

Women Leading Locally

Masterclass #4a: October 12, 2022

EQUIP - Successful Election Campaigning for Local Government, Part 2

With Licia Heath CEO Women for Election and Ruth McGowan OAM

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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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EQUIP helps you with the basics to Get Elected

1. Recap

On Webinar #1

Prepare

Plan





2. Trail Tips

- Time to run
- On the trail
- The pointy end





3. After the election

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





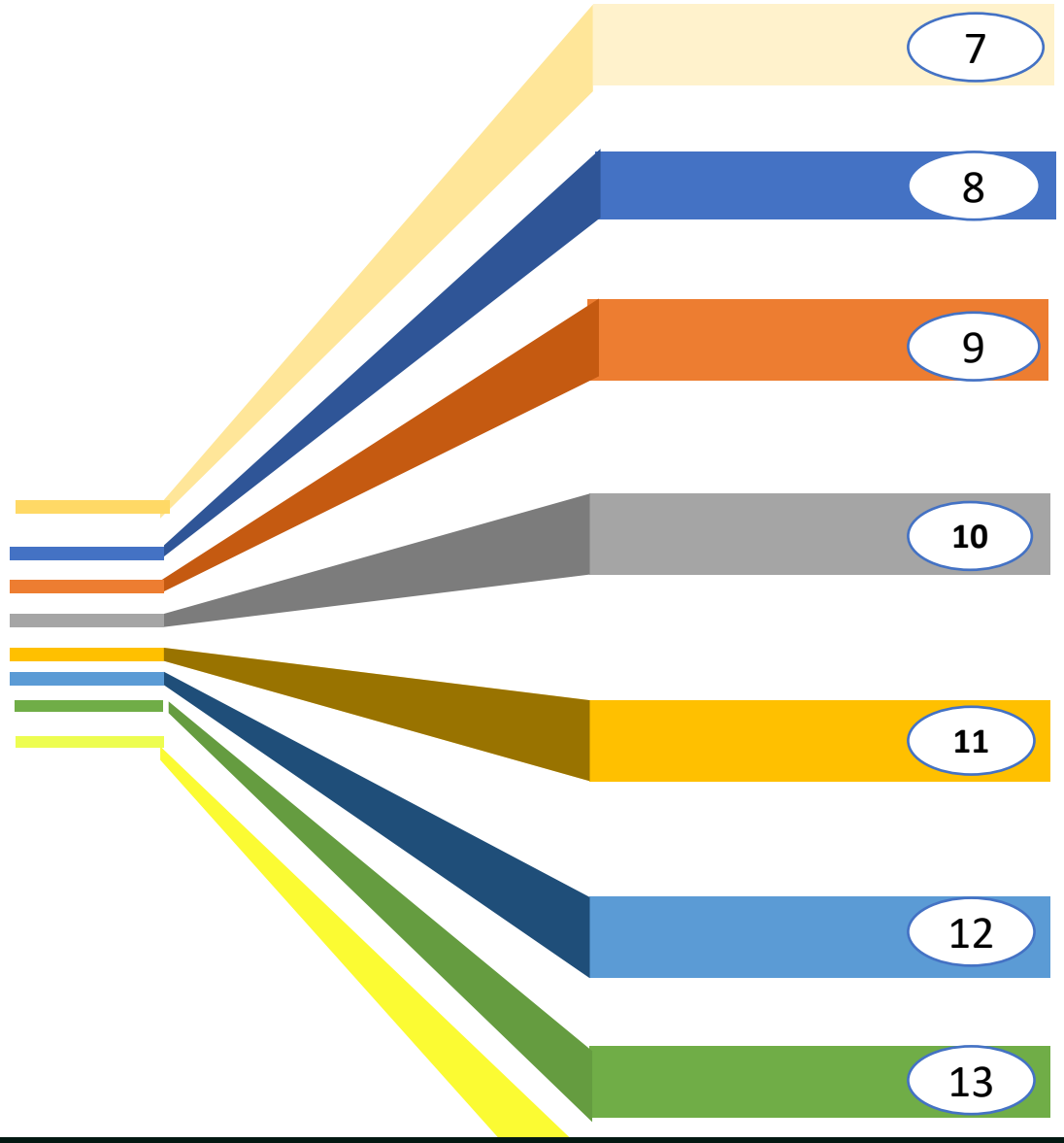
Recap on Actions from Sept Campaign Masterclass

How did you go?



