Women Candidates Training Strategy
Momase – New Guinea Islands Workshop

Madang, Papua New Guinea

6\textsuperscript{th} February – 10\textsuperscript{th} February 2012

Workshop Manual
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Papua New Guinea
Women Candidates Training Strategy
Papua Workshop

Madang, Monday 6th – Friday 10th February 2012

Training Team – Norm Kelly, Orovu Sepoe, Erigeri Singin, Meredith Tutumang, Nora Kapari, Joanne Bird

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<thead>
<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>8.00am to 8.30am</td>
<td>Registration</td>
</tr>
<tr>
<td>8.30am</td>
<td><strong>Opening</strong></td>
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</tr>
<tr>
<td>8.45am</td>
<td><strong>Introductions</strong></td>
</tr>
<tr>
<td></td>
<td>1. Name</td>
</tr>
<tr>
<td></td>
<td>2. Campaign Manager’s Name</td>
</tr>
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<td></td>
<td>3. Home Village and Province</td>
</tr>
<tr>
<td></td>
<td>4. Seat Contesting</td>
</tr>
<tr>
<td>9.30am</td>
<td><strong>Workshop Overview</strong></td>
</tr>
<tr>
<td>9.40am</td>
<td><strong>Women in Politics</strong></td>
</tr>
<tr>
<td></td>
<td>– Why PNG needs women in leadership positions</td>
</tr>
<tr>
<td></td>
<td>– Women’s Electorates</td>
</tr>
<tr>
<td>10.15 – 10.30am</td>
<td><strong>Morning Tea</strong></td>
</tr>
<tr>
<td>10.30am</td>
<td><strong>Candidates</strong></td>
</tr>
<tr>
<td></td>
<td>Why do you want to be a Candidate?</td>
</tr>
<tr>
<td></td>
<td>What is your role?</td>
</tr>
<tr>
<td></td>
<td>(Worksheets 1 and 3)</td>
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<tr>
<td>11.45am</td>
<td><strong>The Seat</strong> – knowing the district/province you’re contesting</td>
</tr>
<tr>
<td>Time</td>
<td>Session Title</td>
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<td>---------------------------------------------------</td>
</tr>
<tr>
<td>1.30pm</td>
<td>Working as a Team</td>
</tr>
<tr>
<td>2.00pm</td>
<td>The Role of an MP</td>
</tr>
<tr>
<td>2.45pm</td>
<td>Political Parties</td>
</tr>
<tr>
<td>3.30pm – 3.45pm</td>
<td>Afternoon Tea</td>
</tr>
<tr>
<td>3.45pm</td>
<td>Campaign Strategies</td>
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<td></td>
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<tr>
<td>4.15pm</td>
<td>The Isiburana By-Election</td>
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<tr>
<td>4.30pm</td>
<td>1st Day Wrap - What we have learnt</td>
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<td>5.00pm</td>
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**Tuesday 7th February**

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<tr>
<td>8.00am to 8.30am</td>
<td>Registration</td>
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</tr>
<tr>
<td>8.30am</td>
<td>Limited Preferential Voting</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- How it’s done</td>
<td></td>
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<tr>
<td></td>
<td>- What it means</td>
<td></td>
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<tr>
<td></td>
<td>- Strategies for candidates</td>
<td></td>
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<tr>
<td></td>
<td>- The counting process</td>
<td></td>
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<td></td>
<td></td>
<td>PNG Electoral Commission</td>
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<tr>
<td>Time</td>
<td>Event</td>
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</tr>
<tr>
<td>10.15am – 10.30am</td>
<td>Morning Tea</td>
<td></td>
</tr>
<tr>
<td>10.30am</td>
<td><strong>Knowing the Rules of the Game</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Electoral officials</td>
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<tr>
<td></td>
<td>- Voter registration</td>
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<tr>
<td></td>
<td>- Nominating</td>
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<tr>
<td></td>
<td>- Voting</td>
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<tr>
<td></td>
<td>- Offences</td>
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<tr>
<td></td>
<td>PNG Electoral Commission</td>
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</tr>
<tr>
<td>12.30pm – 1.30pm</td>
<td>Lunch</td>
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</tr>
<tr>
<td>1.30pm</td>
<td><strong>Campaign Fundamentals</strong></td>
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<tr>
<td>2.15pm</td>
<td><strong>Message</strong> – the fundamentals</td>
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<td>3.00pm – 3.15pm</td>
<td>Afternoon Tea</td>
<td></td>
</tr>
<tr>
<td>3.15pm</td>
<td><strong>Message</strong> – developing a message for the Isiburana campaign</td>
<td></td>
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<tr>
<td>4.00pm</td>
<td><strong>Message</strong> – developing your own message</td>
<td></td>
</tr>
<tr>
<td>4.45pm</td>
<td><strong>2nd Day Wrap</strong> – What we have learnt</td>
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<td>5.00pm</td>
<td>Finish</td>
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**Wednesday 8th February**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8.00am to 8.30am</td>
<td>Registration</td>
</tr>
<tr>
<td>8.30am</td>
<td><strong>Public Speaking</strong></td>
</tr>
<tr>
<td></td>
<td>Tips on Public Speaking</td>
</tr>
<tr>
<td></td>
<td>Dealing with the Media</td>
</tr>
<tr>
<td>9.30am</td>
<td><strong>Isiburana Campaign – Designing and Delivering Your Message</strong></td>
</tr>
<tr>
<td></td>
<td>Candidates – practise delivering your Isiburana campaign message</td>
</tr>
<tr>
<td></td>
<td>Campaign Managers – design a poster for the Isiburana campaign</td>
</tr>
<tr>
<td></td>
<td>10.30am – 10.45am - Morning Tea</td>
</tr>
<tr>
<td>10.45am</td>
<td><strong>Machinery</strong> – Developing a Campaign Plan and Campaign Timetable</td>
</tr>
<tr>
<td>Time</td>
<td>Session</td>
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<td>---------</td>
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</tr>
<tr>
<td>11.45am</td>
<td><strong>Isiburana Campaign</strong> – Designing your Campaign Plan and Timetable</td>
</tr>
<tr>
<td>12.30pm</td>
<td>Lunch</td>
</tr>
<tr>
<td>1.30pm</td>
<td><strong>Machinery</strong> – Designing Your Own Campaign Plan and Timetable</td>
</tr>
<tr>
<td>2.30pm</td>
<td><strong>Money</strong></td>
</tr>
<tr>
<td></td>
<td>- Fundraising</td>
</tr>
<tr>
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<td>- Developing a Budget</td>
</tr>
<tr>
<td></td>
<td>- Cashflow</td>
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<tr>
<td></td>
<td>- Who Controls the Money?</td>
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<tr>
<td>3.30pm</td>
<td>3.30pm – 3.45pm - Afternoon Tea</td>
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<tr>
<td>3.45pm</td>
<td><strong>Isiburana Campaign</strong> – Preparing your Isiburana Candidate’s Campaign Budget</td>
</tr>
<tr>
<td>4.15pm</td>
<td><strong>Money</strong> – Developing Your Own Campaign Budget</td>
</tr>
<tr>
<td>4.45pm</td>
<td>3rd Day Wrap - What we have learnt</td>
</tr>
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<td>5.00pm</td>
<td>Finish</td>
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**Thursday 9th February**

<table>
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<tbody>
<tr>
<td>8.00am</td>
<td>Registration</td>
</tr>
<tr>
<td>8.30am</td>
<td><strong>GOTV – Getting Out The Vote</strong></td>
</tr>
<tr>
<td>9.00am</td>
<td><strong>Election Strategies</strong></td>
</tr>
<tr>
<td></td>
<td>- Voting strategies</td>
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<tr>
<td></td>
<td>- Alliances</td>
</tr>
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<td></td>
<td>- Preference exchanges</td>
</tr>
<tr>
<td>9.30am</td>
<td><strong>Security Issues</strong></td>
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<tr>
<td></td>
<td>- Your own personal safety</td>
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<td></td>
<td>- Your team’s safety</td>
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<td></td>
<td>- Polling day issues</td>
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<td></td>
<td>- Post-election expectations</td>
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<tr>
<td></td>
<td>- Who to contact</td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
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<td>-------</td>
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</tr>
<tr>
<td>10.00am</td>
<td><strong>Isiburana By-Election – Final Campaign Preparation</strong></td>
</tr>
<tr>
<td></td>
<td>- Slogan, Sentence and 2-min Speech (Candidates)</td>
</tr>
<tr>
<td></td>
<td>- The Campaign Plan (Campaign Managers)</td>
</tr>
<tr>
<td>10.30am–10.45am</td>
<td><strong>Morning Tea</strong></td>
</tr>
<tr>
<td>10.45am</td>
<td><strong>Isiburana Candidate Presentations</strong></td>
</tr>
<tr>
<td></td>
<td>- Slogan and Sentence</td>
</tr>
<tr>
<td></td>
<td>- 2-minute speech (from each Candidate in the group)</td>
</tr>
<tr>
<td></td>
<td>- Campaign Plan Presentation</td>
</tr>
<tr>
<td>11.45am</td>
<td><strong>Isiburana By-Election – Polling Day</strong></td>
</tr>
<tr>
<td>12noon</td>
<td><strong>Isiburana By-Election – The Count</strong></td>
</tr>
<tr>
<td>12.30pm–1.30pm</td>
<td><strong>Lunch</strong></td>
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<tr>
<td>1.30pm</td>
<td><strong>LPV Strategies</strong></td>
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<tr>
<td></td>
<td>- Review of the importance of preference flows</td>
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<td>2.15pm</td>
<td><strong>Dirty Tricks</strong></td>
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<td></td>
<td>- What are they? What to expect</td>
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<td></td>
<td>- How do you respond?</td>
</tr>
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<td></td>
<td>- Do you engage in dirty tricks yourself?</td>
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<tr>
<td>3.00pm</td>
<td><strong>Electoral Roll Data</strong></td>
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<td>- What is available?</td>
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<td>3.30pm–3.45pm</td>
<td><strong>Afternoon Tea</strong></td>
</tr>
<tr>
<td>3.45pm</td>
<td><strong>Women’s Seats</strong> – what if we have women’s seats in 2012?</td>
</tr>
<tr>
<td>4.30pm</td>
<td><strong>4th Day Wrap</strong> - What we have learnt</td>
</tr>
<tr>
<td></td>
<td>The value of the Isiburana campaign</td>
</tr>
<tr>
<td>5.00pm</td>
<td><strong>Finish</strong></td>
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<tr>
<td>Time</td>
<td>Event</td>
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</tr>
<tr>
<td>8.00am to 8.30am</td>
<td>Registration</td>
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<tr>
<td>8.30am</td>
<td><strong>Machinery</strong>&lt;br&gt;– Designing Your Own Campaign Plan and Timetable</td>
</tr>
<tr>
<td>10.00am</td>
<td><strong>Money</strong>&lt;br&gt;– Identifying Potential Donors&lt;br&gt;– Developing Your Own Campaign Budget</td>
</tr>
<tr>
<td></td>
<td><strong>10.30am – 10.45am - Morning Tea</strong></td>
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<tr>
<td>10.45am</td>
<td><strong>Message</strong>&lt;br&gt;– refining your message</td>
</tr>
<tr>
<td>11.45am</td>
<td><strong>The Women Candidates Training Strategy</strong>&lt;br&gt;– Next Steps</td>
</tr>
<tr>
<td></td>
<td><strong>12.30pm – 1.30pm - Lunch</strong></td>
</tr>
<tr>
<td>1.30pm</td>
<td><strong>Question Time and Review</strong></td>
</tr>
<tr>
<td>2.30pm</td>
<td><strong>Evaluation</strong></td>
</tr>
<tr>
<td>3.00pm</td>
<td><strong>Closing Remarks and Presentation of Certificates</strong></td>
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<td><strong>3.30pm – Finish</strong></td>
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</table>
The CDI Training Team

