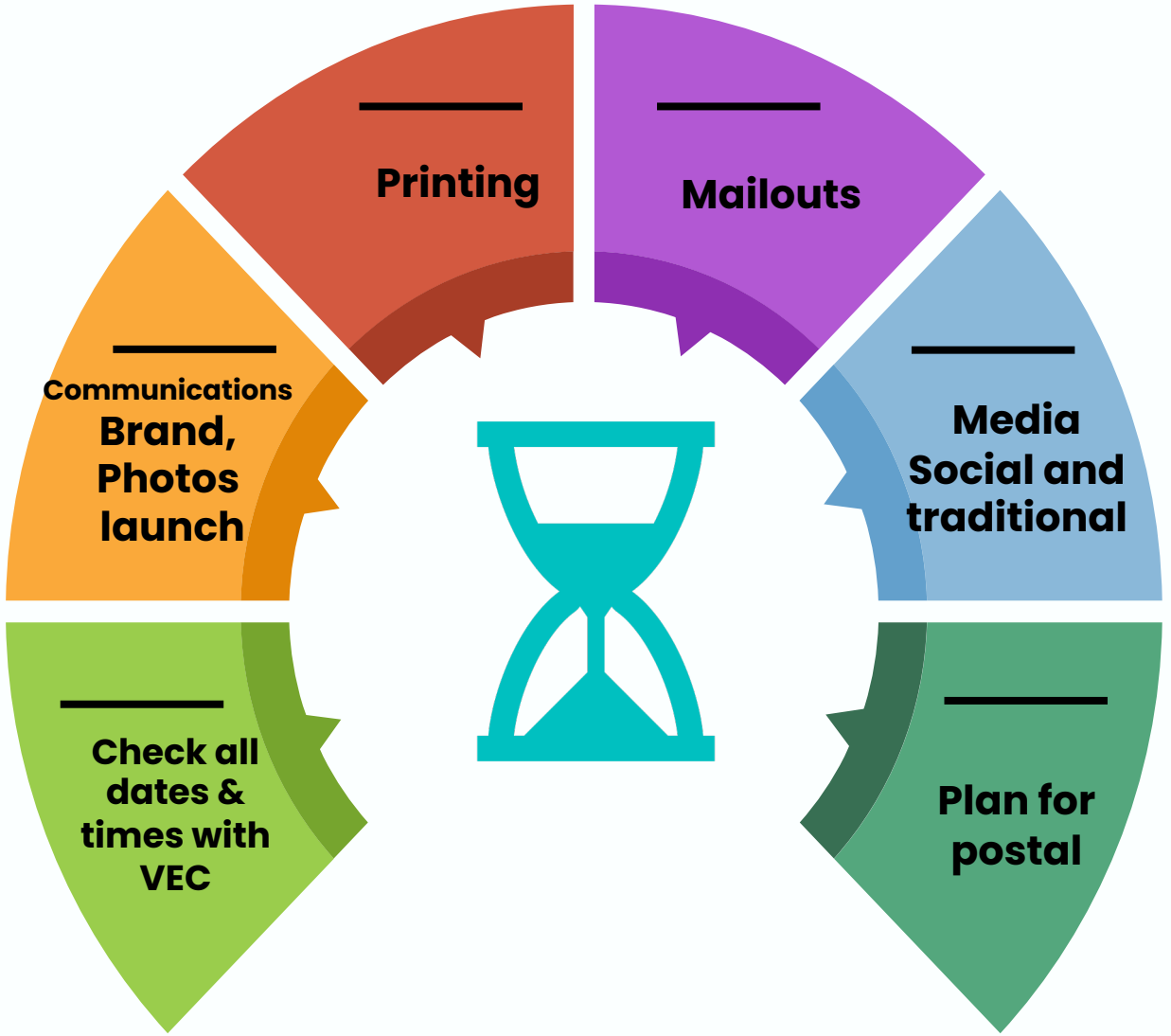
General Donations



***Think**: What is your fundraising goal?*

Plan your time





Action: *List your deadlines. Populate your diary and calendar.*

Communications







EUROVISION
SONG CONTEST

Singer

Song

Dress

***Think**: Your campaign is like an audition; how will you approach it?*

The 4 by 3 tool

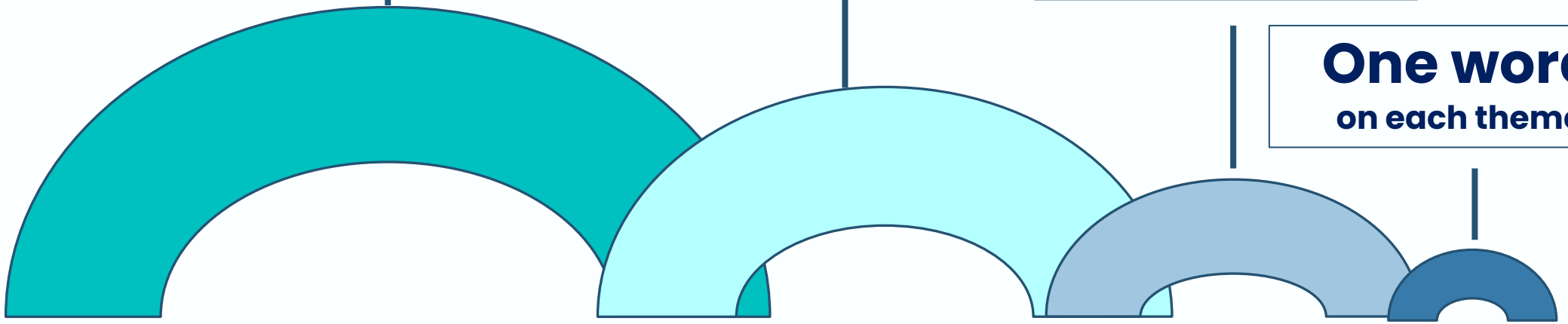


One page
on each theme

One paragraph
on each theme

One sentence
on each theme

One word
on each theme



Use for talks & presentations

Use for flyer, website

Use for posters

Use for Slogan

Action: *Use this tool to help develop your message*

Good for