- ✓ Check obligations and eligibility
- ✓ Set up systems – Budget & Diary dates
- ✓ Start to plan messages (3x4 tool)
- ✓ Practice elevator pitch
- ✓ Do the skills audit & pre-selection exercise
- ✓ Plan candidate socials
- ✓ Set campaign goals

Hit the campaign trail. Sustain yourself. Beyond e-day



- Team building
- Risk
- Rise your profile & cut through
- Flyer design principles
- Preferencing basics
- Pace yourself, the home strait
- Post election. What to do if you did/didn't get elected

Who is on your team?

NationBuilder



Campaign management

(Legal, finance, branding, processes, communications, policy development & digital strategy)

Volunteer co-ordination

(Canvassing, events, door knocking scrutineers, etc)

Candidate support

Driver, domestics, diary, minder, correspondence help

Volunteers

How do you get volunteers to join your cause? The 4 elements to line up:

1. **Communicate your vision**

2. **Develop a sign-up platform. Make it easy, explain expectations and engage.**

3. **Make a list of jobs. Ask for help!**

4 **Support your volunteers.**
Ask them to report back issues or trends.
Engage with them.
Have fun

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Risk Matrix

BE PREPARED FOR ANYTHING THAT CAN GO WRONG
& PLAN TO TREAT IT

Likelihood	Consequence: Insignificant	Minor	Moderate	Major	Severe
Almost certain	Medium	High	High	Extreme	Extreme
Likely	Medium	Medium	High	Extreme	Extreme
Possible	Low	Medium	High	High	Extreme
Unlikely	Low	Low	Medium	High	High
Rare	Low	Low	Low	Medium	High

1. ***Brainstorm with your team and list the risks***
2. ***Assess***
3. ***Prevent or treat the high risks***

Be aware of Dirty Tricks



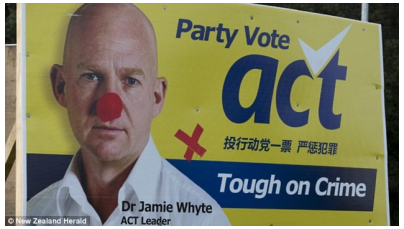








DUMMIES





Tips

- **Prepare** that it might happen. If it does, have a plan to report it. (take photos, screen shots, videos)
- Trolls; Set tough 'about' guidelines & filters. Moderate. Delete, Block. Report. (Screenshot first)
- eSafety Commission g/lines for women & diversity
- GenVic CyberSmart Women
- Set up a separate campaign mobile, URL, email.
- Rather than your home address, use your business, or ask someone else to AUTHORISE material
- Plan to address lies. Anticipate it. De-bunk first.
- Report serious threats to the police
- Monitor corflutes for damage
- Beware 'Astro-turfing' (Fake community groups)
- Beware 'dummy' candidates



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#CampaignTip

Listen more than you talk

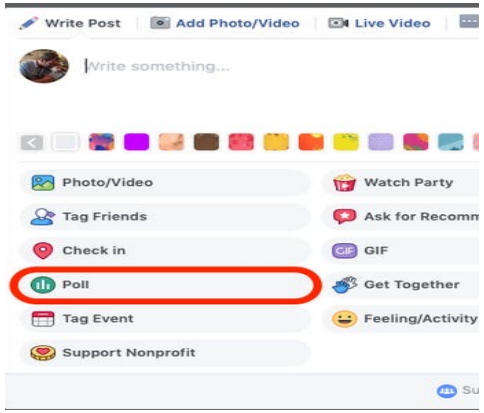
Ruth McGowan

TUNE IN



It's not about you, it's about the voters.

