Women Leading Locally



Masterclass #4: September 13, 2023

EQUIP - Successful Election Campaigning for Local Government, Part 2

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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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Welcome to EQUIP Part 2

Part 2

1. Recap

PART 1

Foundations

- Prepare
- Plan



2. Trail Tips

- Build the campaign
- On the trail
- The pointy end



3. After the election

- Wrap up
- If you get elected (or not)
- What's next?



Recap on Actions from previous session

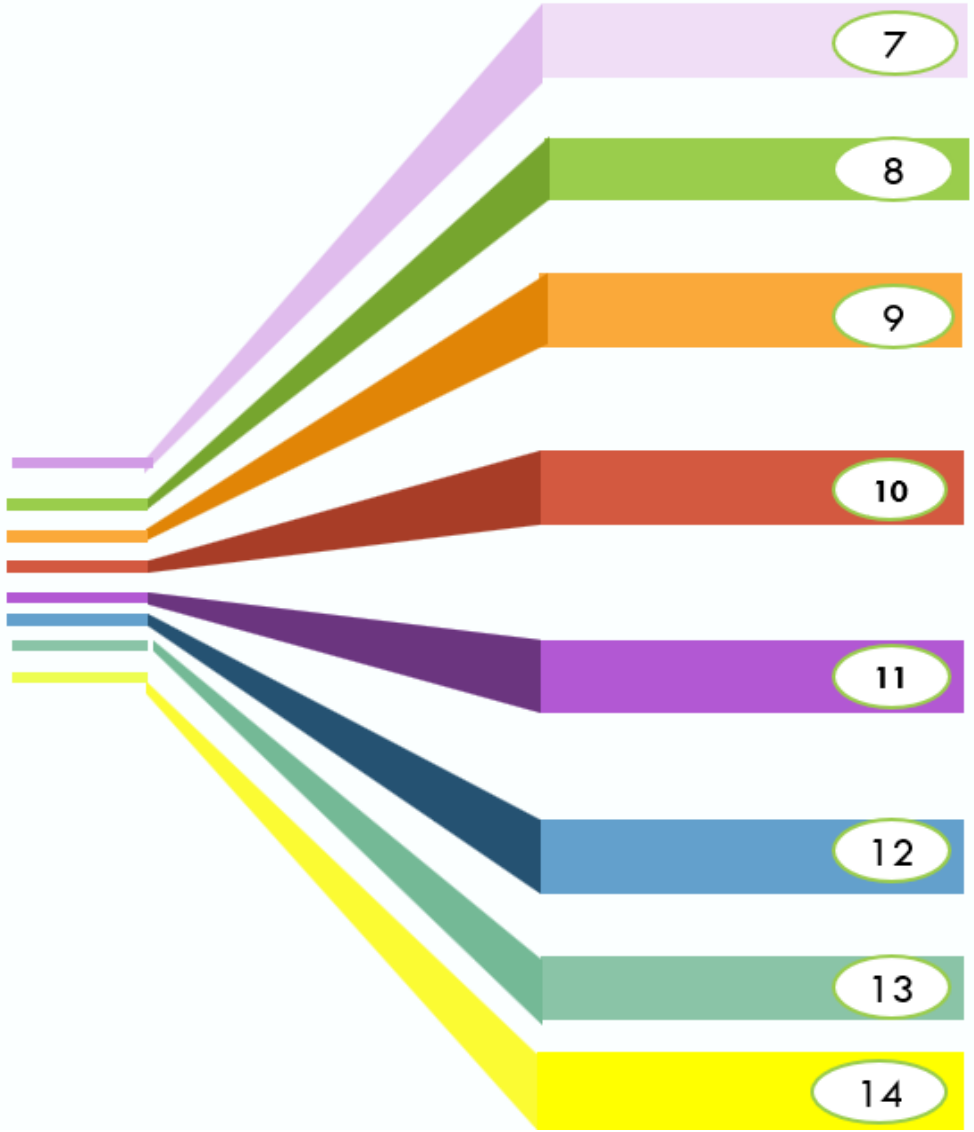
How did you go?



