

Women Leading Locally

Masterclass #3: 16th August, 2023

Successful Election Campaigning for Local Government, Part 1

With Licia Heath, CEO Women for Election, and Jenny O'Connor 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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DAVE SHARMA
Tim Murray
Vote 1
Licia Heath
Independent
Labor for Wentworth


sky NEWS LIVE
BONDI, NSW
SPEERS
COUNTDOWN TO WENTWORTH BY-ELECTION
AT LEAST 19 KILLED AND OVER 37 HO


DON'T GET MAD

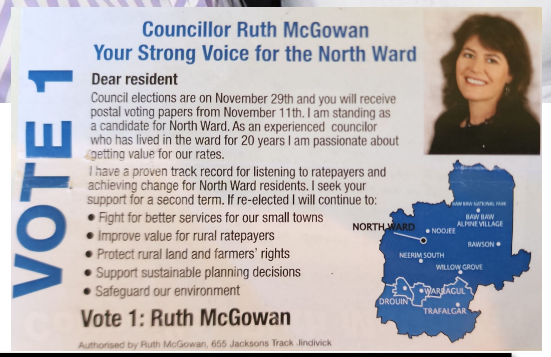

Vote 1
Licia Heath
Licia Heath is Wentworth
Independent
SHAYNE HIGSON
YOUR LIFE


EXECUTIVE COUNCIL OF
NEW SOUTH WALES JEWISH BOARD OF DEPUTIES
NEW SOUTH WALES
JEWISH
BOARD OF
DEPUTIES

Ruth's Political Journey

- First elected to Council in early 2007 via a by-election (8 men, 1 woman)
- Second election 2008 (4 women, 5 men)
- Helped to coordinate Federal and State campaigns since then























Jenny's Political Journey



Jenny has campaigned extensively as a candidate in Local, State and Federal government elections.

- Elected for 3 terms as a Councillor (2012, 2016, 2020)
- Served as Mayor for 4 years
- 4 Federal elections as a Green (2004, 2010, 2013, 2016)
- 2 State elections as a Green (2010, 2014)
- 1 State election as an Independent candidate (2018)



No more Lord's Prayer recited at Indigo Council meetings

By Shana Morgan
November 20 2016 - 10:00am | 0 Comments

INDIGO SHIRE COUNCIL











WHY POLITICS?



When you hear the word ‘politics’ what do you think of?

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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

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WOMEN ARE UNDER-REPRESENTED AT EVERY LEVEL OF GOVERNMENT



37% across State & Territory assemblies



44% in Federal Parliament



38% in Councils across the country

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Women's representation on Australian Local Councils

#SheStands #LocalGovernment #WomenOnCouncil #ElectHer #GoWomenLG #CallHerCr #MadamMayor

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AUSTRALIAN LOCAL GOVERNMENT WOMEN'S ASSOCIATION



50.2 %

of Australia's population are women

38.7%

Women's average representation across six states and the NT

2022

Vic 2020 = 43.8%
Tas 2022 = 42.5%
WA 2021 = 40%
NSW 2021 = 39.5%
QLD 2020 = 37%
SA 2018 = 35.4%
NT 2021 = 33%

Victoria Leads Australia



537

No. of councils across Australia



Representation

Councillors are predominantly male, older and from an Anglo cultural background
More diversity is needed from First Nations women, younger women and those identifying as LGBTIQ+ or disabled.