- ✓ Advertising to selected audiences
- ✓ Profile building
- ✓ Connect with community groups
- ✓ Survey people

NB: Check authorisation process required to advertise



Google

ALERT

What comes up when you google yourself? Your competitor?

Influence

WeChat

LinkedIn

TikTok

Action: Start your socials

Set your campaign goals



- ✓ To win?
- ✓ To agitate on an issue?
- ✓ Make your Council accountable?
- ✓ Get experience for next time?
- ✓ Meet people?
- ✓ Be a leader/role model?

Think: What are your campaign goals?

What will you measure to keep on track?

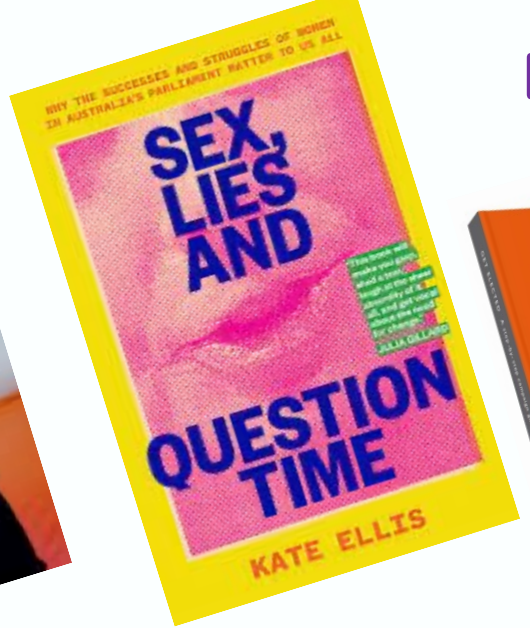


What if ... You're the one we've been waiting for?