- ✓ Check obligations and eligibility
- ✓ Practice elevator pitch
- ✓ Know your 'maths'
- ✓ Set up your budget and plan your time
- ✓ Start to plan messages (3x4 tool)
- ✓ Start candidate socials

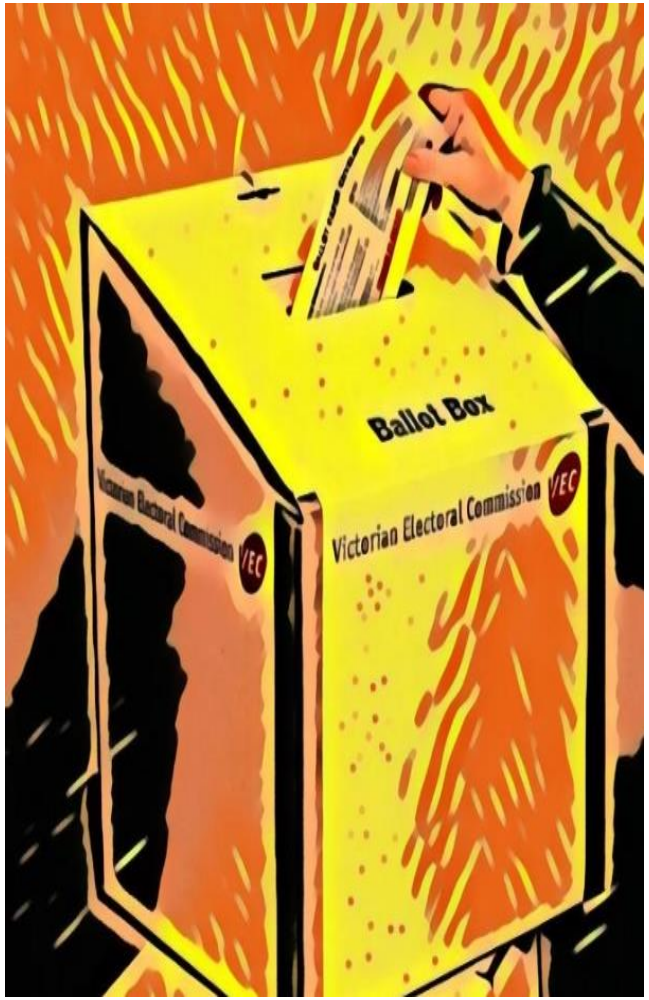
Part 2

Hit the campaign trail. Beyond e-day



- Set campaign goals
- Plan: early voting, staying safe and dirty tricks
- Rise your profile & cut through
- Flyer design principles
- Preferencing basics
- Pace yourself, the home strait
- Post election. If you were elected – or not
- What next?

Set your campaign goals



- ✓ To agitate?
- ✓ Hold the incumbent councillor accountable?
- ✓ Build experience?
- ✓ Meet people?
- ✓ Be a role model?
- ✓ Advance career and leadership skills?
- ✓ To win?

Levels of Council

There are 79 local govts in Victoria (LGA's)

- 34 Cities
- 6 Rural Cities
- 38 Shires

Councillors receive basic allowance according to four categories ($25,000 – $57,000)

- Category 1- 10 small rurals
- Category 2 14 large rurals and peri-urban
- Category 3 14 city councils
- Category 4 1 Melbourne City

Plan to stay safe



Before announcing your candidacy

- Protect your personal information
- Implement strong online security (install anti-virus or anti-malware and secure passwords)
- Set up a separate campaign mobile, URL, email address to your personal one
- Manage personal details for the authorisation requirements

Prepare that it might happen

- See the eSafety Commission **Guidelines for women & diversity** and
- GenVic **CyberSmart Women**
- Establish tough 'about' conditions and filters on your socials
- When attending events or doorknocking, take someone with you
- Educate your team about scams and hacking risks.

Plan how you will report it

- If you feel unsafe (in person or online) gather evidence either through photos or a video and capture online by a screen shot
- Report to the appropriate agency such as the Victorian Electoral Commission, E-safety Commissioner, Police



Be aware

Nasty stuff

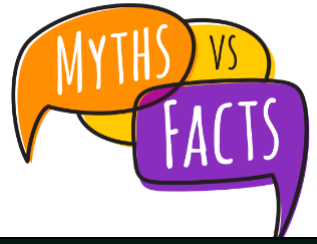
- For trolls - Moderate. Delete, Block. Report. (Screenshot first)
- Monitor corflutes for damage and replace or mend.
- Establish confidentiality guidelines with your campaign team to minimise leaking of sensitive information (to competitors or the press)
- Manage threats in your risk planning; including



Plan to address lies.

Anticipate it

- OWN your story and history. Craft your own narrative that promotes your platform and values. Don't play into the smear campaigns
- Have a Myth-busting fact sheet to counter false information
- Use humour if possible
- Admit mistakes or regrets
- Call bad behaviour out and ask other leaders to do so too



Be scrupulous yourself!