Tune into your community



Try: 'Ask Me Anything' Regular, Live video Q&A Fb &Insta

SurveyMonkey

Poll results
Council surveys
Door knocking, listening posts

Australian Bureau of Statistics

AIHW

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Crank up your social media & amplify your messages

Tik Tok

YouTube

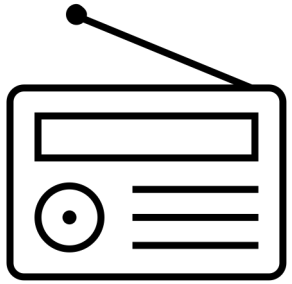
3

The rule of three. Focus on:

1. People
2. You
3. Others





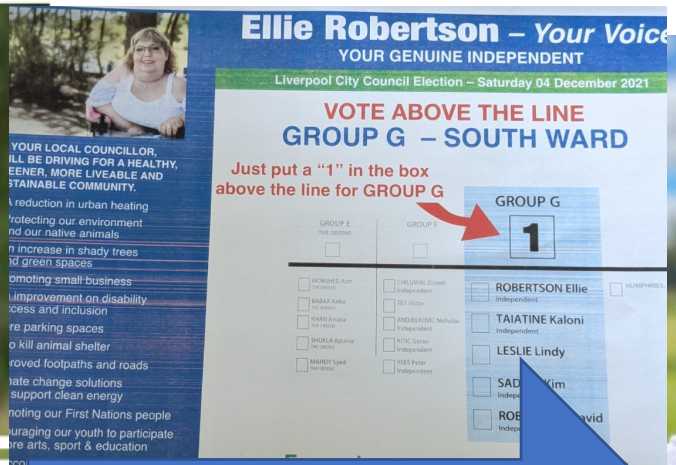




Brand alignment

Repeat. Repeat. Repeat.
Use the same photos that you will use on the ballot paper
Stick to the themes in your 300 word statement

























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Take a pro-active approach to feedback

Qualified to have an opinion

Opinion	Advice
Consider	*Action*
Noise	Data
Ignore	*Strategise*

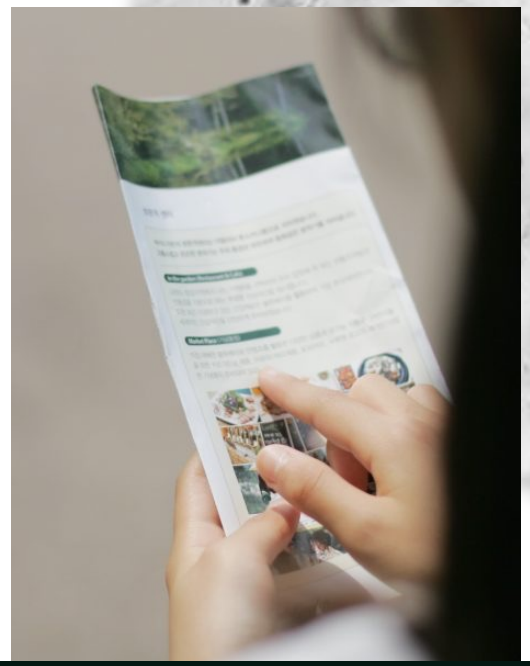
Un-solicited

Solicited

Un-qualified to have an opinion

Model
Adapted from Matt Church NEXT





By the time it takes you
to read this
Your voter will have
decided whether to read
or toss your brochure …

Design your brochure to be read.

Principles of an effective flyer



FRONT of Leaflet Include:

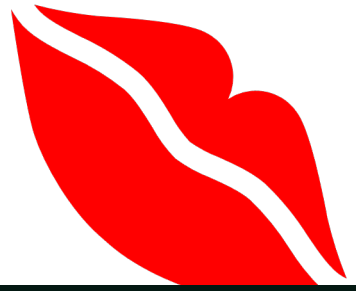
- ✓ Headline, two or three lines of text (no more) – 20 words.
- ✓ Key details about the candidate
- ✓ Highly visible campaign slogan, your promise
- ✓ Tell them what you want them to do CTA
- ✓ Make an impact with your photo, sans-serif large font, colourful, brand, emojis personality!

Make the reader curious to turn over to read more with a question



BACK of leaflet Include:

- ✓ Additional key messages (keep it short. 3-4 sentences, no more)
- ✓ Reflect your 300 word statement
- ✓ Use dot points (3 of less than 20 words)
- ✓ Give link to more info. QR, Phone, email, Facebook, web, Instagram
- ✓ KISS (translated?) bacio



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PREFERENCING Basics

Understand

- Preferential voting applies in Victorian Council elections.

