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

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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!