Dr Norm Kelly
Norm Kelly is an Associate of the Centre for Democratic institutions (CDI), and a member of the Democratic Audit of Australia. Dr Kelly presents CDI’s Political Party Development course, a two-week course for senior party administrators, held annually in Canberra. His areas of expertise are electoral systems, political parties, and parliament. Dr Kelly’s doctoral thesis was on electoral system reforms (Evaluating Australian Electoral Reforms: 1983-2007), and in 2009 he travelled to Afghanistan to conduct an assessment of Afghan political parties. Dr Kelly is a regular media commentator on political and electoral issues, and currently lives in Wellington, New Zealand.

Dr Kelly led CDI’s women candidates training programs in Bougainville in 2009 and the Solomon Islands in 2010. He also observed their elections in 2010, and has presented academic papers on the representation of women in Melanesia.

Previously, Dr Kelly was a Member of the Legislative Council of Western Australia, representing the Australian Democrats from 1997 to 2001. During this term, Norm and his Democrats colleague held the balance of power in Western Australia’s upper house. After leaving Parliament, Norm was elected to the National Executive of the Democrats from 2001 to 2003, including one term as National Deputy President. Norm was also the Democrats’ Western Australian Campaign Director for the 2001 Federal election.

Dr Orovu Sepoe
Orovu Sepoe has extensive experience in University teaching, social science research and consultancy work on issues relating to politics, governance, elections, gender and development. Formerly a senior lecturer at the University of Papua New Guinea (UPNG), she worked for a year with the United Nations Development Fund for Women (UNIFEM, now UN Women) and later as a private consultant and adviser before joining SSGM as a Pacific Islands Research Fellow in June 2011. Her current research project explores the politics of introducing Temporary Special Measures for increasing women’s representation in Parliament in Papua New Guinea.

Orovu has published extensively and is known regionally and internationally for her expertise in Politics, Governance, Gender and Development. Her PhD thesis was published as a book in 2000. She has observed and written about elections since 1992. She has written several reports for the AusAID funded Electoral Support Program and the PNG Electoral Commission, and has also authored reports for other AusAID programs and for several UN Agencies.

Orovu has 20 years of experience in academia. Whilst at the UPNG, she held several senior administrative positions including Head of Political Science; Deputy Dean of the School of Humanities and Social Sciences and acting-Pro Vice Chancellor (Academic). After leaving UPNG, she has held the position of National Coordinator, Gender Equality in Political Governance Program with the United Nations Development fund for Women (UNIFEM, now UN Women) Pacific in 2009. She also contributed towards the work on the Equality and Participation Bill to allow for reserved seats for women in the PNG Parliament. Orovu has both working knowledge and experience with parliamentary, electoral and local government bodies and political parties. She held the position of Chairperson for the Integrity of Political Parties and Candidates Commission (2009-June 2011) and served as the women's representative since 2001. She has also served as a Director of Transparency International PNG.
WOMEN IN PAPUA NEW GUINEA POLITICS

The History of Women in PNG Elections
(excerpt from ‘Options for Increasing Women’s Representation at the National and Local-level Governments: The Need for a Comprehensive Analysis’ Ray Anere, April 2009, The National Research Institute Vol 3, No. 3)

Women have the right to make decisions on matters that affect their lives. Whatever the attitudes and policies of governments in PNG, the demand for women’s empowerment, based on the demand for women’s rights, is beyond doubt a great concern for the promotion of women’s participation in decision-making and policy-making, and in legislature, stemming from the principle of women’s right to political equality, and is now woven into the fabric of PNG’s democracy.

The United Nations and its allied agencies and regional organisations have been at the forefront of public advocacy for women’s rights throughout the 1970s and 1980s, and now into the new millennium. At the transnational level, there are activist non-governmental human rights organisations such as Amnesty International and Human Rights Watch, that have been tireless in their advocacy for human rights, and which have had significant implications for women’s rights.

Alongside these forces has been the proliferation of UN conferences on issues such as children’s and women’s rights, which no doubt have had significant impacts on public policy and women’s affirmative action in PNG. In the public domain, women have mounted a political challenge to male dominance in the national parliament. This was evident when some 101 women candidates contested various seats in the 2007 elections, with only the member for Moresby South Open Electorate succeeding.

In that election, male candidates were four times more likely to win seats than women. Whilst male candidates had a four percent chance of winning a seat (108 seats won by 2759 candidates), women candidates had a miniscule 1 percent chance (1 seat out of 101 candidates).

Election Participation in Papua New Guinea, 1972–2007
(adapted from Opportunities for Participation of Women in Politics in Papua New Guinea, Betty Lovai, in The Quest for the Integrity of Political Parties and Governance in Papua New Guinea: Law, Experience, and Issues, IPPCC, 2011, p. 25.)

<table>
<thead>
<tr>
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<th>Candidates</th>
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<th>Members of Parliament</th>
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<tr>
<td></td>
<td>Women</td>
<td>% of Total</td>
<td>Men</td>
<td>% of Total</td>
</tr>
<tr>
<td>1972</td>
<td>4</td>
<td>0.66</td>
<td>604</td>
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<td>1977</td>
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<td>1.14</td>
<td>869</td>
<td>98.86</td>
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<tr>
<td>1982</td>
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<td>1987</td>
<td>18</td>
<td>1.25</td>
<td>1497</td>
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<td>1992</td>
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<td>1997</td>
<td>55</td>
<td>2.32</td>
<td>2317</td>
<td>97.68</td>
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<td>2002</td>
<td>71</td>
<td>2.47</td>
<td>2799</td>
<td>97.53</td>
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<td>2007</td>
<td>102</td>
<td>3.75</td>
<td>2598</td>
<td>96.22</td>
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<tr>
<td>Total</td>
<td>293</td>
<td>2.14</td>
<td>13430</td>
<td>97.86</td>
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**Party Affiliation of Female Candidates in General Elections**


<table>
<thead>
<tr>
<th>Election</th>
<th>No. Female Candidates</th>
<th>Party Affiliation</th>
<th>Independent</th>
</tr>
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<tbody>
<tr>
<td>1977</td>
<td>10</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>1982</td>
<td>17</td>
<td>0</td>
<td>17</td>
</tr>
<tr>
<td>1987</td>
<td>18</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>1992</td>
<td>16</td>
<td>0</td>
<td>16</td>
</tr>
<tr>
<td>1997</td>
<td>55</td>
<td>12</td>
<td>43</td>
</tr>
<tr>
<td>2002</td>
<td>71</td>
<td>49</td>
<td>22</td>
</tr>
<tr>
<td>2007</td>
<td>102</td>
<td>38</td>
<td>64</td>
</tr>
</tbody>
</table>

**Gender – 2007 Domestic Observer Report**


Some 101 women contested the 2007 National General Elections (Islands (8), Momase (22), Southern (45), and the Highlands (26)), as opposed to 66 in the 2002 Elections. On both occasions, only Dame Carol Kidu, the member for Port Moresby South, was successful.

It had been argued that LPV would increase the possibility of women being elected, and would give female voters more choice and more freedom to exercise their choice. Increased representation by women did not occur, although observers noted that voter turnout by women was greatly improved – especially in the troublesome Highlands provinces.

Despite the financial incentives in the OLIPPAC to encourage political parties to field female candidates — with a refund of 75 percent of party expenses available if a female candidate receives 10 percent of the votes — women evidently found it more difficult than their male counterparts to secure party endorsement. Of 2 658 male candidates who contested the election, 1 245 (47%) were endorsed, whereas, only 36 (36%) of the female candidates secured endorsement. Even when they were endorsed, female candidates appeared to receive less support from their respective parties. For example, two of the three female candidates who contested the Kerema Open seat had party endorsement and support, but neither was given campaign posters by their political parties (Sepoe 2008). These findings show that the issue of female representation requires further attention and investigation.

In addition to Dame Carol Kidu, the results show that several female candidates polled strongly in the 2007 Elections:

- **Julie Soso Akeke**, the only female candidate to contest the Eastern Highlands Provincial seat, came sixth in a field of 35. There is some confusion about how many votes she actually received. Prior to exclusion she was recorded as having received 34 428 votes, which represented 9.9 percent of the formal votes. However, when her votes were
redistributed, an extra 261 votes were counted, which suggests that she had received 34,689 votes. This meant that she has secured just over 10 percent of the formal votes that were cast.

- **Mary Kamang**, the only female candidate to contest the Madang Provincial seat, came fourth in a field of 23 candidates. She secured 11,339 first preference votes, which is 7.4 percent of allowable votes. At exclusion, she had 22,720 votes, which is 14.9 percent of allowable votes.

