



GETTING ELECTED 2021

THE FIRST NATIONAL CONVENTION FOR
COMMUNITY-MINDED INDEPENDENTS

PARTICIPANT PACK



26 - 28 FEBRUARY 2021 • ONLINE
[COMMUNITYINDEPENDENTS.COM.AU](https://communityindependents.com.au)

[#gettingelected](https://twitter.com/gettingelected)

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HELP DESK

Across the weekend we'll be jumping from one Zoom meeting to the next. If you run into any trouble, you can contact our helpdesk:

- Phone in:
Sue Gold 0411 094 165
Tammy Atkins 0419 751 651

- Visit in Zoom:
Use this link: <https://us02web.zoom.us/j/4173691200>

Or go to [Zoom.us](https://zoom.us), click 'join a meeting'. Use Personal Meeting ID: 417 369 1200, click 'join' or 'join a meeting'.
Use ID: 417 369 1200. Click 'launch meeting'.

WELCOME

Welcome to the first National Convention for Community-minded Independents.

What do you think of when you describe yourself as a supporter of community-minded independent politics? Are we people who don't want to belong to an established party? Are we mavericks with a community-led agenda? Are we fed-up with our electorate and our communities being ignored, and ready to take action?

In some ways we could be all of these things. Of the thousands of people I've spoken with over the years, I find that most often we are people expecting higher standards from our political leaders and looking for ways to have a meaningful voice and shape better outcomes for our communities and our country.

The rising interest in community independents isn't surprising given the ongoing disillusionment with Australian politics.

Trust is such a precious commodity in our politics, and it comes from respect.

Increasingly, people want and expect better from their elected representatives. That's a key reason we're seeing more community leaders step forward as candidates and campaigners and an increasing number of people coming together to create community 'voices' groups.

When planning for this convention began, we were determined and ambitious to do something to help propel the groundswell of interest in independents running for office and to encourage people to rise to the challenge.

We wanted the convention to be practical, hands-on, provide effective solutions and positive ways forward, and we've gathered a treasure-trove of talent.

This weekend's contributors include current and former independent federal and state members of parliament, candidates, campaign managers, and behind-the-scenes supporters.



By using [Padlet](#) and [Facebook](#), you can take up the unique opportunity to begin networking, sharing skills, knowledge, and experience and learn more about how community independents can change Australia for the better.

Saturday night is a special opportunity to connect locally and while talking is important, action is essential if we are to be the change we want to see in our political system.

Ring your friends and like-minded colleagues and invite them to join you in person or online this Saturday and reflect on the convention's proceedings and plans to get a community-minded independent elected in your area.

As you come together over food and drinks, I encourage you to enjoy a robust discussion around what you have heard and what's inspired you. Start to plan your next steps.

In this pack, you will find all of the information you need to participate in the convention. With the exception of three workshops on Saturday, there is one main Zoom link that will give you access to all the sessions. Details for our help desk are on page one of this pack.

While it is possible to move in and out of the convention, we'd be grateful if you would log into sessions at least ten minutes before they are scheduled to begin.

My sincere thanks go to our speakers, panelists, and presenters. Your generosity in sharing your learnings, ideas, and inspiration is much appreciated and fits with the spirit of community-mindedness.

And to the organising group who have donated hours of professional time and freely shared skills and experience - thank you: Alana Johnson AM, Jill Briggs, Virginia Eckels, Cynthia Mahoney, Ruth McGowan OAM, Tammy Atkins, Sue Gold and Tina Jackson.

Cathy

Cathy McGowan AO
Convenor and host



DAY 1 | FRIDAY, 26 FEBRUARY 2021

WELCOME, OVERVIEW AND CONNECTIONS

5.30pm*	Zoom Convention and Zoom help open Attendees register their Acknowledgement of Country	
5.50pm	Jill Briggs, emcee WELCOME AND HOUSEKEEPING	
6.10pm	Cathy McGowan AO OPENING ADDRESS <i>The story of a successful candidate and the three elements of success: the candidate, the campaign, and the community</i>	<u>MEETING LINK</u> https://us02web.zoom.us/j/85056576877
6.30pm	Alana Johnson AM and Tammy Atkins NETWORKING	
7.30pm	Jill Briggs WRAP UP	

*All convention times are Australian Eastern Daylight Time
(AEDT) - the time it is in Victoria, NSW and Tasmania

A significant incentive of attending any convention or conference is the chance to meet face-to-face with others who share a common interest. Due to COVID-19, this year's convention is online and we have designed some online networking opportunities.

