

Campaign Resources – what do you need and how best to deploy?

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2013, 2016 and 2019

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Running, Standing and Sitting

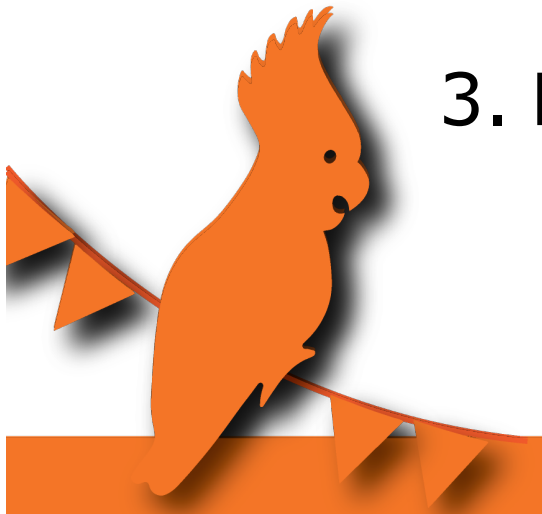


First you have to run ... So that you can stand ... To enable you to sit



Resources –what do you need?

1. A respected (& electable!) candidate
2. Supporters who will volunteer time
3. Money (+in-kind)



The Candidate

Our supporters told us that:

- Respect, honesty and integrity were fundamental **values** to them
-motivation to join the 2016 and 2019 campaigns was driven by these values and the qualities of the candidate
- ...**not** the character of the opposition



Volunteers – our biggest advantage

- 1650 signed up supporters in 2019
- 900+ people staffed polling booths on election day (1040 pre-poll volunteer rosters – all filled)
- 50% of **all** scrutineers at the 68 election-day and 5 pre-poll vote counts were Orange supporters



Polling day!



Volunteers – using their skills & time

- Structure – roles, responsibilities & decision-making
- Identify volunteers' skills and what they can do and when – match-up
- Database (eg. Nationbuilder)
- Train, support and thank (often)



Training



Hubs – local campaign offices

- After 2016, supporters told us they loved their local hub and that we should have more
- 13 physical hubs (mostly rented shop fronts)
- Place to meet, socialise, plan, mobilise, engage local voters...
- and have FUN



Community hubs



Money

- How much is enough?
- Advertising, letter box flyers, billboards, are critical....and expensive
- \$240,000 from donations, events, merch (>95% donors were Indi voters) in 2019
- \$90,000 from AEC (after the election)
- 1700 corflutes, 1050 t-shirts, 650 bumper stickers, 610 orange cockatoos, 120 car display signs, 410 cockatoo brooches etc.



Our Campaign Strategy

3 main elements:

- Plan is centralised (core campaign team)
- Work is distributed (hubs, volunteers)
- 'Radical trust'

(Snowflake model: Marshall Ganz)



Campaign Strategy (cont.)

3 main stages:

- Build volunteer base – teams, skills and confidence
- Persuade voters - conversations, door knocking, phone parties, public testimonials, forums
- Bring it home – pre-polling (5 booths) and election-day (68 booths), scrutineering



My Take Outs:

- **Independents' Day** but only 2 newbies (Steggall & Haines)
- Many other good independent candidates were not successful
- Why?
 - Warringah and Indi had big grassroots movements
 - >1500 volunteers (relational)
 - Organisation – strategy, structure & delivery
 - Money
 - ...and Electable candidates
- 'Be your best self'
- It takes a lot of bloody hard work! Get going now
- GOOD LUCK!