- **Josephine Morova** was one of three women to contest the Kerema Open seat. She came fourth in a field of 51 candidates. At the completion of the first preference count, she had secured 1,448 votes, which is 4.7 percent of the allowable votes, and was in fifth place. At elimination, she had secured 3,614 votes, which is 11.8 percent of allowable votes.

- **Maureen Ambo** was one of two women to contest the Ijivitari Open seat. She came fourth in a field of 38 candidates. She secured 1,913 first preferences, 62,007 Domestic Observation Report which is 6.7 percent of allowable ballots, and was in fifth place at the end of the primary count. At elimination, she had secured 3,610 votes, which is 12.7 percent of allowable votes.

- **Donna Hall**, the only female candidate to contest the Bulolo Open seat, came third in a field of 34 candidates. At elimination, she had secured 5,740 votes, which is 17 percent of allowable votes.

- **Janet Sape**, the only female candidate to contest the NCD Provincial seat, came third in a field of seven candidates. At the completion of the first preference count, she had secured 10,307 votes, which is 11.6 percent of the allowable votes. At the declaration, she had secured 12,411 votes, which is 13.9 percent of allowable votes.

Of these six female candidates, four had party endorsement — Morova was endorsed by the United Party, Ambo by the National Alliance, Hall by the New Generation Party, and Sape by the People’s Action Party. Analysis of the full results, including individual ballot-box counts, when they become available, will offer some further insights into the performance of these candidates.

Observations from around the country suggest that very few candidates explicitly discussed gender issues or sought to secure women’s votes. However, some strong assertions by women concerning their rights and opinions were observed during the campaigning and polling periods. Those candidates who specifically addressed women’s issues, included Dr. Puka Temu (Abau Open), Joseph Warai and Janet Koarima (Tari-Pori Open), and Mary Kamang (Madang Provincial).
## Representation of Women in Selected Pacific Island States

<table>
<thead>
<tr>
<th>Country</th>
<th>Election Year</th>
<th>No. of Seats</th>
<th>No. of Women</th>
<th>% of Seats</th>
<th>IPU Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Caledonia</td>
<td>2009</td>
<td>54</td>
<td>23</td>
<td>42.6</td>
<td>3</td>
</tr>
<tr>
<td>New Zealand</td>
<td>2008</td>
<td>122</td>
<td>41</td>
<td>33.6</td>
<td>17</td>
</tr>
<tr>
<td>Papua Barat (Indonesian province)</td>
<td>2009</td>
<td>3</td>
<td>1</td>
<td>33.3</td>
<td>3</td>
</tr>
<tr>
<td>Papua (Indonesian province)</td>
<td>2009</td>
<td>10</td>
<td>3</td>
<td>30.0</td>
<td>3</td>
</tr>
<tr>
<td>Fiji</td>
<td>2006</td>
<td>71</td>
<td>8</td>
<td>11.3</td>
<td>87</td>
</tr>
<tr>
<td>Samoa</td>
<td>2011</td>
<td>49</td>
<td>2</td>
<td>8.2</td>
<td>111</td>
</tr>
<tr>
<td>Autonomous Region of Bougainville</td>
<td>2010</td>
<td>40</td>
<td>3</td>
<td>7.5</td>
<td>3</td>
</tr>
<tr>
<td>Palau (both houses)</td>
<td>2008</td>
<td>29</td>
<td>2</td>
<td>6.9</td>
<td>3</td>
</tr>
<tr>
<td>Kiribati</td>
<td>2007</td>
<td>46</td>
<td>2</td>
<td>4.3</td>
<td>123</td>
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<tr>
<td>Vanuatu</td>
<td>2008</td>
<td>52</td>
<td>2</td>
<td>3.8</td>
<td>127</td>
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<tr>
<td>Tonga</td>
<td>2010</td>
<td>28</td>
<td>1</td>
<td>3.6</td>
<td>129</td>
</tr>
<tr>
<td>Marshall Islands</td>
<td>2007</td>
<td>33</td>
<td>1</td>
<td>3.0</td>
<td>131</td>
</tr>
<tr>
<td>Papua New Guinea</td>
<td>2007</td>
<td>109</td>
<td>1</td>
<td>0.9</td>
<td>134</td>
</tr>
<tr>
<td>Federated States of Micronesia</td>
<td>2011</td>
<td>14</td>
<td>0</td>
<td>0.0</td>
<td>136</td>
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<tr>
<td>Nauru</td>
<td>2010</td>
<td>18</td>
<td>0</td>
<td>0.0</td>
<td>136</td>
</tr>
<tr>
<td>Palau</td>
<td>2008</td>
<td>16</td>
<td>0</td>
<td>0.0</td>
<td>136</td>
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<tr>
<td>Solomon Islands</td>
<td>2010</td>
<td>50</td>
<td>0</td>
<td>0.0</td>
<td>136</td>
</tr>
<tr>
<td>Tuvalu</td>
<td>2010</td>
<td>15</td>
<td>0</td>
<td>0.0</td>
<td>136</td>
</tr>
</tbody>
</table>

1. IPU ranking at September 201, for single or lower houses (except Fiji – ranking as of 2006).
2. New Caledonia is a self-governing ‘territorial collectivity’ of France.
3. Not listed on the IPU website.
4. One woman, Isabelle Donald, subsequently lost her seat at a court-ordered by-election.
5. There are no elected women in the Tongan parliament. Dr ‘Ana Taufe‘ulungaka is an appointed Cabinet Minister, and therefore sits in parliament.
6. Two women were elected to Palau’s 13-member upper house (Senate).
Dame Carol Kidu, Minister for Community Development (2003-2011) Papua New Guinea

“Never try to stand without family support. Melanesian society is based on relationships and if this is expanded on and utilized and treasured, it can beat bribe money,” says Minister Carol Kidu, three times election winner and Moresby South candidate.

For Minister Kidu, her decision to stand was borne not only out of anger over the sudden death of her husband, former Chief Justice Sir Buri, but also for her life-long concern for issues of social injustice. Nor was her decision to enter politics a flippant one. On the contrary, Dame Carol (as she is affectionately known) got a job as a Research Officer for a then Minister to ‘survey the scene’ and learn more about the intricacies of being in government before deciding to run for the first time in 1997.

According to Dame Carol, there is no one style when it comes to campaigning. “Campaigning and being a politician is about leading. As a leader, there is a need to develop various strategies, whether it is leading from the front, the back or in circles. As a woman it is important not to try to campaign like men. We need to develop our own style and stick to it in principle but adapt where necessary.” For Dame Carol, the message was clear – in outlining what her platforms were, she promised nothing but honesty, hard work and consistency.

No stranger now to campaigning and elections, Dame Carol says that campaigning in PNG is not cheap. Whilst money is good to have, your people support is very important. “During the 2007 campaign, I faced a very tough battle again two candidates with lots and lots of money. I had to get smart. I used five different styles of campaign strategies. Open rallies, general community campaigns, coffee and cordial campaigns with special target groups, power point presentation nights, house to house campaigning with “bag of knowledge”. We literally took around bags filled with leaflets and awareness materials to give to people. I even involved people in my electorate and support team to make the bags. When you have a good support team, you CAN win, even if other candidates have so much more money.”

During every election, Dame Carol moves into the village house with her extended family a month before voting to manage the campaign from there. She eats, sleeps and moves with her team as much as possible, always ensuring that at least one of the family elders slept on the mat beside her to give her moral support and strength.

Her message to other women, “Work hard, stay as focused as possible under the pressure. Remember elections are about numbers – check the rolls, keep consolidating your bases but also cast your net wider and wider for more numbers. Use every opportunity for public exposure and media but be careful and manage this well and above all, be genuine.”
Support from Pacific Women

Decisions made at the national and local levels of government impact on all aspects of our lives. If we women are not involved at this level of decision making, then I believe the life of our society is diminished. We women are half the human resource that can be brought to bear on any issue. We women know the issues that require urgent and priority responses from our governments. We women have our own perspectives and approaches. All issues should have the benefit of our input. All our governments espouse democratic principles as foundations to our respective polities, yet the low rate of representation by women questions the integrity of those principles.

I have a dream where women and girls all over the Pacific will wake up one of these days and decide that they want to be politicians and become agents for equality in development. I send you my fondest alofa and best wishes for your endeavours to become political leaders.

Yours in sisterhood,

Fiame N. Mataafa
Minister for Women, Community and Social Development
SAMOA

“As an attorney, every two weeks there were domestic violence cases and I realized that since 1994, even though our government had ratified the Convention on the Rights of the Child, there was still no implementation. It is not about why I ran for elections but why women [in general] need to run. It is not about personal gain. Women need to be there to represent the needs of women and children.”

“Prepare, plan and perform. Prepare a strategic plan, profile your constituents and your opponents. Creating a platform that you can pull candidates together who fight for the same issues. Know where your constituents are and make sure you have the finance to get to them. In the past elections the outside voters made the difference…. Whether you win or lose – you need to have a plan.”

Imelda Nakamura,
1991 Palau National Elections Candidate
“You could say the timing was right for me to run for parliament…I had reached the highest level within the civil service and therefore running for parliament was a natural progression. So when I was approached by a chief to actually run – I decided to go for it! I knew I possessed the relevant skills to run for parliament. My time with the Young Women’s Christian Association (YWCA) prepared me for my role in politics. It taught me to open my eyes to the injustice happening around me and more importantly to be proactive.

When I decided to run for parliament I had already made in-roads into the party system. I was involved with political parties whilst I was in the civil service and even when still a teacher, I took part in helping out in elections. As a result I learnt about electoral processes and party politics.”

Taufa Vakatale,  
Former Deputy Prime Minister and Cabinet Minister, Fiji

“For me, it was many years of build up before I won the elections. For eight years we strategised. I won because by this time women were committed to having a woman in parliament and there was a lot of support from the Women’s Wing of the Liberation Movement.  

For me, my key was having a very influential person behind me. She was the late Grace Molisa. She was the private secretary to the then Prime Minister. This helped me strategise my campaign. In addition to this, I had a very strong NGO background and was able to articulate my issues clearly.”