More Information

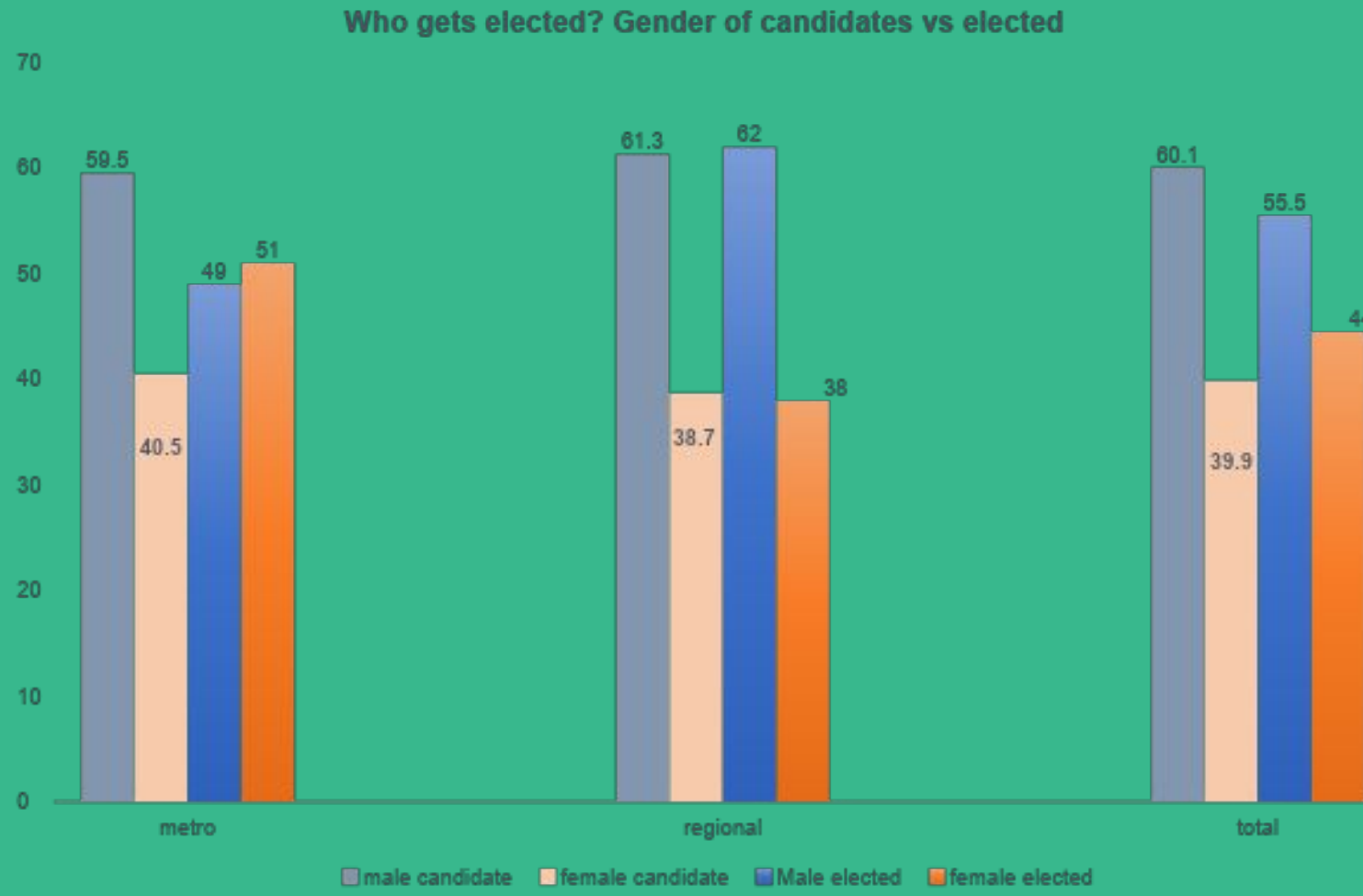
Aust. Local Gov Womens Asstn
Women For Election

Developed by Ruth McGowan with data sourced from ALGWA and ALGA (Updated April 23)