Plan

- Your strategy (get advice)
- Decide if you will preference or not?
- Understand who you will preference next and last
- How will you tell voters?

Deliver your 'ask' to voters

- Ask for their No. 1
- And, if not, their No. 2!





1





Turn Up

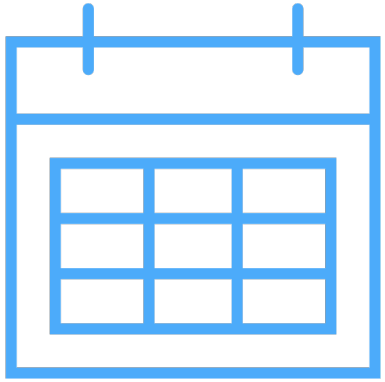
Be respectful

Get support

Pace yourself



Campaign Trail – actions



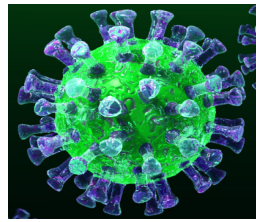
1. Launch
2. Get your message out
3. Meet people
4. Comply with the rules
5. Promote yourself – especially when the postal ballots go out
6. Manage the risks
7. Plan your rest, eat, hydrate & practice self care
8. Stay safe



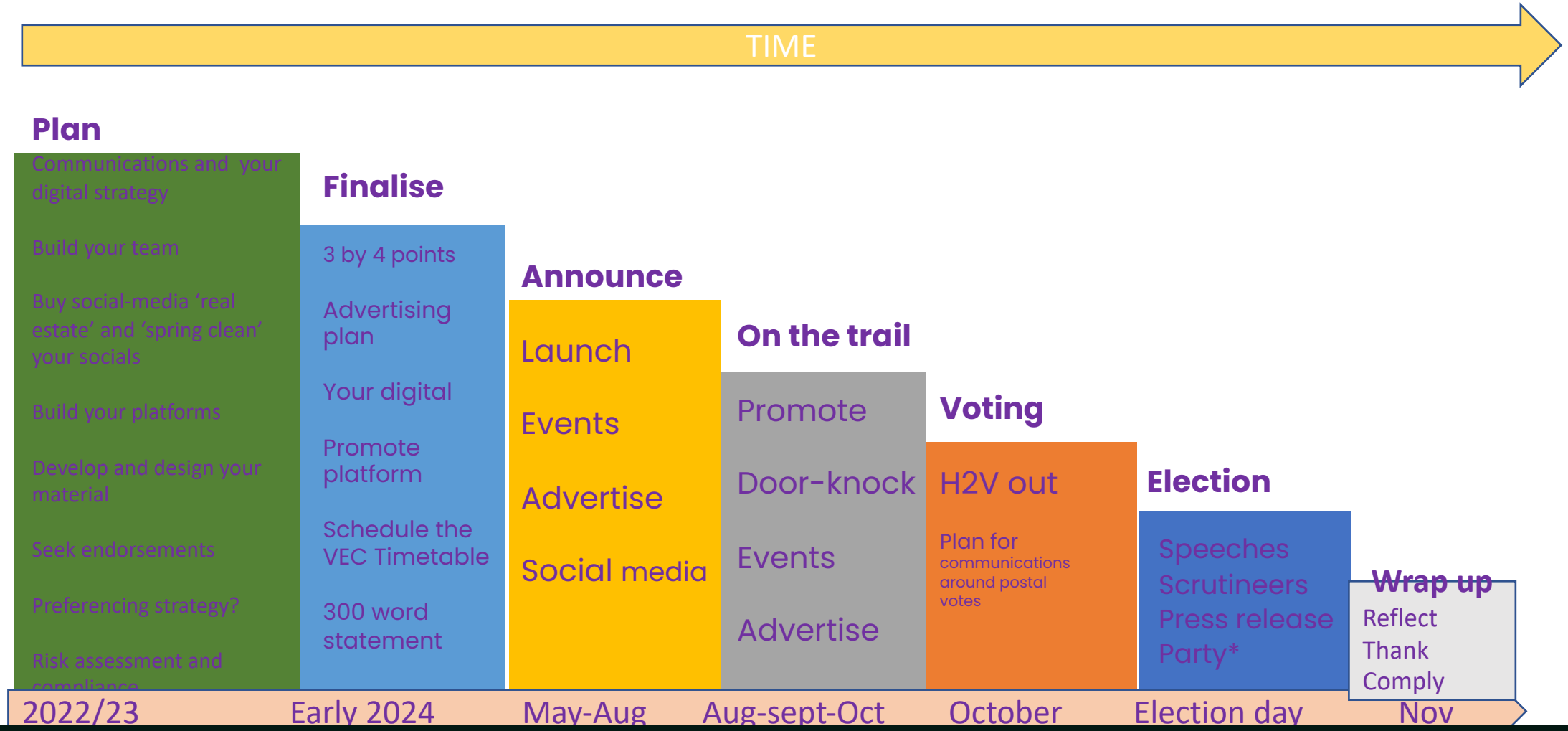








Countdown to E-day



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Following the election

Wrap up

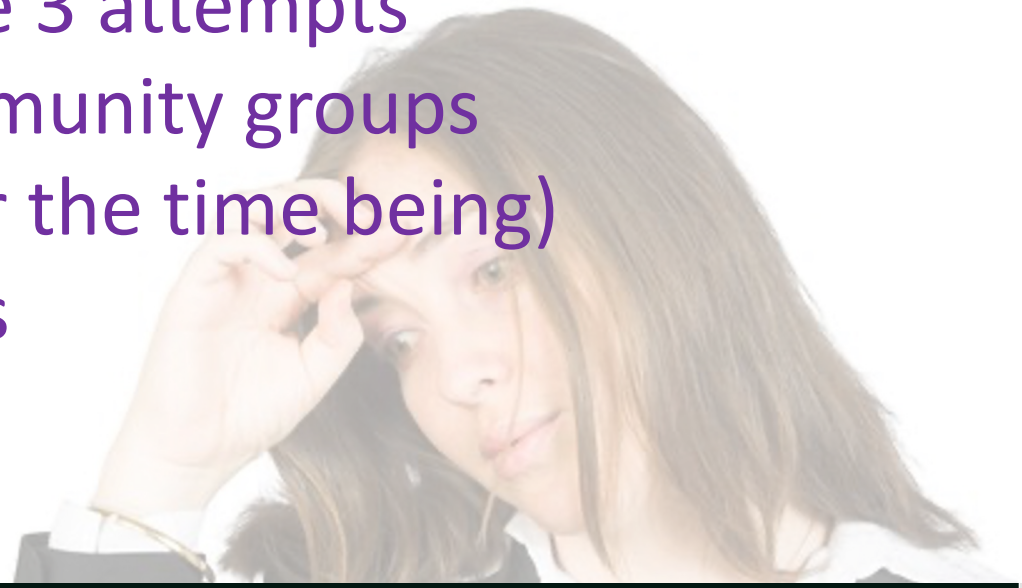
- Take down all your election paraphernalia
- Thank people by letters, in person or on social
- Close your finances off
- Meet VEC post-election reporting requirements

Reflect

- What did you learn about yourself and your community?
- What wins did you achieve for the issues you campaigned on?
- What did you do well?
- What would you do differently next time?

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

- Reflect. Recover. Reassess
- Consider how you went on your campaign goals
- Document and celebrate your wins
- Use your profile to continue agitating for change
- Plan for next time…it takes on average 3 attempts
- Keep in touch with supporters & community groups
- Update your socials (or close them for the time being)
- Apply your skills on others' campaigns
- Take a well-earned holiday
- Congratulate yourself for stepping up!



You got elected!

- ✓ Understand your governance obligations , complete the induction training
- ✓ Get support and consider hiring a councillor coach or mentor
- ✓ Manage your time to get some life/health balance
- ✓ Get better at debating and public speaking
- ✓ Stay connected with other women councillors, community leaders
- ✓ Stay true to your values, purpose and back yourself when challenged.
- ✓ Leave the systems better than you found it for women
- ✓ Go out and change the world for the better with your power!



After tonight

- *Take small steps - do one thing every day*
- *Stay focused on your purpose*
- *Continue to support the changes you seek*
- *Stay connected in the WLL Facebook group,*
- *ASK for support*
- *If not you or now, support another woman to stand. Share your experience and knowledge*

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For more information visit:

communitydirectors.com.au/training/women-lead

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