Hilda Lini,  
Former Parliamentarian, Vanuatu

“Ask yourself, why are you doing this? Is this for the right reason? When you decide, find yourself a ‘go to’ person. Someone who knows everything about where you will be standing and can assist you in terms of developing tactics and finding information. This person will also help you profile your constituency and your competitors.

Getting to know my constituency was important. I decided to live in the village where I was going to stand as I had been in NZ. So I lived in the village for seven years before running. This enabled me to get broad support from the extended family.”

Minister Fiame Mata’afa,  
Minister for Women, Community and Social Development, Samoa
Priscilla Singh is not new to campaigning and standing for elections. She has stood for the local government elections since 1996 and is now serving her third term. More recently she stood for national elections in 2006. Prior to this she was involved with the National Federation Party for 15 years.

Priscilla says “The biggest hurdle can be party politics, the male dominance and a total disregard for a woman’s perspective. This obstacle is not something you just get over but something you have to work through. Dialoguing and listening to how men work, what they do and really just listening to the male perspective and using this opportunity to talk to them and for them to hear a woman’s perspective. Take time to have a bowl of grog (kava – traditional Fijian drink) with them.”

“I had to make inroads into the party structure itself. I organised the women’s movement of the party, became secretary, vice president and an executive board member, member of the selection committee that chose candidates for local and national elections. I went to all the party meetings and sometimes was the only woman there but I made myself heard and was assertive during meetings, demanding seats and positions for women. One must get very involved within the party itself. Get involved in the party right from the start. You cannot stand on the outside. You have got to get inside and get involved in the party structures by attending meetings conventions, rallies, campaigns and even working in the sheds and crossing off names from the voters rolls.”

Although Priscilla was unsuccessful in 2006, she continues to be actively involved in her party. “For me, the biggest joy came on a day when I was not actually campaigning. I was attending the ‘reguregu’ (funeral gathering) of a Fijian colleague. When I got to the house I heard the Fijian women who were there busy preparing the food for people, whispering, “Priscilla Singh, Priscilla Singh the NFP lady that stood for elections.” I was welcomed and women discussed their issues with me again.”

The fact that Priscilla did not win was not the issue. What was important was that she made herself known by speaking up and advocating for her party’s issues and people remembered this. There will be another election and with that another opportunity.

Priscilla Singh,
Suva Councillor & 2006 Fiji Elections Candidate
LESSONS OF ONE WOMAN RUNNING FOR OFFICE

The following are a few tips one woman politician shared on lessons she had learnt while running for office:

Lesson #1:
Know why you are running. You should be able to state your purpose in one simple sentence.

Lesson #2:
What do you want to do? You must have a message and theme that binds the campaign together.

Lesson #3:
Your message must be positive, optimistic and stated in simple terms. While you want to accentuate your positives and your opponents' negatives, you cannot win on negativity alone.

Lesson #4:
If you have bad news about yourself, keep it quiet. If the news involves personal morals, reconsider running. If you are questioned about some issue in the past, respond truthfully and quickly. Don't let the issue fester.

Lesson #5:
Repetition is good. Repeat your message over and over again. Also, stick to your message and remember KISS (Keep It Short and Simple).

Lesson #6:
You must have empathy and identify with voters. You may be brilliant but if you cannot mingle with the common folk, you cannot win.

Lesson #7:
You as a candidate must create your own image. Do not let your opponent create your image. If people can't describe who you are early in your campaign, your opponent will quickly fill that void.
I Vote *(Sarah Birl, 2003)*

I vote because of the past and for the future.

I vote because women were not always able to do so.

I vote to ensure that women will always be able to do so.

I vote because it is a reflection of my voice, proof of my existence and a powerful way to proclaim to myself and my community that how I feel, think, and act is meaningful and makes a difference.

I vote to end silence.

I vote because laws affect my life.

I vote because laws affect my body.

I vote because I have opinions and want them to be heard.

I vote for what I believe in.

I vote because the lives and rights of all people matter.

I vote because the air I breathe and the health of our nation and the world matters.

I vote because education, poverty, and abuse are relevant and important.

I vote because discrimination and prejudice are not yet eradicated.

I vote because I care about how I live and why I live that way.

I vote to contribute to a positive future.

I vote because there are solutions.

I vote because laws are real, change is real, life is real.

I vote because of women like Rosa Parks and Hillary Rodham Clinton.

I vote because of women unlike Rosa Parks and Hillary Rodham Clinton.

I vote to maintain the rights I do have and to gain the ones that I do not.

I vote because I can.

I vote because I count.
# WORKSHEET 1 - RUNNING FOR OFFICE

**KEY QUESTIONS TO ASK BEFORE RUNNING FOR OFFICE**

Making the decision to stand for political office is probably one of the most momentous decisions for women. Seeking public office can be an exciting and rewarding experience. Running for office is more than just a political decision; it is a deeply personal one. Before a candidate decides that she wants to run for office, she must be sure that she is personally ready for the gruelling and exhilarating months ahead.

**WHY DO YOU WANT TO BE A CANDIDATE?**

<table>
<thead>
<tr>
<th>a) Do you have a desire for or interest in public service?</th>
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<tr>
<th>b) Do you have strong feelings on a number of key issues? What are they?</th>
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<th>c) Do you feel there is need for a change in leadership?</th>
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<tr>
<th>d) Why do you think you can do a better job than the incumbent?</th>
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<tr>
<th>e) In one sentence, why do you want to run for office?</th>
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**KEY FACTORS TO CONSIDER BEFORE STANDING FOR ELECTION**

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<tbody>
<tr>
<td>a)</td>
<td>Do you have a strong sense of your own worth and do you believe in yourself?</td>
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<td>b)</td>
<td>Can you ask friends, family and associates for money and other assistance?</td>
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<tr>
<td>c)</td>
<td>Can you withstand criticism and have your personal life closely scrutinised?</td>
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<tr>
<td>d)</td>
<td>How does your family feel about you running for office?</td>
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<td></td>
<td>Are they 100% behind you?</td>
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<tr>
<td>e)</td>
<td>What will happen to your job while you run?</td>
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<tr>
<td>f)</td>
<td>Can you put in the amount of time necessary to win?</td>
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<tr>
<td>g)</td>
<td>Can you face the thought of being defeated?</td>
</tr>
<tr>
<td>h)</td>
<td>Have you thought carefully about the amount of stress, expense, and exhaustion that are part of political campaigns?</td>
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TAKE A MOMENT TO EVALUATE YOURSELF:

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<tbody>
<tr>
<td>a)</td>
<td>Do you like people?</td>
</tr>
<tr>
<td>b)</td>
<td>Are you friendly and likeable?</td>
</tr>
<tr>
<td>c)</td>
<td>Do you like meeting people?</td>
</tr>
<tr>
<td>d)</td>
<td>Do you speak well in public?</td>
</tr>
<tr>
<td>e)</td>
<td>Can you respond quickly and analyse a situation under pressure?</td>
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<tr>
<td>f)</td>
<td>Can you handle frustration?</td>
</tr>
<tr>
<td>g)</td>
<td>Are you in good health?</td>
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</table>
KEY QUESTIONS TO ASK BEFORE RUNNING FOR OFFICE

It is very important to understand why you are making the decision to support a candidate as Campaign Manager. While the Candidate is the public face of the campaign, the Campaign Manager needs to ensure that the Candidate is well supported, in terms of opportunities to promote herself, attend rallies, building a campaign team, and raising money. To do this successfully, you need to have confidence that your candidate will do a good job when she is elected.

CAMPAIGN MANAGERS - ANSWER THESE QUESTIONS ABOUT YOUR CANDIDATE?

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<tbody>
<tr>
<td>a) Does she have a desire for or interest in public service?</td>
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<td>b) Does she have strong feelings on a number of key issues? What are they?</td>
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<tr>
<td>c) Does she feel there is need for a change in leadership?</td>
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<td>d) Why can she do a better job than the incumbent?</td>
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<tr>
<td>e) In one sentence, why is your candidate running for office?</td>
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## FACTORS TO CONSIDER BEFORE BEING A CAMPAIGN MANAGER

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<tr>
<td><strong>a)</strong></td>
<td>Do you have a strong sense of your own worth and do you believe in yourself?</td>
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<tr>
<td><strong>b)</strong></td>
<td>Can you ask friends, family and associates for money and other assistance?</td>
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<tr>
<td><strong>c)</strong></td>
<td>Can you withstand criticism and the pressure that comes with being responsible for a political campaign?</td>
</tr>
<tr>
<td><strong>d)</strong></td>
<td>How does your family feel about you being a campaign manager?</td>
</tr>
<tr>
<td></td>
<td>Are they 100% behind you?</td>
</tr>
<tr>
<td><strong>e)</strong></td>
<td>What will happen to your job while you are working on the campaign?</td>
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<tr>
<td><strong>f)</strong></td>
<td>Can you put in the amount of time necessary to manage the campaign?</td>
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<tr>
<td><strong>g)</strong></td>
<td>Can you face the thought of not winning?</td>
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<tr>
<td><strong>h)</strong></td>
<td>Have you thought carefully about the amount of stress, expense, and exhaustion that are part of political campaigns?</td>
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TAKE A MOMENT TO EVALUATE YOURSELF:

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</tr>
<tr>
<td>c) Do you like meeting people?</td>
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<tr>
<td>d) Are you a good communicator?</td>
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<tr>
<td>e) Can you respond quickly and analyse a situation under pressure?</td>
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<tr>
<td>f) Can you handle frustration?</td>
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<tr>
<td>g) Are you in good health?</td>
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</tbody>
</table>
**WORKSHEET 3 - FOR CANDIDATES**  
The Candidate - Campaign Manager Relationship

<table>
<thead>
<tr>
<th>a) How did you select your Campaign Manager?</th>
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<tr>
<th>b) Have you worked together in the past? In what capacity?</th>
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<table>
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<tr>
<th>c) If you have worked together in the past, which one of you was in charge?</th>
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<tr>
<th>d) What are some of the strengths/qualities/skills of your campaign manager?</th>
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<tr>
<th>e) Who else do you have in your team?</th>
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<tr>
<th>f) What are the roles and responsibilities of your Campaign Manager?</th>
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<tr>
<th>g) Who is responsible for raising money for the campaign?</th>
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<th>h) Who is responsible for spending money on the campaign?</th>
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<tr>
<th>i) How do you resolve disagreements between you and your campaign manager?</th>
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WORKSHEET 4 - FOR CAMPAIGN MANAGERS
The Candidate - Campaign Manager Relationship