1. Be part of Friday night's networking session. Meet like-minded people from across Australia in a series of short, small breakout room conversations. These will be fast and fun!
2. See where everyone is from on the Padlet.
Click on this link: <https://padlet.com/cathyindigovalley/udnd5f9xtx78uke>
You'll be taken to a map; click on the pink + button in the right-hand corner. Add your details and explore who else is attending the convention. Only people who have registered for the convention are invited to view this page.
3. Follow-up your conversations in the Private Facebook Group. Only Convention attendees are part of this Group www.facebook.com/groups/gettingelected

DAY 2 | SATURDAY, 27 FEBRUARY 2021

KNOWLEDGE AND ACTION

9.15am*	Zoom Convention and Zoom help open Attendees register their Acknowledgement of Country	<u>MEETING LINK</u> https://us02web.zoom.us/j/85056576877
9.30am	Jill Briggs, emcee HOUSEKEEPING AND OVERVIEW	
9.40am	Cathy McGowan AO WELCOME	
10.00am	KEYNOTE ADDRESS DR HELEN HAINES MP INDEPENDENT FEDERAL MEMBER FOR INDI <i>Being community independent-minded: the why, what, how, when and where</i>	

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Cathy McGowan AO
Community champion and former independent Member for Indi

In 2013, Cathy broke the Liberal/National Coalition's hold on the seat of Indi, successfully becoming the first independent member for the north-east Victorian electorate. Author of "Cathy Goes to Canberra," she is convenor and host of the convention organising group.



Dr Helen Haines MP
Independent Federal Member for Indi

In May 2019, Helen made history by becoming the first independent federal parliamentarian to succeed another in the same electorate since Federation in 1901. With a doctoral degree in medical science and background in epidemiology and public health, Helen is a nurse, midwife, teacher, and academic. Helen is a community independent politician with a commitment to action on climate change, integrity, regional Australia and the revitalization of our democracy.

DAY 2 | SATURDAY, 27 FEBRUARY 2021 MORNING

11.00am

TWO-PART CONCURRENT WORKSHOPS

CANDIDATE WORKSHOP

With Ruth McGowan OAM

This workshop is for prospective candidates

MEETING LINK

<https://us02web.zoom.us/j/89276615374?pwd=dzRpWXM4YkllaExENmRXN2Y3MO5pQT09>

Prospective candidates are invited to join Ruth McGowan OAM to hear real advice from experienced candidates about what it takes to be a confident, competent and capable contender and the 'star talent' of your contest.

Learn how to leverage your skills and networks, build a top team, master the media, boost personal resilience and manage risks. Hear tips for dealing with the inevitable challenges on the campaign trail.



Ruth McGowan OAM authored *Get Elected: A Step-by-Step Campaign Guide to Winning Public Office*. Ruth is a skilled and experienced facilitator and will be managing the candidate workshop. Through her business and with other partners, Ruth has delivered more than fifty *Get Elected* workshops across Australia and has supported thousands of people to stand for election.



Licia Heath is CEO of Women For Election Australia, a non-partisan group committed to increasing the number of women in office at local, state and federal levels. She has run as a federal candidate and has led social change campaigns in her community. Licia is passionate about encouraging women from all different backgrounds to be positively engaged in the political process in Australia.



Ali Cupper MP is the first independent MP for the Victorian State seat of Mildura and a former Councillor. Ali is a seasoned campaigner with a clear focus on delivering for her electorate. She is resilient, persistent and like all successful independent politicians - highly strategic.