It's time to raise your profile



- Tell your story
- Advertise
- Does your message:
  Resonate? Contrast? Motivate?
- Fundraise
- Localise it
  All politics is local

TUNE IN to issues that impact voters

Listen via social media

Try:

'Ask Me Anything' live video

Q&A on your Facebook & Instagram

Setup polls

Join community pages

Australian Bureau of Statistics

AIHW

Council surveys
NGO reports



Other sources:

Door knocking

Listening posts

Stalls at local farmers' markets, community events etc.

Letters to the editor, talkback radio

Crank up your social media & amplify your messages

Tik Tok

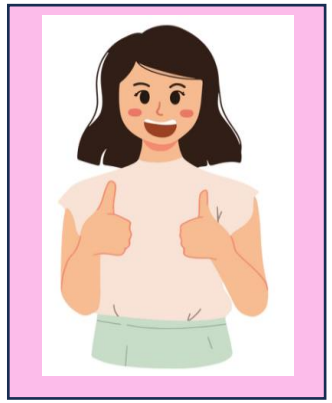
YouTube

Post a mix of content about:

1. Community
2. You
3. Share (with a comment)
4. Council issues

Print and media

Flyers



Brand alignment

Be consistent with

✓ photos,

✓ messages

✓ brand

across all platforms

Principles of an effective flyer

FRONT of Leaflet Include:

- ✓ Headline,
- ✓ Key details about the candidate
- ✓ Slogan
- ✓ Visual impact: photo, large font, colourful, emojis
- ✓ Photo of the candidate in the electorate/municipality





Try Canva

BACK of leaflet Include:

- ✓ Additional messages, dot points
- ✓ Keep it short. No jargon
- ✓ Link to more info. QR, Phone, email, social media
- ✓ Use key points from your 300 word candidate statement
- ✓ Get it translated if you have diverse constituents

Let's have a short 10 min break



Preferencing Basics

Understand

- The preferential voting system

Plan

- Your strategy (get advice) and decide if you will preference or not?
- Understand whom you will preference and in what order
- How will you communicate your preferences to voters?

Deliver your 'ask' to voters

- Ask for their No. 1
- Remind them to number every box

You
900

Bill
1000

Sandy
250

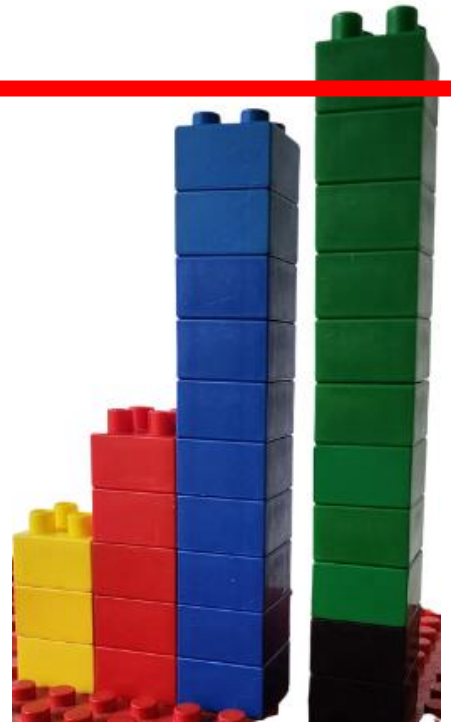




After preference distribution, you get 1150 and win

QUOTA

1100




It’s the pointy end of your campaign –
Pace yourself

Towards the end of the Campaign Checklist



- ✓ Plan your 100-day countdown
- ✓ Launch!
- ✓ Keep on message (3x4)
- ✓ Door knock, meet voters in person



- ✓ Comply with the VEC rules
- ✓ Practice self-care and ask for support
- ✓ Complete the Candidate Training
- ✓ Fill in the Candidate Helper online
- ✓ Complete the VEC Candidates checklist to prepare to nominate
- ✓ Plan for maximum media exposure from early October when postal votes are sent out