<table>
<thead>
<tr>
<th><strong>a)</strong> How were you selected as Campaign Manager?</th>
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<tr>
<th><strong>b)</strong> Have you worked together in the past? In what capacity?</th>
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<th><strong>c)</strong> If you have worked together in the past, which one of you was in charge?</th>
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<tr>
<th><strong>d)</strong> What are some of the strengths/qualities/skills of your candidate?</th>
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<th><strong>f)</strong> What are your roles and responsibilities as Campaign Manager?</th>
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<th><strong>h)</strong> Who is responsible for spending money on the campaign?</th>
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<th><strong>i)</strong> How do you resolve disagreements between you and your candidate?</th>
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### WORKSHEET 5 - THE SEAT

**KEY QUESTIONS ABOUT THE SEAT YOU ARE CONTESTING**

<table>
<thead>
<tr>
<th>a) Is this a vacant seat or will you be challenging the incumbent MP?</th>
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<tr>
<td>b) If you are challenging the incumbent MP, is he vulnerable? Why?</td>
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<tr>
<td>c) Who are the likely opponents for the same seat?</td>
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<tr>
<td>d) Do you have a natural base of voters or do you have to go out and win them?</td>
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<tr>
<td>e) Where are the high voter turnouts and voter populations in the district or area?</td>
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<tr>
<td>f) Are you known there?</td>
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<tr>
<td>Do you have the potential of being known there? How?</td>
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<tr>
<td>g) What is the political environment in the district and in the community?</td>
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<tr>
<td>h) Do current events and political trends benefit you as a candidate?</td>
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<tr>
<td>i) Where will you get the votes to win the election?</td>
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</tbody>
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The Role of an MP: Rights and Responsibilities

Working in the Parliament

1. Debating and voting on legislation
2. Scrutinising the actions of the Government and Government departments as members of parliamentary committees
3. Participating in general debates in the House
4. Attending parliamentary party meetings
5. Making yourself available to your constituents who may visit Parliament

Working in the Electorate

1. Giving assistance and advice to those in difficulty
2. Acting as an advocate for local community groups
3. Being a communicator for your party’s policies
4. Playing an active community role

Member of a Political Party

1. Helping develop policies
2. Scrutinising proposed legislation
3. Discussing parliamentary business
4. Attending party branch meetings
5. Discussing with and informing other Party members of policy decisions
6. Representing the Party in the Electorate
**Ethical Responsibilities**

1. No private gain from public office. What is a private gain?

2. No private gain for your friends and relations from your public office

3. The sunshine test: how would you feel if the local media found out about your behaviour?

4. Comply with all rules to do with gifts

5. If there is a Pecuniary Interests Register, be open and honest with your entry

6. Never use your parliamentary entitlements (stationery, computers, travel rights, office equipment etc) except for genuine parliamentary business (this mostly excludes Party matters)

7. If there is a Code of Conduct, make sure you have read it and comply with it

8. Lobbying a Minister for a contract or service on behalf of a friend or relative is not ethical

9. Never make promises you know you can’t keep

10. Be truthful in your dealings with your colleagues and your constituents

11. Any donation to you or your campaign must be dealt with according to the rules

12. Your right to speak freely in Parliament without threat of defamation action should not be abused
POLITICAL PARTIES

Party-endorsed or Independent?

Consider whether to stand as an independent candidate or to join a political party. There are advantages and disadvantages of joining a political party or running as an independent candidate.

If you are considering joining a party, then you need to learn all that you can about what the party stands for and decide if you agree with their views. Find out whether the party supports special measures to increase the numbers of women in the legislature because this could help you to get nominated. If you decide you want to join up, then you need to become a member of the party. You should also find out what they look for when choosing candidates to run for election.

Many women who have run for election observe that if you want to run as a member of a political party, it’s important to be involved in a party well before elections. You cannot expect the election to be called and to then simply ask a party to endorse you. If you hope to be selected by a party then the party needs to know who you are. At the time of the elections, you will need to convince the party that you are the right person to be selected. It is more likely that a party will nominate a loyal party supporter, who has been working for the party for a number of years, than a newcomer that they do not know.

Even if you can’t get a party to nominate you, you can always run as an Independent candidate. In any case, this is what many women choose to do. It may be harder - because you won’t have the party machinery and funds to help you - but in many Pacific countries, parties are weak. You may prefer the freedom of running on your own and being able to say what you want and talk about ideas and issues that are important to you personally.

If you get selected to join a party, play a role in the development of its manifesto. Ensure your party commitments are gender sensitive and address issues concerning women and children. Lobby your party members on the benefits of being inclusive and addressing the needs of 50% your voters.
## Running as an Independent

### Advantages:
- Freedom to develop strategies and policies and not be restricted by party policies or practices.
- No need for negotiations with party officials.
- You could end up holding the balance of power in government if the numbers are tied.
- If you are popular and have a reputation that helps, then you are not stuck with a party that may be unpopular.

### Disadvantages:
- You have to build your support from scratch as there is no support base.
- Could be very expensive running a campaign on your own.
- The probability of losing is higher except in a non-party system.
- You can find yourself ineffective if elected, in countries where parties are dominant in the legislature.

## Running as a Political Party-endorsed Candidate

### Advantages:
- Support from the party for campaigning.
- Party support for fundraising.
- Ready-made supporters who will work and vote for the party regardless of who is the candidate (in most cases).
- Professional media support and advertising.

### Disadvantages:
- Selection process can take too long or may not happen.
- Disagreements about party policies can lead to conflict and resignation.
- Male dominated party politics
- You may have to compromise your own views/policies to fit into the party platform.
Papua New Guinea – Registered Political Parties
(* denotes no current MPs)

Christian Democratic Party*
PO Box 4897
Boroko NCD
Ph:325 5247
President - Jacob Popuna
Secretary General - Korowa Pokeya
Treasurer - Simeon Manihia
Public Officer - Korowa Pokeya

Mapai Levities Party*
PO Box 1334
Port Moresby NCD
Ph:76902976 / 71455310
Fx:325 6677 / 325 0165
Email: paulkamakande@yahoo.com
Secretary General-Denis Egolena
Treasurer - Ogan Mondo
Public Officer - Paul Kamakande

Melanesian Alliance Party
PO Box 484
Waigani NCD
Ph:323 0875 or 7178 3787
Hon Dame Carol Kidu, MP Port Moresby South Open
President - Paul Mambei
Secretary General- Nick Klapat
Treasurer - John Harangu

Melanesian Liberal Party
PO Box 250
University NCD
Ph:311 2798 or 7624 0520
Fx:325 1093
Hon Allan Marat, MP Rabaul Open
President - Mark Paul
Secretary General-Andrew Sapuko
Treasurer - Mary Karakaya
Public Officer -Andrew Sapuko

National Alliance Party
PO Box 424
Boroko NCD
Ph:323 2899 or 72062001
Fx:323 0250
Email: nappng@daltron.com.pg
Rt Hon Sir Michael Somare, MP East Sepik Provincial
President - Simon Kaiwi
Secretary General- Joyce Grant
Treasurer - Tom Bullen

Public Officer - Joyce Grant

National Conservative Party*
PO Box 5733
Boroko, NCD
Ph:323 5953 or 7111 1815
Fx:323 5814
Secretary General-Robert Kuno
Treasurer -Mary Kuno
Public Officer -Robert Kuno

National Front Party*
PO Box 3528
Boroko NCD
Ph:7688 8522
Secretary General-Pastor Gundo Kagl
Treasurer -John Yaglpen
Public Officer -Philip Kende

New Generation Party
PO Box 1853
Waigani NCD
Ph:326 0462 or 472 2375/7288 9998
Email: newgenerationparty@y7mail.com
Hon Bart Philemon, MP Lae Open
President - George Leahy
Secretary General-Thaddeus Kambanei
Treasurer -Paul Arnold
Public Officer -Thaddeus Kambanei

Pan Melanesian Congress Party*
Address/Contact Parliamentary Member/s
Executives
PO Box 6588
Boroko NCD
Ph:325 9811 or 7100 2630
Fx:325 2307
Email: sauleblaw@datec.net.pg
President -Ralph Sauleb
Secretary General-Motsi David
Treasurer -Jane Padigaga
Public Officer -Ralph Sauleb

Papua and Niugini Union Pati
PO Box 643
Gordons, NCD
Ph: 311 2235 or 7688 9324
Website: www.pangupati.com
Hon Andrew Kumbakor, MP Nuku Open
President - Milo Timini
Secretary General- Moses Taian
Treasurer - Lydia Kapera
Public Officer - Moses Taian

Papua New Guinea Conservative Party
PO Box 7305
Boroko NCD
Ph: 7683 4638
Hon Aiya J.Y. Lagea, MP Kagua Erave Open
President - Johanis Wandaki
Secretary General - Thomas Daki
Treasurer - Vacant
Public Officer - Christopher Kewa

Papua New Guinea Constitutional Democratic Party*
PO Box 1266
Port Moresby NCD
Ph: 340 4243 or 76862924
Fx: 323 4824
President - Ila Geno
Secretary General - Tobias K Thomas
Treasurer - Naime O’Ome
Public Officer - Tobias K Thomas

Papua New Guinea Country Party
PO Box 7134
Boroko NCD
Ph: 7686 5473
Fx: 327 0480
Email: wilson_thompson@hotmail.com or png.cp@hotmail.com
Hon Jamie Maxton Graham Anglimp Sth Waghi Open
President - Sir Sinake Giregire
Secretary General - Wilson T Orlegge
Treasurer - Nigel Lai
Public Officer - Wilson T Orlegge

Papua New Guinea First Party*
PO Box 4565
Boroko NCD
Ph: 332 3370
President - Gabriel Kunda
Secretary General - John Gundu
Treasurer - David Kora
Public Officer - John Gundu

Papua New Guinea Greens Party*
PO Box 511
Port Moresby, NCD
Ph: 72657588, 73163058
President - Dorothy Tekwie
A/Secretary General - Ethel Kuto Sandery
Treasurer - vacant
Public Officer - Jonah Pivini