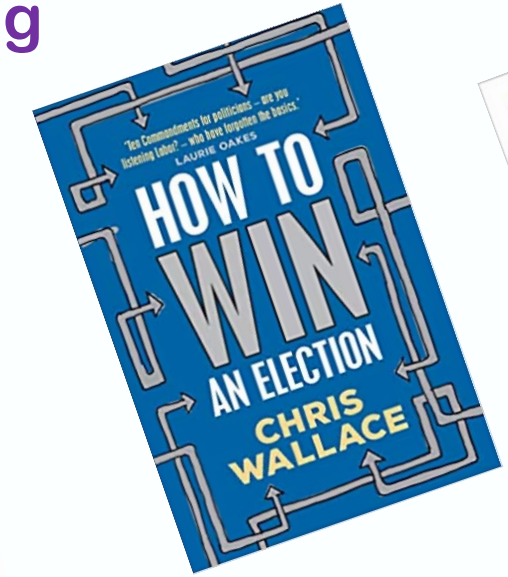


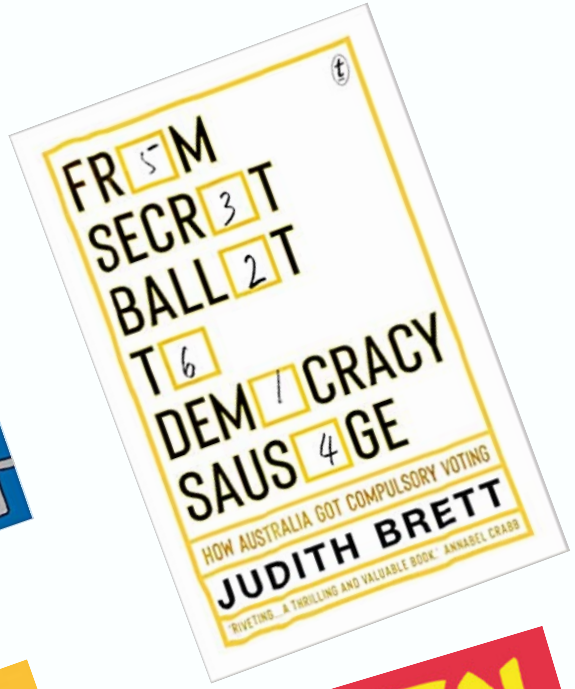
More reading









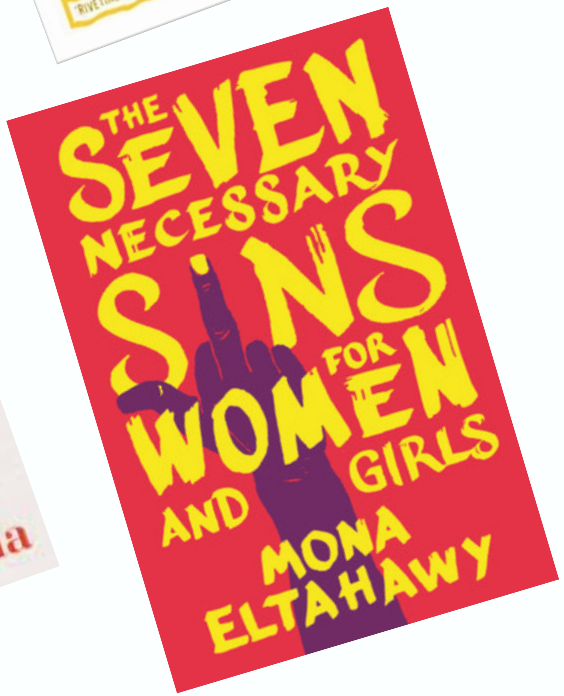












Poll – Moving to Action



What is your next action from tonight?