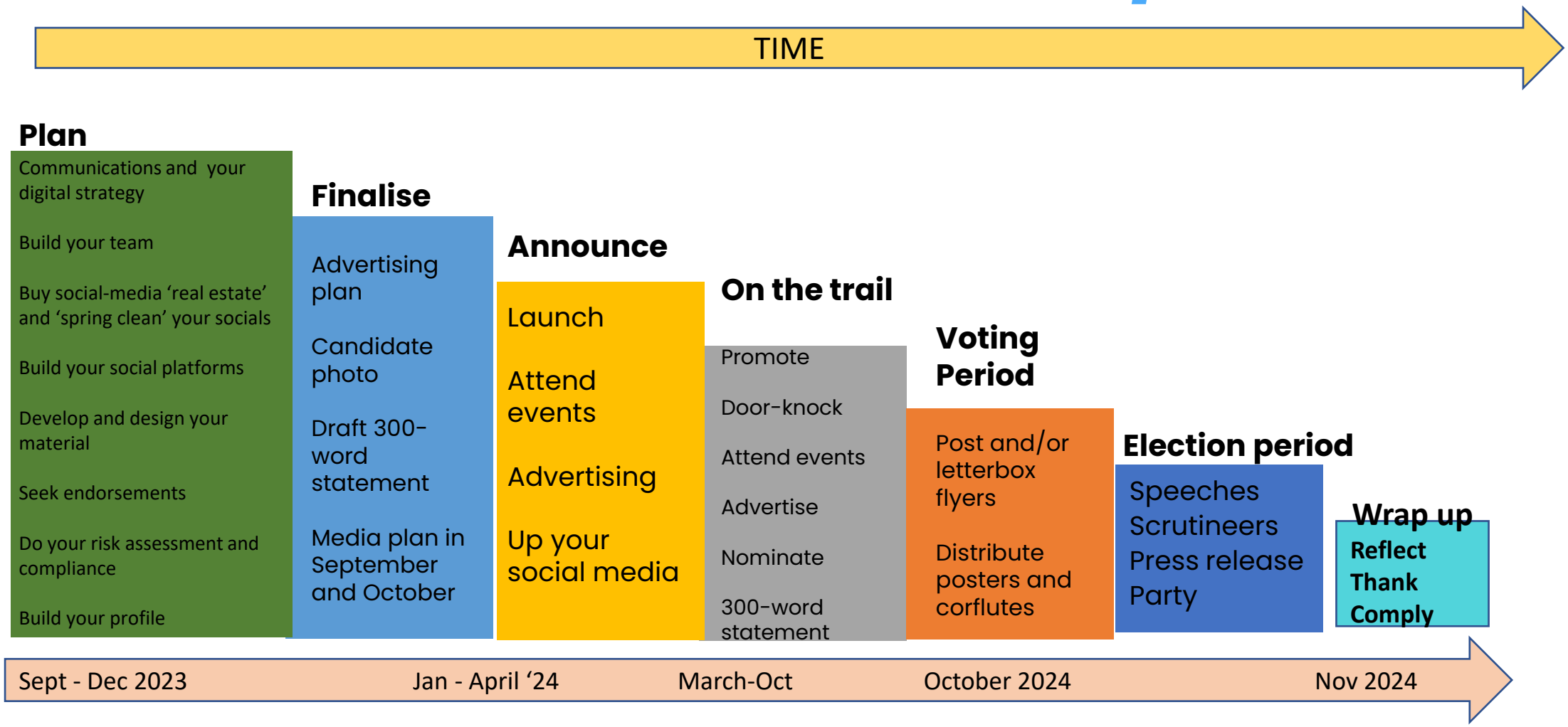








Countdown to election period



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Following the election

Wrap up

- Take down election paraphernalia
- Thank people
- Close the finances off
- Meet the VEC's post-election reporting requirements

Reflect

- What did you learn about yourself and your community?
- What wins did you achieve?
- How did you go with your campaign goals?
- What would you do differently next time?

What if you didn't get elected … this time?



- Reflect on what you did achieve
- Congratulate yourself for stepping up!
- Document and celebrate your wins
- Use your profile to continue agitating for change
- Stay connected with your supporters & community
- Update your socials (or close them)
- Recover. Take a well-earned holiday.
- Apply your skills on others' campaigns
- Plan for next time…it takes on average 3 attempts (1-in-3 get elected)

You got elected!

- Meet your governance obligations with the VEC
- Attend the new Councillor induction training
- Get support and consider hiring a coach or mentor
- Manage your life/health balance
- Improve your meeting skills and public speaking (if needed)
- Maintain contact with your community networks
- Stay true to your values, and purpose and back yourself
- Leave the system better than you found it for all women and girls
- Go out and change your municipality – and the world - for the better!



After tonight

- *Take small steps - do one thing every day*
- *Stay focused on your purpose*
- *Continue to raise your profile in your community*
- *Stay connected in the WLL Facebook group*
- *ASK for support*
- *Complete the Masterclass survey*
- *Use your TOOLKIT!!*

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For more information visit:

communitydirectors.com.au/training/women-lead

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