Papua New Guinea Labour Party
PO Box 7069
Boroko NCD
Ph: 340 8397 or 7685 8937
Hon Bob Danaya, MP Western Provincial
President - Komo Kandakato
Secretary General - Veronica Bera
Treasurer - Jack Mais
Public Officer - George Vaso

Papua New Guinea National Party
PO Box 4567
Boroko NCD
Ph: 545 1575 or 7695 7505
*Hon Joe Mek Teine, MP Kundiawa Open (deceased)
President - David Yak
Secretary - Tom Kuk Hang
Treasurer - Alois Yuk
Public Officer - Tom Kuk Hang

Papua New Guinea Party
PO Box 6902
Boroko NCD
Ph: 327 7631 or 7695 7415
Fx: 327 7632
Email: npng@datec.net.pg
Hon Beldan Namah, MP Vanimo - Green Open
President - Thomas Negints
Secretary General - Henzy Yakam
Treasurer - Bob Hau
Public Officer - Henzy Yakam

People’s First Party
PO Box 2947
Lae Morobe
Ph: 472 7761 or 7256 5009
Fx: 472 7799 or 472 3055
Hon Luther Wenge, MP Morobe Provincial
President - Jack Masenu
Secretary General - Peter Honale
Treasurer - Bob Hau
Public Officer - Peter Honale

People’s Action Party
PO Box 251
Waigani NCD
Ph: 7189 5334 or 72500174
Email: bolesimon@yahoo.com
Hon Gabriel Kapris, MP Maprik Open
President - Mark Sarong
Secretary General - Simon Bole
Treasurer - Kevin Yalikwen
Public Officer - Simon Bole
People's Democratic Movement
PO Box 635
Gordons. NCD
Ph:7217 5054
Hon Jim Miringtoro, MP Central
Bougainville Open
President - Paul Mawa
Secretary General - Agonia Tamarua
Treasurer - Gabriel Pil
Public Officer - Agonia Tamarua

People's Freedom Party*
PO Box 7276
Boroko NCD
Ph:323 3885 or 325 3264
Fx:325 3454
President - Moses Murray
Secretary General - Patrick Harricknen
Treasurer - Herbert Wally
Public Officer - Moses Murray

People's Heritage Party*
PO Box 256
University, NCD
Ph:7696 2696
Email: phpparty@gmail.com
President - Nosare Maika
Secretary General - Dr. Samuel Kopamu
Treasurer - Jacob Sinne
Public Officer - Dr. Samuel Kopamu

People's Labor Party
PO Box 638
Madang, Madang Province
Ph: 422 1424 or 76617361
Hon Koni Iguan, MP Markham Open
President - Thomas Tulin
Secretary General - Michael Kondai
Treasurer - Melchior Didol
Public Officer - Michael Kondai

People's National Congress Party
PO Box 4172
Boroko NCD
Ph:323 7744 or 7114 2485/7685 0065
Fx:323 7744
Hon Peter O'Neill, MP Ialibu Pangia Open
President - Mary Karo
Secretary General - Nickson Philip Duban
Treasurer - Joe Kup
Public Officer - Nickson Philip Duban

People's Party
PO Box 1780

People's Progress Party
Address/Contact Parliamentary Member/s Executives
PO Box 785
Boroko NCD
Ph:327 7537 or 7215 4801
Hon Byron Chan, MP Namatanai Open
President - Alesander Anisi
Secretary General - Emos Daniels
Treasurer - Mark Chan
Public Officer - Emos Daniels

People's Resources Awareness Party*
PO Box 854
Waigani NCD
Ph:325 8051 or 7236 2145
Fx:340 5000
President - Michael Uvillio
Secretary General - Gerard Manel
Treasurer - Joe Tomi
Public Officer - Paul Masta

Rural Development Party
PO Box 1012
Boroko NCD
Ph:326 2487/ 323 9909/7635 7537
Hon Moses Maladina, MP Esa'ala Open
President - John Robin
Secretary General - Bafike Konrui
Treasurer - Ted Mamu
Public Officer - Bafike Konrui

Social Democratic Party*
PO Box 5076
Boroko NCD
Ph:3422701 / 72119785
Fx: 323 3259
President - Wesley Sanarup
Secretary General - David Dom Kua
Treasurer - Justin Yatu
Public Officer - David Dom Kua

Star Alliance Party*
PO Box 8436
Boroko NCD
Ph:323 0875
Fx:325 6089
Email: admin@sappng.com
Website: www.sappng.com
President - John Arabel
Secretary General - Absaloam Nasa
Treasurer - John Pasukeyol
Public Officer - Absaloam Nasa
---------------------------------------------------
Transformation PNG Party*
PO Box 6543
Boroko NCD
Ph: 3404189
Email: tpng@yahoo.com
President - Zona Masive
Secretary General - Esther Pelly
Treasurer - Joe Darua
Public Officer - Justin Welai
---------------------------------------------------
True Party*
PO Box 248
Boroko NCD
Ph: 323 3423
President - Managi Simongi
Secretary General - Topi Gori
Treasurer - Mark Pomahun
Public Officer - Jasper Akick Qate
---------------------------------------------------
United Party
PO Box 2266
Boroko NCD
Ph: 327 7386
Fx: 327 7380
Hon Bob Dadae, MP Kabwum Open
President - Chris Kopyoto
Secretary General - Mathew Taso
Treasurer - Peter Kake
Public Officer - Mathew Taso
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United Resources Party
PO Box 155
Gordons NCD
Ph: 311 2556
Fx: 311 2555
Hon William Duma, MP Hagen Open
President - Jonny Philips
Secretary General - Robert Kamia
Treasurer - Peter Koim
Public Officer - Robert Kamia
---------------------------------------------------
Yumi Reform Party*
PO Box 4515
Boroko NCD
Ph: 326 1896
Fx: 326 1896
President - Pastor Michael Erain
Secretary General - Vacant
Treasurer - Michael Goriki
Public Officer - Vincent Mende
Isiburana Open By-Election – Electorate Profile

Isiburana electorate is a mix of highlands in the north of the seat, where coffee is grown, and some lowlands, where vegetables are grown. There are also some small cocoa and copra plantations. One metal/bitumen road links the main town of Gorunga with a coastal port, but otherwise transport between towns and villages is by dirt road or by foot.

Gorunga has a small hospital, but with no doctor. Overseas volunteer doctors make occasional, irregular visits. The hospital has four trained nurses, and a trained midwife. Several villages have VBAs (volunteer birthing assistants).

The current MP is Charles Gelumu. He was first elected in 2002, and re-elected in 2007. In 2007, 28 candidates contested the election, and Gelumu received 28% of the vote. The 2nd place-getter, Peter Orissi, a Gorunga businessman, received 18%.

However, after an appeal from Orissi, the Supreme Court agreed there were voting irregularities in some of the highlands polling stations, and ordered a by-election. There are 18 candidates contesting the by-election, including Gelumu, who is from the highlands area of Isiburana; Orissi; and four women.
Julie Segai

- 40 years old, lives in Gorunga Township
- Originally from Assevai village, in the lowlands area of Isiburana
- A widow (her husband died two years ago), raising two teenage children
- Received secondary school education
- Works in a lawyer’s office in Gorunga
- Contested the 2007 Isiburana election as an Independent, receiving 10% of the vote, primarily from her main wantok areas in villages along the Gorunga – Port road

Helen Okani

- 28 years old
- Recently married
- Husband works as a senior administrator for the provincial government in Gorunga
- First-time candidate, standing as an Independent
- Not employed, but does voluntary office work for the Provincial Council of Women and assisting an international aid agency deliver HIV/AIDS education
Donna Tokamu

- 51 years old, lives in Port Moresby
- From the same tribe and highlands village as Charles Gelumu
- Went to university at UPNG, works as an accountant for a health aid agency in Boroko
- Parents are also in Port Moresby, both working, as an accountant (father), and a lecturer
- 2 brothers and 1 sister, all working as teachers in different villages in Isiburana
- Contesting as an endorsed candidate of the Melanesian Peoples’ Party

Jenny Kutavu

- 58 years old
- Lives in Gorunga
- Married to Peter Orissi’s brother
- Contested 2007 election, but seen as a dummy candidate for Orissi, Jenny polled 5% of the vote
- Runs a secretarial support firm in Gorunga
- Member of the SDA church
- Stated she is running as an Independent, but suspected of being supported by the People’s Regional Alliance Party
- Denied she was standing, but was a surprise last-minute nomination
Campaign Fundamentals

(compiled by Linda Reynolds)

Election Campaigns

• Many different types of campaigns
• All elections are about numbers
• An election campaign is:
  – A race between candidates for elected office; and
  – The organised effort we make to win an election.

The Basics

• All campaigns are hard work.
• Every election is different.
• Campaign basics are the same world-wide.
• Campaigning is continuous.
• Don’t over-commit, be realistic, start small and grow as you gain momentum.
• For women – coaching, mentoring and ongoing support is particularly important.

How can you win?

• Elections are all about NUMBERS
• As a candidate or campaign manager you need to understand how you can win and have a strategy to achieve it.
  • Voting system
  • Party Ticket
  • Voter Turnout and most recent election results
  • Voter registration
  • Formal voting
  • Getting out your voters
Elections are all about choice, persuasion and credibility

- Elections are about choices and you must give voters a clear choice between your vision for your local area and the other candidates’ visions.
- You must contrast yourself with your opponents.
- You must demonstrate why you are the best choice for your local area.

The BIG Two Questions for Candidates

- Why am I running for office?
  (or why should electors vote for me)
- How am I going to win?
  (or where are my numbers and how do I get them to vote for me?)

Four Keys to a Winning Campaign

1. A strategy to win.
2. A campaign plan to implement it.
3. Resources and People to implement it.
4. Ability to coordinate and deliver your plan.

6 Point Test to Get Elected

1. Do voters know your name?
2. Do voters have a favorable impression of you?
3. Do voters believe you understand what is important to them?
4. Do voters think you will do something about it?
5. Do voters believe you are the best person to do something about it?
6. Will they all turn out to vote for you on polling day – and will their vote be counted?

