

# Getting Elected 2021

Campaign 101


Preferences are everything

– Tony Perrott





# House of Representatives (Federal Parliament)

- 1. How many votes do you need?
    - Winning on first preferences
    - Winning on preferences
  - 2. Finding the relevant statistics
    - What the numbers mean
    - How this research can inform your campaign
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# 1. How many votes do you need?

- The average division (electorate) in Federal house of reps has about 100 000 formal votes.
- A candidate who gets 50 001 first pref votes is elected
- In 2019, of 151 electorates, only 46 candidates achieved more than 50% of the primary vote.
- 22 LIB, 5 NAT, 4 LIBNAT, 14 ALP and 1 IND (Andrew Wilke)

# Winning from in front or coming from behind

- If no candidate gets across the line with first prefs, the count goes to preferences
- 94 candidates won from the front when counting went to prefs
- 11 candidates came from behind (10 ALP defeated LIBs who had started with more 1<sup>st</sup> prefs, and 1 IND (Helen Haines))

# Andrew Wilke won from 3<sup>rd</sup> in 2010

- Primary vote
- ALP (35.8%) LIB (22.7%) IND (21.3%) GRN (19%) others ( )
- Weaker candidates were excluded, prefs distributed, so that it becomes a 3 horse race
- ALP (43.7%) LIB (24.4%) IND (31.9%)
- Andrew Wilke went on to win

# So, how many votes does an Independent candidate need to win?

- Get more than 50% of 1<sup>st</sup> prefs, You Win! or
- Be leading after 1<sup>st</sup> prefs, 90% chance of winning, or
- Keep the LIB member to less than 42% 1<sup>st</sup> prefs and poll more than 32% yourself, or
- Be in a strong position in a 3 horse race.

## 2. Finding the relevant statistics

Look for data for your electorate

- The AEC website
- The ABC election website
- Wikipedia!
- Antony Green blog!
- Anecdotes from trusted sources!

# ABC Election website

- <https://www.abc.net.au/news/elections/federal/2019/guide/indi>
- Results for 2019 election
- Bio on each candidate
- Heat map
- <https://www.tallyroom.com.au/archive/aus2019/indi2019>



# results.aec.gov.au

- This takes you to the tally room archive
- Click 2019 and results by division
- <https://results.aec.gov.au/24310/Website/HouseDivisionPage-24310-218.htm>

Go deeper down the rabbit hole!

- Results by booths, postal, PPVC and ordinary votes

# More results from AEC

- Official AEC Tallyroom archive for any year then any division

<https://results.aec.gov.au>

- Eg 2010 Indi, showing a downward trend for LIB vote

- <https://results.aec.gov.au/15508/Website/HouseDivisionFirstPrefs-15508-218.htm>

# Know your numbers

- Know your electorate's major population centres,
  - Polling booths and PPVC
- Where do LIBs do better, where do Greens do better?
  - Some state divisions will overlap the federal division
  - Benambra results on the VEC website
  - <https://www.vec.vic.gov.au/results/state-election-results/2018-state-election>

# Key points for Independents to take away

- Aim for minimum 32% of the total 1<sup>ST</sup> Pref votes and take the vote into a count of 2<sup>nd</sup> preferences
- Must campaign early and campaign hard to catch early votes at PPVC and postal (over 50% of total vote)
- If the voter doesn't promise you 1<sup>st</sup> pref, get their 2nd pref