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+**



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

WORLD ECONOMIC FORUM – OUR GENDER SCORECARD

Economy Profile

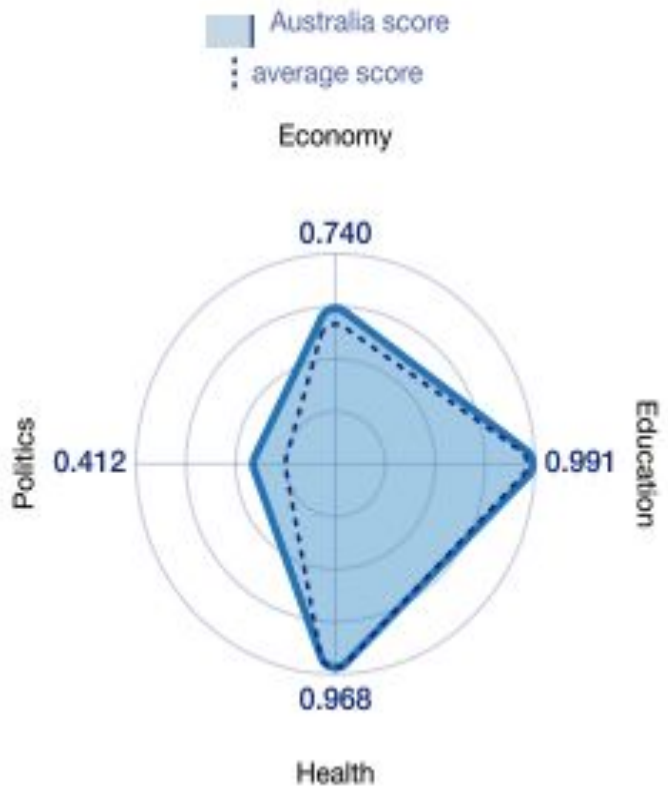
Australia

Score
(imparity = 0, parity = 1)
0.778

Rank
(out of 146 countries)
26th

Index Edition
2023

Global Gender Gap Index 2023 Edition



Overview

Index and Subindex	2023 Score	2023 Rank	2022 Score	2022 Rank
Global G[Zoom out]dex	0.778	26th	0.738	43rd
Economic Participation and Opportunity	0.740	38th	0.741	38th
Educational Attainment	0.991	78th	0.985	87th
Health and Survival	0.968	89th	0.968	90th
Political Empowerment	0.412	29th	0.258	50th

WHAT WE'VE COVERED SO FAR…..

- **MASTERCLASS #1: Power Up Your Community Leadership**
- **MASTERCLASS #2: Governance: Roles and Responsibilities of being a Councillor in Victoria**
- **MASTERCLASS #3: Let's Get Elected!!!!!**

CANDIDATE OBLIGATIONS



CHECK
The Rules

- **Eligibility**
- **Nomination dates**
- **Do you need to register?**
- **Reporting obligations**
- **Authorising**
- **Conflict of Interest**
- **Probity systems**
- **VEC Candidate Handbook**

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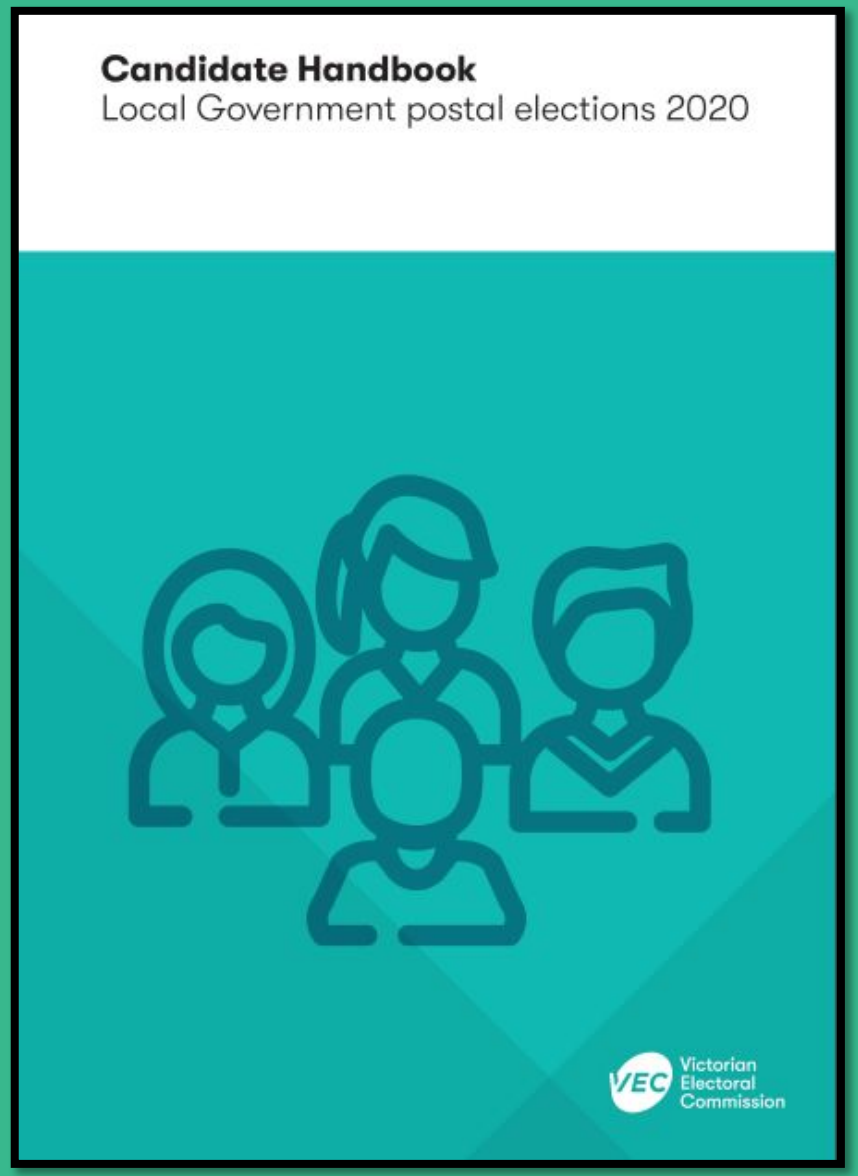
The golden rule

Check the rules!