DAY 2 | SATURDAY, 27 FEBRUARY 2021 MORNING

11.00am

TWO-PART CONCURRENT WORKSHOPS

CAMPAIGN WORKSHOP

With Jill Briggs

This workshop is for participants who will be part of or managing a campaign

MEETING LINK

<https://us02web.zoom.us/j/84783474991>

Meeting ID: 847 8347 4991

The first workshop, Campaign 101, will include three experts who will share information about campaign fundamentals – campaign teams and roles; electorate numbers and knowing the reality, and; election booths and why they are important.

Campaign 201 is a deeper dive into Campaign management and will include experts who will share their wisdom about communication, resources and risk management. Participants will be encouraged to reflect on their learnings and build their campaign plans.



Jill Briggs is the Executive Director of Affectus, a company committed to making a difference through developing leaders. She is most happy when working with groups of people who wish to chart a future course. She is a skilled, experienced and high-energy workshop facilitator.



Phil Haines is a founding member of Voices For Indi and the Indi independent campaign's campaign manager / director for the 2013, 2016, and 2019 Federal elections.



Tony Perrot ran the numbers for the Indi campaigns and explained how preferences really work to make winning possible.



Dr Rowan O'Hagan is a founding member of Voices For Indi. She designed and managed the rosters, staffing and volunteers handing out 'how to vote cards' for the 96 voting booths in the 2013, 2016, and 2019 Indi elections for the two independent candidates.



Dof Dickinson was integral to creating the highly successful messaging and branding for the 2019 Warringah campaign. Dof will share her insights on getting the messaging right for an independent election campaign.

DAY 2 | SATURDAY, 27 FEBRUARY 2021 MORNING

11.00am

TWO-PART CONCURRENT WORKSHOPS

COMMUNITY WORKSHOP

With Alana Johnson AM

This workshop is for participants keen to build momentum in an electorate to create political change

MEETING LINK

<https://us02web.zoom.us/j/88198852831?pwd=OEtOYXhkZXVvdKhpeUliTk90K0NVZzO9>

Meeting ID: 881 9885 2831
Passcode: 290383

The first workshop will focus on establishing a values-based community movement and generating inclusive and constructive community conversations. The second workshop is about identifying and selecting a community candidate and bringing people together in local activity hubs. Then hear how these actions can redefine the relationship between constituents and their elected representatives.



Alana Johnson AM is a social activist and change expert and is Chair of the Victorian Women's Trust and co-founder and past President of Voices for Indi.



Linda Seymour is an initiator of the We Are Hughes movement that aims to return respect, integrity, and trust to politics and strengthen participatory democracy in the electorate of Hughes.



Andrea Wilson is an architect, painter, parent, and active member of Voices of North Sydney.



Denis Ginnivan is a founding member and past President of Voices for Indi. He conducts the 'Voices For' project supporting the emergence of community democracy groups and community-selected independent candidates and their election campaigns.



Rob Carolane is the current Convenor of Voices for Indi which aims to strengthen active participation by the whole community in the processes of democracy and strive for the highest standards of political representation.

DAY 2 | SATURDAY, 27 FEBRUARY 2021 AFTERNOON

1:50pm

PANEL

PANEL 1

Why Bother? Being an independent in the current Australian Political System with Zali Steggall OAM MP, Rebekha Sharkie MP and Suzanna Sheed MP.

A discussion about the meaning and value of having and being community politicians and participatory democracy. What works, why, where are the wins? Stories of success, stories of challenges, and lessons.

MEETING LINK

<https://us02web.zoom.us/j/85056576877>



Zali Steggall OAM MP is the federal independent member for Warringah. She has made her mark in Parliament and the country and is currently challenging the Government on its lack of climate policy by introducing the people's Climate Change Bill in March 2020.



Rebekha Sharkie MP is the federal member for Mayo and a member of Centre Alliance. On the crossbench, Rebekha is a champion for all issues impacting regional and rural communities and is a strong voice on justice around social security, education, age care, and for young people and refugees.



