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
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 1st prefs, and 1 IND (Helen Haines)
Andrew Wilke won from 3\textsuperscript{rd} 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

- Results for 2019 election
- Bio on each candidate
- Heat map
results.aec.gov.au

- This takes you to the tally room archive
- Click 2019 and results by division

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

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
Key points for Independents to take away

• Aim for minimum 32% of the total 1st Pref votes and take the vote into a count of 2nd 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 1st pref, get their 2nd pref