Read:
VEC Candidates' & Scrutineers' Handbooks



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Politics is a competition; a contest of ideas



Image: Australia vs France, FIFA World Cup 2023

To succeed, you need to be:

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

We want to help you get Campaign Fit!

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THE BASIC BUILDING BLOCKS OF A CAMPAIGN

Build your campaign from the foundations up

1. Get started

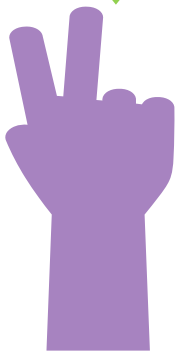
Plan
Prepare
Processes





2. On the Trail

Running





3. Finish strong

E-day and beyond





Part 1

Prepare To Run

The role

Why run?

The numbers

Skills audit

Build processes
- Team
- Finance
- Time
- Risks
- Communications

Actions

01

02

03

04

05

06



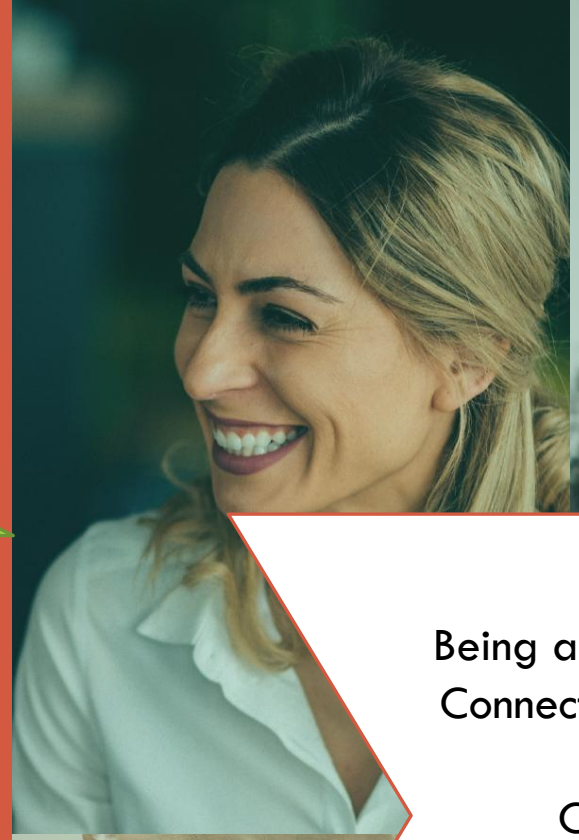


The impact you can have!

~~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.



What is the role?