Suzanna Sheed MP is the independent member for the Shepparton District in the Victorian Legislative Assembly. She has secured millions of dollars for her electorate including \$356.5 million to upgrade the Shepparton train line, \$170 million for Goulburn Valley Health, \$10.2 million for a Shepparton Bypass route, \$10 million for a new Shepparton Art Museum, plus \$21.5 million for the Shepparton Education Plan

DAY 2 | SATURDAY, 27 FEBRUARY 2021 AFTERNOON

3.30pm

PANEL

PANEL 2

Stories from the hustings; What does it take?
With Senator Jacqui Lambie, Judy Ryan, Jacqui Hawkins
and Tammy Atkins

A discussion about the benefits and challenges of community-minded independents standing for election and the diversity of outcomes. Stories from the campaign trail, lessons to be shared.

MEETING LINK

<https://us02web.zoom.us/j/85056576877>



Senator Jacqui Lambie is leader and founder of the Jacqui Lambie Network and a Tasmanian Senator. She believes it's time to get things done, no excuses and no pussy-footing around.



Judy Ryan - As a country woman living in an inner-city, Judy used the electoral system to determine and secure community support for a medically supervised injecting room.



Jacqui Hawkins stood as the independent candidate for the Victorian Legislative Assembly seat of Benambra. Jacqui has worked as an electoral officer for a number of independent members of Parliament and is an advisor in the office of Suzanna Sheed MP.



Tammy Atkins is a former founding member of Voices For Indi and is a Managing Director of It's On Purpose. She works with businesses and not-for-profits to apply business and finance skills to solve social, enterprise and community challenges. She has run as an independent candidate for the Victorian state seat of Murray Valley.

DAY 2 | SATURDAY, 27 FEBRUARY 2021 AFTERNOON AND EVENING

4:45pm	Jill Briggs and Cathy McGowan AO WRAP-UP	<u>MEETING LINK</u> https://us02web.zoom.us/j/85056576877
5:00pm	Day two close	

NETWORKING DINNERS

We appreciate it's been a big day, yet we encourage you to host a networking dinner on Saturday night, in person or online.

This is an opportunity to get together with your mates or team and reflect on the information and ideas you've heard today. Consider the actions you can take to get a community-minded independent elected in your area, or to create a 'voices' group if you don't already have one.

As the saying goes, a goal without a plan is just a dream -- so let's get planning!

“

The community took a huge risk in voting for me. However, today it feels less risky to vote for an independent and more like a sane, sensible alternative. Independents get things done. Independents deliver.

*- Cathy McGowan AO
In her valedictory speech, 2019*

”



DAY 3 | SUNDAY, 28 FEBRUARY 2021

NEXT STEPS

9.15am*	Zoom Convention and Zoom help open Attendees register their Acknowledgement of Country
9.45am	Cathy McGowan AO WELCOME, RECAP, TODAY AND ANY HOUSEKEEPING
10:00am	KEYNOTE ADDRESS PROFESSOR KERRY N PHELPS AM <i>Seven months that changed Australia: The role of people, preferences, politics, and power in Wentworth from October 2018 – May 2019</i>

MEETING LINK

<https://us02web.zoom.us/j/85056576877>

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PROFESSOR KERRY N PHELPS AM
FORMER INDEPENDENT MEMBER FOR WENTWORTH
COUNCILLOR, CITY OF SYDNEY

Dr Phelps' arrival in Canberra as the member for Wentworth in 2018 was the culmination of 20 years of activism and advocacy. Kerry N is one of Australia's best-known doctors and public health and human rights advocates. The Sydney-based GP and former President of the AMA is a Councillor for the City of Sydney.

“

For Aboriginal leaders, the social and moral obligation that comes with community leadership is life-long. Those who lead, who have authority, must care for and look after those who come behind.

- Patrick Dodson (1948-)

”

DAY 3 | SUNDAY, 28 FEBRUARY 2021

11:00am

ACTIVIST CONVERSATIONS

MEETING LINK

<https://us02web.zoom.us/j/85056576877>

Activist conversations are a suite of seventy-minute dynamic, interactive, small group sessions designed for connection, conversation and action planning. Each conversation will be managed by a leader.

What is the purpose of the activist conversations? The activist conversations bring smaller groups of people together around a specific topic of interest that each group can then discuss and explore in-depth. The aim is for you to leave with deeper knowledge, connection with others interested in similar issues, and to have had the opportunity to design the necessary steps to turn your ideas into action.