Credibility, Relevance and Motivation

- Demonstrate how you are different from all the other politicians.
- Do not make unsubstantiated claims and source information you use.
- Demonstrate through factual information.
- Let your voters make a judgement based on the facts.
- Campaign on issues that are relevant to your voters.
- Confidence is essential.
Who Are You? – Information Required

- Name, DOB
- Photo
- Family information (marital status etc)
- Member of the Party since...
- Party involvement
- Qualification Details
- Representational history
- Why they are standing
- How am I different?
- Priorities for the area?
- Community involvement
- Credibility
- Local achievements
- Future Plans

The “So What” of your BIO

- Part of the community.
- Credible.
- Relevant - understand and care about local problems.
- Fighting to achieve more for the community.
- Working with the Party on behalf of the local community.
- Working on issues that matter to local people.
- Delivering for the local community.

Explain how a person’s opinion counts

- Communication is the best way to build public trust.
- Local residents need to know that their opinions are being heard and their candidate or elected representative is standing up for them.
- People will lose faith if they don’t believe they are a part of the process.
- People want to see you understand their concerns and that you are acting on their behalf.
What is your personal story?
• Tells your story.
• Answers the questions:
  • Who are you?
  • What is your motivation?
  • What are your values?
  • Why are you standing?
  • How are you different from other candidates?
  • Why should people vote for you?
• Becomes the basis of all communications
• Becomes the basis of all activities

Who are you and why are you talking to me?
• Who are you?
• Why are you talking to me?
• How is it relevant to me?
• What is the issue and what can be done about it?
• What action will you take?
• What do you want me to do about it?
• What will happen if I vote for you?
The Message

ELEMENTS OF A GOOD MESSAGE

Clear: a solid message must be clearly written in easily understood words.

Concise: A message should not be more than a few sentences if at all.

Contrast: A message that does not contrast is incomplete. Every time a candidate's campaign talks about itself, it is also talking about the opposition. By saying who the candidate is and what she believes in she is defining the difference between herself and her opponent.

Memorable: A message must be easy to remember and must become part of the body of the candidate's campaign. Everyone who works on her campaign must know it well and say it often.

Persuasive: A message must be convincing and should engage the targeted voters.

DEVELOPING THE MESSAGE

Identify the Problems: the candidate should talk to voters throughout the community and identify their concerns.

Develop the solutions: The candidate should think of ways to solve the voters' problems and can even ask them for suggestions on possible solutions.

Identify the Actions of Local Leaders: What have local leaders done to respond to or improve the situation? How can local leaders do a better job in addressing this problem?

Create the Message: The candidate should then think of a message that addresses the voters' concerns and highlights her solutions and strengths.
DEVELOPING A GOOD SLOGAN

1. **Keep it true to one's message** - Don't try to be too cute, clever, or funny. The slogan doesn't have to rhyme or make people smile. All it has to do is get the message across. Make sure that an average voter, hearing the slogan for the first time, knows what the message is just from hearing the slogan.

2. **Keep it short** - Slogans need not be whole sentences, and should never be more than one sentence. Most good slogans are only a phrase or two linked together. Keep the slogan short.

3. **Use emotions** - During campaign season, the voters are bombarded with dozens of slogans from dozens of different candidates. In order to make one's slogan memorable, use emotional words that make an impact on the voters and cause them to remember the slogan and the message.

PUBLIC SPEAKING

Speaking well in public is an important part of campaigning. The best way to improve public speaking skills is through practice, practice, practice. The following are tips for speaking in public. The candidate should:

- Speak slowly and clearly
- Stay focused on the topic
- Keep your speeches short
- Share personal stories and examples
- Speak loudly
- Make eye contact with her voters
- Be relaxed and confident
- Stand straight
- Use some humour
- Know her topic
- Repeat your campaign message
- Read her audience to check for their 'temperature'
PUBLIC SPEAKING
Some more tips on public speaking, from Hon Dr Meredith Burgmann, a former President of the NSW Legislative Council and current Councillor on the Sydney City Council.

1. Know your audience
2. Work out what sort of speech is needed
3. Don’t talk too long
4. Be confident even if you don’t feel it
5. Have prepared notes but preferably don’t read your speech
6. Number the pages
7. Structure the speech
8. Acknowledge VIPs but don’t overdo it
9. Thank the audience for coming
10. Say at the beginning what you are going to talk about
11. Personalise the issues
12. Make a few jokes but make certain they are appropriate and not forced
13. Use contrasts - “Ask not what your country...”
14. Talk in threes - “Life, liberty and property...”
15. Speak clearly and loudly
16. If there is a microphone, speak into it and check with the crowd
17. Use your hands
18. If the media are there, make sure you have a “30 second grab”
19. Summarise at the end of your speech
20. Finish with a punchy sentence
DEALING WITH THE MEDIA

1. Get to know the media representatives you will be dealing with
2. Help them when you can
3. Be available except when you need to shut a story down (very rare)
4. Never tell them things that are not true
5. Try not to get angry with them
6. Be yourself
7. Work hard at your job so that they will respect you
8. Show that you understand the issues
9. Remember they love “exclusives”. You can use this to your advantage
10. Personalise issues, present them with someone who has a story
11. Do their work for them, make it easy for them to talk/write about you
12. Try to keep on message
13. If you want them to use a particular quote, write it down
14. Learn to write press releases
15. If they are attacking you, offer them an important scoop
16. Speak clearly but naturally
17. If on TV, remember to be concise
18. Remember the “30 second bite”
19. If on TV, wear clothes and jewellery that do not distract
20. Always try to look professional (neat and tidy)
**WORKSHEET 6 - DEVELOPING A MESSAGE**

<table>
<thead>
<tr>
<th>What I say about myself</th>
<th>What my opponents say about me</th>
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<th>What I say about my opponents</th>
<th>What my opponents say about themselves</th>
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The Machinery – The Campaign Plan

Elements of a Campaign Plan

- **Objective** *(Win an election and/or win an increased majority)*
  - To win!
  - Develop a profile and credibility in your party.
  - Develop a profile and credibility in your community.
  - Develop support base of voters.
  - Hold the votes you won last time.
  - Gain new votes.
  - Get your supporters out to vote.

- **Strategy** *(How you plan to achieve your objective)*
  - Your values contrasted against your opponents.
  - The issues you want to fight the campaign on.
  - Your theme and messages.
  - Targeting your messages.
  - Your Story
  - Campaign on your strengths
  - *Positive* themes about yourself
  - Contrasts with your opponents

- **Tactics** *(How you are going to implement your strategy)*
  - Methods of communicating your message to voters
  - Candidates House to House
  - Public Meetings
  - Mail
  - Community Leaders and Groups
  - Internet
  - Media
  - Advertising
  - Signs and Posters
  - Fliers
The Goal of the Campaign Plan
To detail how to get your candidate the most votes by:

- Identifying your supporters and getting them out to the vote; and
- Persuading the “persuadable” to vote for your candidate.

Why target your message?

- Not all voters are interested in the same issues.
- Not all voters hear what you say in the same way.
- Not all voters obtain information in the same way.
- Never enough resources to communicate with all voters.

PURPOSE OF THE PLAN:
The purpose of developing a campaign plan is to outline how the candidate plans to get a 50% plus one majority on Election Day. Developing a campaign plan is crucial to a candidate’s success. The plan is a candidate’s road map to Election Day victory and if viewed as such will help the candidate plan it to the best of their ability because the aim is to win the election.

The campaign plan outlines each step in the candidate’s campaign from the time she decides to run until the polls close on Election Day. Challenges always arise and campaign plans can be altered. What is important is to have a plan outlining what the candidate will do to win, how and when she will implement the strategy, and finally, how much it will cost.

The campaign plan says to potential large donors and important supporters that the candidate is serious enough to spend possibly dozens or more hours on a written plan. They see not only that the candidate wants to win, but how she plans on winning. This could give them faith in the candidate they might not have had otherwise and cast a vote or give her money or preferably both.

Once a candidate has decided to run, the tasks associated with the campaign can seem overwhelming. Having a campaign plan can provide perspective and help the candidate to make sure that she is following a strategic path to victory.

KEY ELEMENTS OF THE PLAN
On the next page is a cycle with the key steps used in developing a campaign strategy:
a) Determining the issues and setting the objectives:
The importance of determining the campaign issues and setting the objectives
cannot be overemphasised. The campaign strategy is to a large extent based on the
key issues that are identified during the stage of developing the objectives of the
campaign.

b) Carrying out the research and data:
The research and data collected helps to provide further information about the
campaign issues. This is information that is used in developing the campaign
messages.
c) Identifying the target groups/opponents/ swing voters and allies:
It is important to identify the target group for each issue. This will help the candidate design and package the message appropriately.

d) Identifying allies and opponents:
Campaigns are based on convincing the electorate to vote for the candidate. It is important to know how many people are in her constituency and who her opponents and allies are. The candidate's messages should be designed to address their different concerns. The campaign team should aim at strengthening their ties with their allies and winning over their opponents. However, the most energy should go to convincing the undecided electorate who are referred to as “swing voters.”

e) Building the team:
The campaign team carries the candidate's image. It is important that the candidate identifies a strong core team, which is referred to as the task force and equip them with skills and a code of conduct to represent the candidate effectively. The candidate should choose a few trusted people on her team who can tell her the truth about the campaign and she should meet with them regularly. The key to organising a successful election campaign is trust, mutual respect, openness, and integrity in the campaign team.

Developing the strategy and assigning the team's roles:
The candidate's campaign strategy will evolve round the issues developed out of research carried out in her constituency. Her strategy should be to strengthen her candidature and to diffuse or neutralise any negative issues arising from her opponents camp or from within the electorate themselves. The candidate should plan together with her team and develop her objectives around the issues of concern.

The candidate should develop strategies and activities that will help her achieve her objectives. It is helpful for the candidate to use the who, what, where, why, when, and how framework to help her plan. This framework will also help her identify the resources she will need for each activity. The candidate should remember to attach a clear timeframe to each activity and to assign roles to her team members.

It is important to note that the strategies and activities keep changing so the planning process will have to continue throughout the campaign period. Other issues to consider are:

- Mapping of the key geographic areas needed to win.
- Identification of key personalities to be visited. Do not forget traditional leaders and opinion leaders who have a lot of influence in communities. Consult them regularly.
- Coordination of campaign agents to maximise numbers of people to make visits to voters.

- Coordination of the media component to maximise coverage.