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

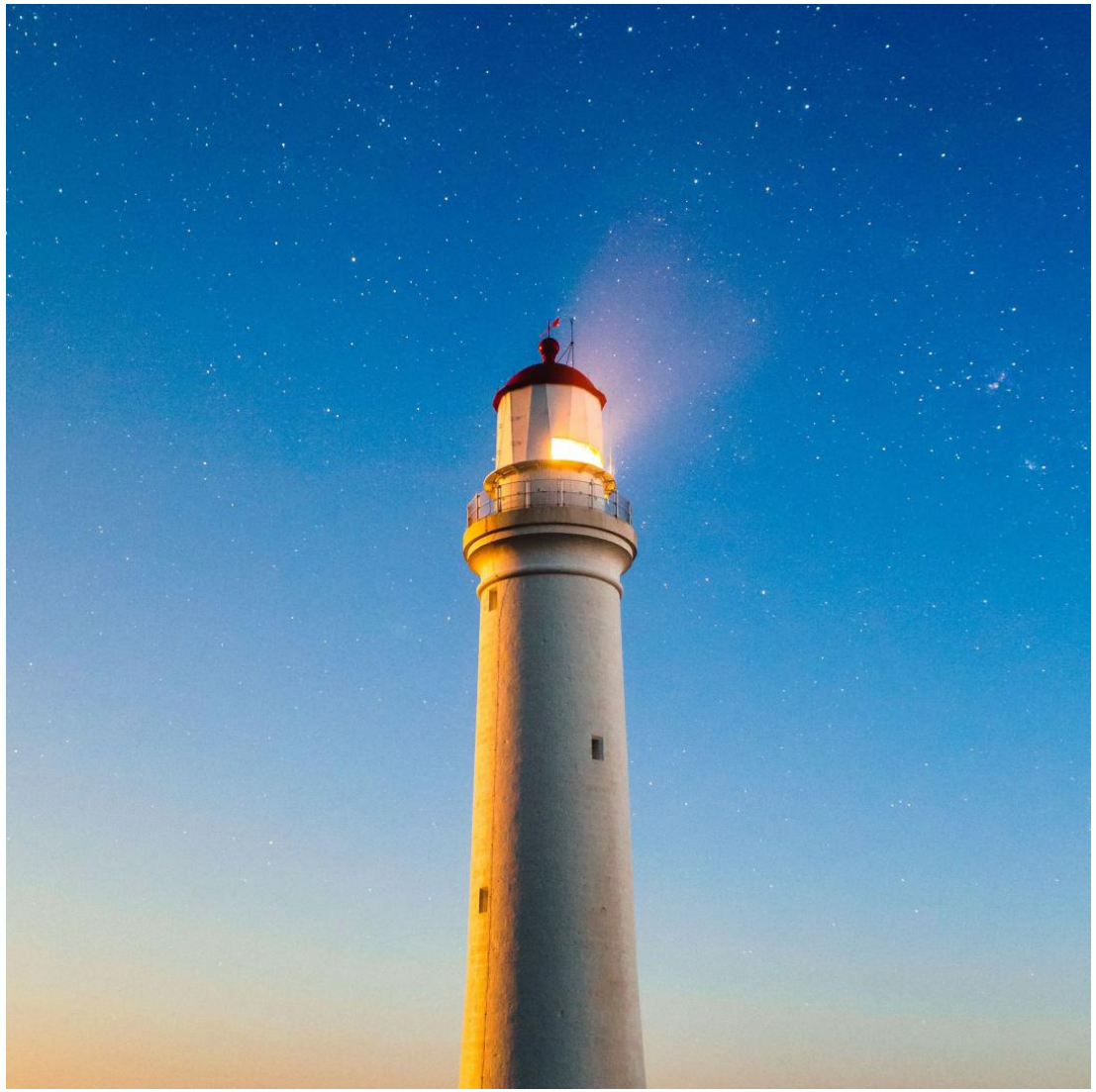
Action:

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

What is your purpose?

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

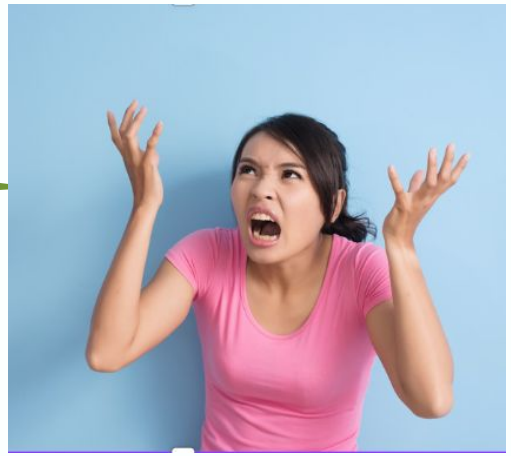
Julia Gillard AC



Three reasons people may stand for office

Cranky

About something





Care

About a cause



Career

The political path

What do you want to change?



✔ Council Integrity?



✔ Community issues?



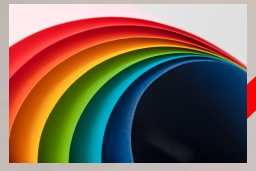
✔ Local sustainability issues?



✔ Infrastructure (childcare, arts centre, pool)?



✔ Drive policy & legislative change?



✔ Better finanancial mgmt?



✔ Diversity and equality?

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



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

I am standing for

Council because . . .