What you need to do before Sunday morning:

- Register your preference online <https://forms.gle/j4p43ELxSnHeX7mFA>

1. Move to action - explore Warringah's learnings	Join with others and discuss Warringah
2. Move to action - explore the Indi learnings	Discuss the experience of Indi and how to action something similar
3. Getting independents into the Senate	Build connections with people who are interested in what will it take and how can it be done
4. Building Independents CAN	Have you heard about Independents CAN? This is an opportunity to assist to build the concept
5. Making North Sydney independent	Perhaps you live there, perhaps you are interested - be part of the conversation about North Sydney
6. Making Wentworth independent	Perhaps you live there, perhaps you are interested - be part of the conversation about Wentworth
7. Making Hughes independent	Perhaps you live there, perhaps you are interested - be part of the conversation about Hughes
8. Where do I begin – moving to action	You're interested, you want to put your hat in the ring - let's discuss how to get started
9. Tackling the barriers to diversity	Discuss solutions about how to get through the barriers and start your action list
10. Getting independents into Local Government	Discuss the opportunity to be an independent in your Local Government Area
11. Voices for ... Making it happen nationally	Have you experienced or observed the "voices for" movement? How can it get national momentum?
12. Making Mackellar independent	Perhaps you live there, perhaps you are interested - be part of the conversation about Mackellar
13. Keeping it going ... developing the model for the next convention	Join with others to keep sharing information and building action for future conventions

DAY 3 | SUNDAY, 28 FEBRUARY 2021

12.30pm	Cathy McGowan AO NEXT STEPS, NEXT TIME AND FAREWELL	<u>MEETING LINK</u> https://us02web.zoom.us/j/85056576877
1:00pm	Convention close	

OFFERS

Our organising committee are professionals committed to helping drive their community and industries forward. They recognise that leadership at a grassroots level is crucial to the future of metropolitan, rural and regional Australia.

Keep an eye on our convention website to see the ways this team might help you and your supporters continue to drive community-minded politics.

Learn more on our website communityindependents.com.au

This convention is being delivered on a not-for-profit basis.



BEHAVIOURS AND EXPECTATIONS

Be sure to take responsibility for managing your energy and participation. We know people will need to come in and out at different times; that is fine, just do what you need to do.

Get your own professional advice

You should not act upon any information received in connection with the convention without seeking your own professional, legal or other specialist advice.

Respect everyone's privacy.

Being part of this event requires mutual trust. Authentic, expressive discussions make groups great but may also be sensitive and private. What's shared in the group should stay in the group.

No promotions or spam

Aim to give more than you take to this convention. Self-promotion, spam and irrelevant links aren't allowed on the Private Facebook Group or the Zoom chat.

Be kind and courteous

We're all in this together to create a welcoming environment. Let's treat everyone with respect. Healthy debates are natural but kindness is required.

No hate speech or bullying

Make sure everyone feels safe. Bullying of any kind isn't allowed and degrading comments about race, religion, culture, sexual orientation, gender or identity will not be tolerated.

'Likes' are not endorsements by the organisers

Views and opinions expressed in the Private Facebook Group do not necessarily represent those of the convention organisers and we are not responsible for the accuracy or reliability of information posted.

A special mention about privacy.

The Chatham House Rule applies to the chat, online and Zoom discussions between participants. It does not apply to the speaker or panelist presentations.

Under the Chatham House Rule, anyone who comes to a meeting is free to use information from the conversation but is not allowed to reveal who made any comment. It is designed to increase the openness of discussion.

Like most in-person conferences, you are welcome to quote presenters and panelists on social media. Do not photograph or quote convention participants or the Zoom chat discussions without permission.

In line with our [privacy policy](#), the [Padlet](#) and [Facebook Group](#) will be deleted on 31 March 2021.

Only participant first names and email addresses will be kept for the next convention committee. The remainder of the database will be destroyed after the convention. A full copy of the privacy policy is available at communityindependents.com.au

For the media

Members of the media are encouraged to identify themselves on Zoom by adding [media] to their Zoom tile. For example: *John Smith [media]* and to contact Cathy McGowan directly on 0418 326 960 for quote or access to speakers. If you cannot get through to Cathy, contact Sue at the convention helpdesk on 0411 094 165.

We reserve the right to remove participants from the convention if these behaviours and expectations are violated.

ABOUT ZOOM

ZOOM

We're using a video conferencing platform called 'Zoom'. Sign up to Zoom at zoom.us

- Test your Zoom before the workshops.
[Click here to run a test session.](#)
- Keep your camera on during our sessions as it is helpful to be able to see everyone, especially given one of the main aims of our convention is to connect and create networks.
- You may notice that you will be muted most of the time. If you would like to say something during the Q&A or in a session we invite you to put your hand up.
- Please feel free to use the chatbox for conversation, comments and questions.

Testing your Zoom

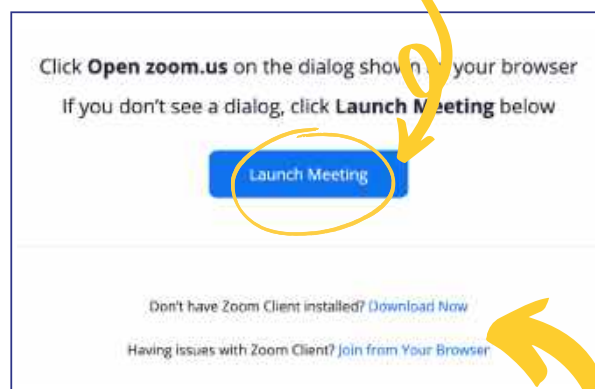
1. Click on this [Test Link](https://us02web.zoom.us/test) or type <https://us02web.zoom.us/test> into your browser.

A box will pop up, select 'Open Zoom.us'



If you already have Zoom on your computer you'll be automatically connected to the test session.

If the box doesn't pop up and you have Zoom on your computer select the blue 'launch meeting' button. You'll be connected to the workshop.



If the box doesn't pop up and you don't have Zoom on your computer select 'download and run Zoom'.

If you can't download Zoom, click 'join from your browser' to be connected to the workshop. If none of these options work, please contact our helpdesk.

OUR ORGANISING COMMITTEE

Cathy McGowan

Indi's first Independent. Cathy encourages people to turn up, speak up and step up to leadership.

cathymcgowan.com.au
0418 326 960



Ruth McGowan OAM supports local government leaders to excel. She is a skilled, Councillor-coach, author of Get Elected and is renowned for her engaging workshops for leaders on good governance, political intelligence and gender equality. Ruth is a co-founder of Honour a Woman and partners with Women For Election Australia to support more women to run for office.

ruthmcgowan.com
0431 664 693



Unlock high performance leadership through courageous conversations led by Cynthia Mahoney. Create a motivated and collaborative team culture that uncovers and celebrates the brilliance within each individual.

cynthiamahoney.com.au
0427 622 654

Tina Jackson

Tina is a leading member of the Warringah Campaign. She is committed to climate action and changing Australia for the better by electing community-minded independents.

0419 277 752
linkedin.com/in/tinajacksonoz/



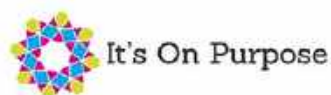
Jill Briggs and her team deliver programs and workshops that transform the leadership skills of participants. Her work spreads from national industry leadership programs to local community volunteer work.

affectusaus.com.au
0409 455 710



Alana Johnson AM is a changemaker, a pioneer of the rural women's movement, an activist for gender equality and a cofounder and past President of Voices for Indi. Alana is renowned for her public speaking and facilitating conversations that create pathways for change.

linkedin.com/in/alanatjohnson/
0427 624 214



Tammy Atkins and Sue Gold will help you effect change. Mentoring, tough conversations, strategic writing: we make the complex tangible and then work with you or your community - often applying business and finance skills - to bring your idea to life.

itsonpurpose.com.au
0411 094 165

North East Conference & Event Planners

Virginia Eckels is an event and meeting planner based in northeast Victoria.

0408 109 707
nemeet@bigpond.com



Thank you for joining us.