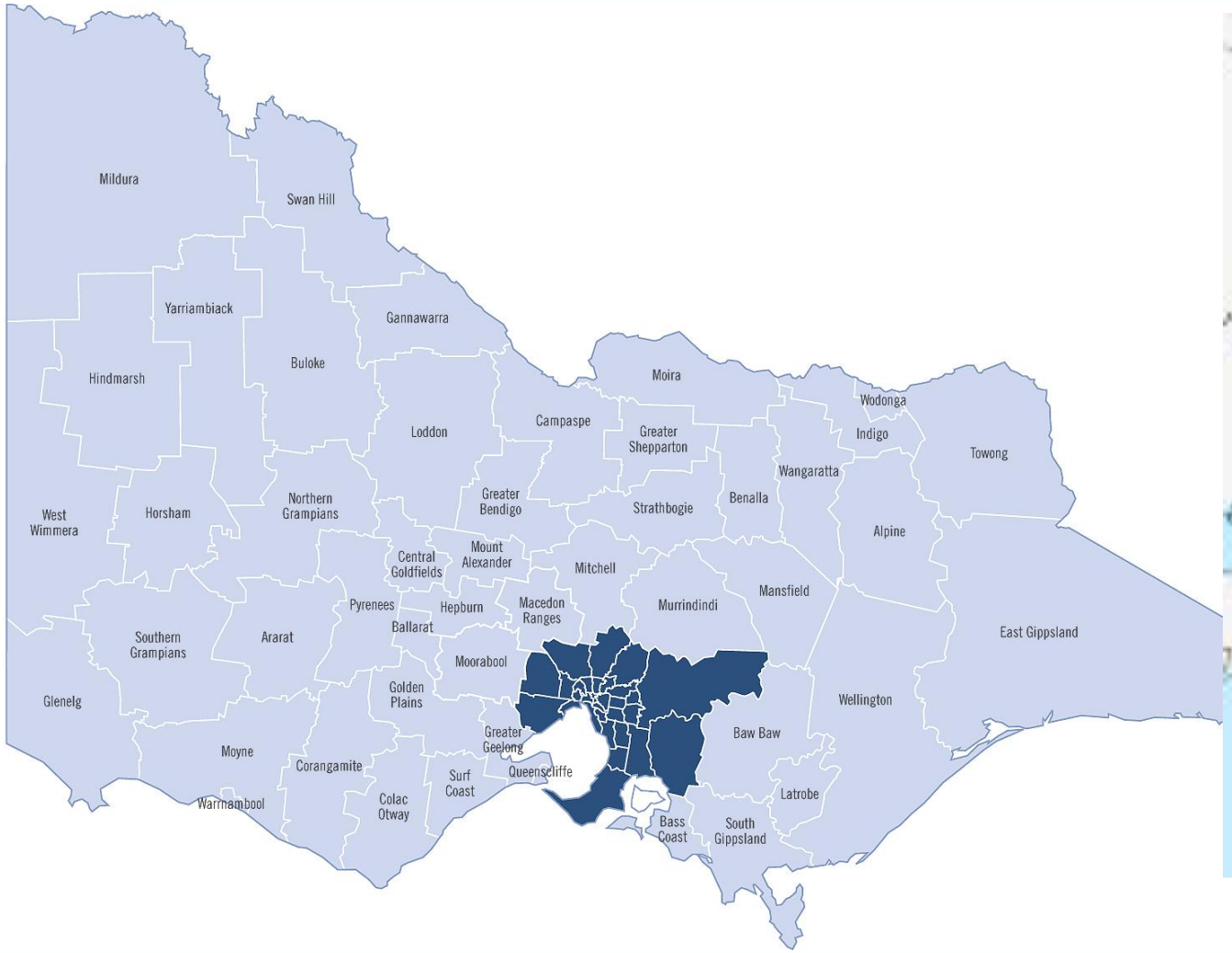
What's your elevator pitch?
BREAK-Out



"I am standing for Council because….."

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

In 25 words or less!





Do you know the details of your LGA?

https://www.vic.gov.au/know-your-council

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
- Understand the numbers and what it will take for you to get elected





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

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?

Build your foundational processes

INCOMING

For example:

- Email requests
- Donations
- Volunteers



OUTGOING

For example:

- Communications
- Compliance report
- Event invitations

Strong infrastructure makes a good campaign



Finances

- Implement systems

Manage donations, and reporting campaign finances

- Comply with electoral procedures

On VEC funding rules, reporting, conflicts and disclosures

- Consider funding

Manage donations, consider public funding opportunities

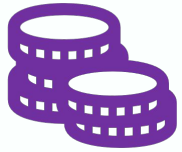
	Month 1	Month 2	Month 3	Month etc.
INCOMING				
Personal contribution				
Donations				
OUTGOING				
Digital - Social media & IT				
Advertising (online traditional)				
Print (Flyers, posters etc)				
Merchandise (t-shirts, pens etc)				
Events				
Bulk mail				
Other (Nomination fees etc)				
All Expenses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

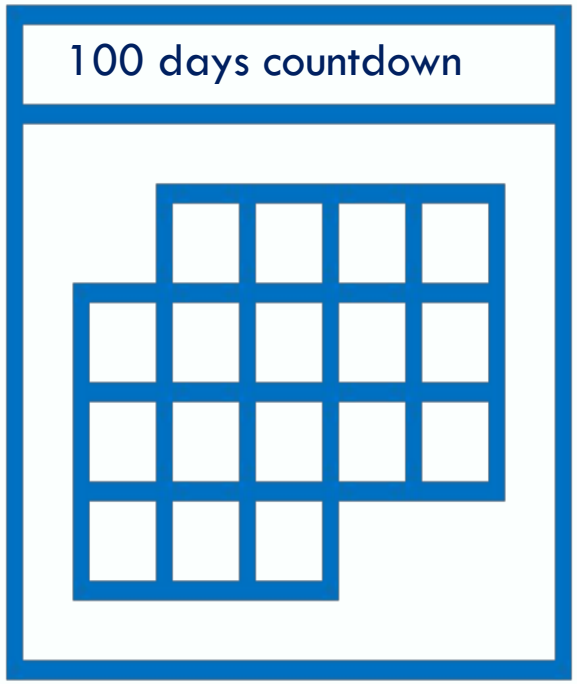
Fund-raising

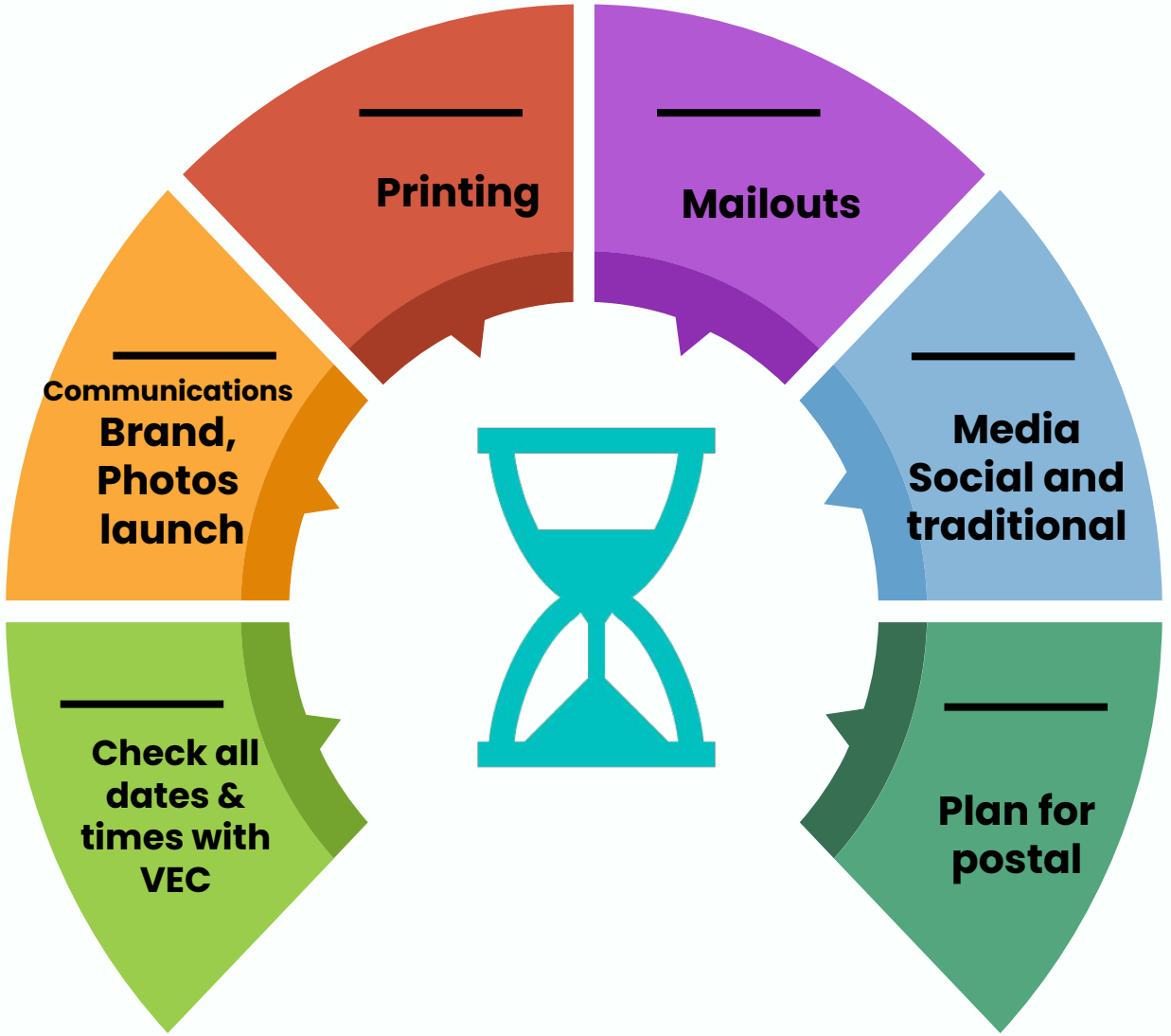


- $ Have a fundraising goal (from your budget)
- $ Make it easy for people to donate (quick, simple)
- $ Tell them what you will do with their $
- $ Keep it fun!
- $ Consider on-line events as well as in-person
- $ Be innovative, sell something unique for your cause
- $ Comply with your obligations!
- $ 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!

Plan your time







Note the time of crucial dates

The 3 components of your communications

Capability and Capacity

Campaign Messages

Consistent Brand

Try this with an AI Text summarising tool



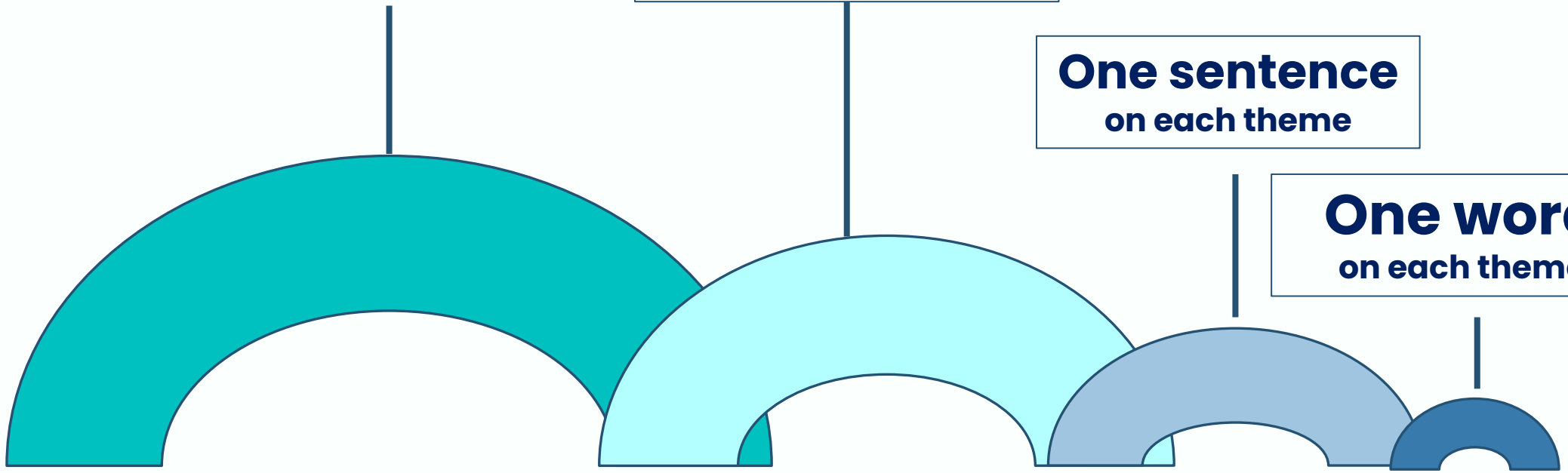
The 4 by 3 tool

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

Good for

- ✔ Advertising
- ✔ Profile
- ✔ Connection
- ✔ Surveys

NB: Check authorisation process required to advertise

TRY:

- Google ads
- Google Alert
- URL enabled Chatbot

Google

What comes up when you google yourself?

Influence

WeChat

LinkedIn

TikTok



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



Time for some...

REFLECTIONS & QUESTIONS

What is your take-away from tonight's Masterclass and what is your next action?

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After tonight...

- Take small steps - do one thing every week
- Stay focused on your purpose
- Continue to support the changes you seek
- Post your progress in the WLL Facebook group
- Prioritise attending every WLL Masterclasses
- ASK for support
- Share your experience and knowledge

- Complete the survey via QR code

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