- Maintenance of direction and control of travel within the constituency (this is an expensive component and therefore needs to be managed properly).

- Maintenance of communication with all aspects of the campaign. Lack of communication retards progress and frustrates campaign agents. The candidate should have weekly de-briefing meetings where the team can get updates and compare notes.

**Election Day Activities:** The task force, including the candidate, should have a meeting with all the agents and polling agents the day before the election. Give out specific assignments such as assigning the polling agents to monitor the elections. Voter's activities should be monitored throughout polling day. Agents should be assigned to getting all the candidate’s supporters to the polling station.

**EVERY VOTE COUNTS!**

It is important for the candidate to ensure that her polling agents are given refreshments and lunch. Communication is vital across the constituency.

**f) Develop the message:**
The message is a key aspect of the campaign. It should be developed considering the research findings on the issues of concern. The candidate should make the message simple and clear. The candidate’s campaign slogan and speeches all evolve around the campaign message.

**g) Develop the publicity and media strategy:**
The media strategy will enable the candidate to reach a wider audience and make her more visible on the political scene. It is important to analyse which media is most effective and which one covers the candidate’s electoral area. The candidate should also endeavour to build rapport with the press and media agents from different media houses.

**h) Fundraising:**
Election campaigns are very expensive to run. It is important that the candidate plans well ahead of time and develops a realistic budget to help her as she fundraises. The candidate should identify potential donors, share her goals with them and ask them for both financial and other resources. The candidate should be creative and think of different activities that can be used to raise funds. The candidate should remember to ensure strict accountability of all the funds that are mobilised.
i) Launch campaign:
The launching of the election campaign is very important. The launch should be well organised and exciting. This will help to attract as much attention as possible to the candidate and the campaign message. The launch should be publicised so that the electorate turn up in large numbers. The launch should be followed by the implementation of the activities. The candidate should implement the campaign following the campaign plan. She should ensure that all the members of her team are well aware of their roles and she should encourage them to follow the plan and the timeframe.

j) Monitor and evaluate the campaign:
Monitoring and evaluating one's campaign will help them follow up on how effective it is. The evaluation should take place throughout the election process. Monitoring enables the candidate's team to decide whether to modify the strategy or to strengthen particular aspects of it.

k) Ensure the campaign is documented:
The candidate will need to document her campaign events. Reports provide valuable records of events for future reference.

KEY TEAM MEMBERS
The following is a list of key team members the candidate needs to put in place to help her run her race. Some of the team members may play multiple roles. The most important issue is to have a team in place.

CAMPAIGN MANAGER:
The Campaign Manager should be the first person the candidate hires or brings on board long before she announced her intention to run for office. The Campaign Manager is the candidate's key strategic advisor on the campaign. The Campaign Manager should be someone with whom the candidate can confide in and at the same time has the confidence of the rest of the team. The Campaign Manager is involved with the development of the campaign plan and ultimately has the responsibility of coordinating and executing the plan. The Campaign Manager also has the responsibility of steering the campaign in the right direction and resolving disputes along the way. The Campaign Manager should be a good listener, know how to analyse situations and make quick, reasoned decisions. The Campaign Manager should be a good representative of the candidate, able to speak to the media on behalf of the candidate.

FINANCE MANAGER:
In the early days of the campaign, the largest task for a candidate is beginning her fundraising and developing a fundraising plan that will
allow her to meet her budget projections for the campaign. The Finance Manager should help put together a Finance Plan detailing how funds are to be raised and from whom. It is always helpful if the Finance Manager is financially secure, with financial connections in the community. The Finance Manager should also be someone with time to devote to the campaign, plan fundraising events and follow up on pledges made to the candidate, when the candidate is unable to do so herself.

PRESS/PUBLICITY SECRETARY:
The Press Secretary is in charge of the candidate's Media Campaign. The Press Secretary will help the candidate build her message and find strategic ways to get her message to the voters using various means and various media. The Press Secretary will also sometimes serve as the candidate's spokesperson as well as overseeing the campaign's research. If the Press Secretary is not in charge of research, the candidate needs to ensure that there is someone responsible for research. The Press Secretary also helps the candidate prepare for debates and other public appearances.

The Press Secretary is also responsible for the production of the campaign materials and their distribution and for compiling a list of all the media personnel and their mobile telephone numbers. If the candidate has an office or operates from her home the Press Secretary should answer all telephone calls and keep a record of all her speeches, press releases, video recordings, newspaper articles (on and by the candidate).

SCHEDULER:
The Scheduler keeps the campaign ticking. The Scheduler should be an organised person who is good at follow up. The Scheduler makes sure that the candidate is going to events and meetings that make strategic sense. While the Scheduler will help organise logistics, he or she should also have a clear sense of which voters you are targeting so as to proactively build a winning schedule.

VOLUNTEER CO-ORDINATOR:
He or she has the duty to involve others in the candidate's campaign. If the person is cheerful, brings a friendly atmosphere to the office (or team) and provides interesting chores, the campaign will exude the same qualities. Apart from recruiting volunteers for the candidate and making sure that they are being used effectively, the Volunteer Co-ordinator should also remember to give ample appreciation to the volunteers!
VOLUNTEERS

What can they offer you?

What can you offer them?

WHO IS IN YOUR CAMPAIGN TEAM?

Candidate:

Campaign Manager:

Finance Manager:

Press Secretary:

Scheduler:

Volunteer Co-ordinator:

If you don’t have definite names yet, write down possible people you could approach.
Getting Out the Vote

Voting is voluntary !!!

1. Know the rules.

2. IDENTIFY your supporters in the community and keep a list with contact details.

3. INFORM them about how/when to vote.

4. MOTIVATE them by expressing what is at stake.

5. ASSIST them to get to the polling station.
The Money – Fundraising

Introduction

- Fundraising is challenging and time consuming.
- Fundraising is a continual process.
- Openness and record keeping is essential.
- Candidates should not receive cash directly.
- Donors must donate because it is the right thing to do, not because they will receive some benefit.

Key Principles

- Appoint a fundraising manager.
- A donor has a right to put his/her views to a Party. This is a right to be heard, it is not a right to personal benefit.
- Do not accept funds that are donated subject to any political conditions.
- Do not accept funds which are intended to obtain a Party’s support for specific actions or attitudes.
- Keep full records of all donations.
- Do not accept money if you do not know where it has come from.
- It is the responsibility of the fundraising chairman or committee to accept and record money on behalf of a party – not the candidate directly.

Reasons People Do Not Donate

- Are not asked
- Are not asked for a specific amount
- Have not donated and do not know how
- Feel they are being used
- Are unconvinced by the appeal
- Received an appeal from the wrong person
RAISING THE FUNDS FOR THE CAMPAIGN:

Campaigns need money to operate and in order to get the contributions to fund the campaign activities, real work needs to be done. Rare indeed is the donor who, unsolicited, sends a check to the campaign. Successful fundraising requires that the campaign in general and the candidate in particular, spend quality time planning and executing a fundraising plan. Winning candidates on every level need to realise that in order to win, the candidate herself will have to spend a minimum of 50% of her time fundraising.

A seemingly perfect campaign strategy is useless unless the candidate can develop a realistic budget that pays for it. A budget serves as a road map and provides continuity in times of chaos. In addition, it can serve as an indicator that the candidate’s campaign is viable. For example, a campaign could have the largest trained staff, the biggest posters and the most in-depth research data; however, if the campaign does not have the money in the bank for the final paid-media push, victory may be elusive.

A campaign budget keeps a campaign on track. Many first time candidates are amazed at how much time they have to spend raising money. Fundraising is one of the most challenging and important parts of the campaign. As frustrating as this can be, remember that even the most experienced candidate with the best message cannot win unless she has the money to communicate effectively.

The Candidate is her campaign’s best fundraiser and she must be an active participant in raising the money. Others can help her, but she must become comfortable and confident asking potential contributors to invest in her campaign.

The Funding Strategy

The candidate should develop a funding strategy. Even though fundraising seems simple, a winning campaign has a fundraising strategy that takes into account the campaign strategy and overall budget. After the campaign plan is in place, the candidate and her team need to figure out how they plan to raise the money to carry out the activities in the campaign strategy. The funding strategy must include a detailed plan for raising funds stating what money is needed, where the money will come from, how it will be obtained and if possible, by when (timeline). The Finance Committee (see below) needs to follow the funding strategy and continuously track fundraising efforts.

Below are just a few of the reasons why a detailed fundraising strategy is critical for each and every campaign:

1. **Provides organisation** - a detailed fundraising strategy creates organisation and order in the chaotic world of campaign finance.
2. **Defines responsibilities** - a fundraising strategy determines who does what, and adds accountability to the candidate’s fundraising campaign.

3. **Sets deadlines** - a good fundraising strategy tells the candidate when she needs the money. Deadlines help motivate her team to perform.

4. **Provides a credible fundraising tool** - when an investor purchases a business, he or she wants to see the financials that prove the company can be a success. Often, it's no different for major political contributors. The candidate's fundraising strategy shows why she needs the money and lets contributors know she is serious about winning the election.

5. **Measures progress** - a detailed fundraising strategy lets the candidate measure her fundraising progress, thus allowing her to make needed adjustments before it is too late.

**The Finance Committee**

It is beneficial to have a Finance Committee that supports the Finance Manager on the campaign. The role of the Finance Committee is to provide contacts who can be solicited for the donations which are vital to the campaign's success. Each member of the Finance Committee should be supporters of the candidate who have wide ranges of contacts they can solicit to support the campaign. Each member is generally expected to contribute to the campaign, and then pledge to locate a certain number of others to do the same. The Committee can be composed of business people, professionals, socialites and political contacts among others.

**Identifying Donors and Developing a Target List**

Many people believe fundraising is another word for begging. This notion is perhaps the single greatest obstacle to success, and leads candidates to avoid the most critical and essential activity in a campaign: asking for money. A donor's contribution is not an act of kindness, nor is it a personal favour. People donate to campaigns because they want to. Their contribution serves their needs. Donors contribute when the candidate has identified their needs and demonstrated how they will benefit if the candidate is elected. This section helps the candidate identify donors and their motivation for giving to campaigns.

**CIRCLES OF BENEFIT**

The following diagram portrays how donors benefit when they contribute. It is intended to help the candidate organise donors, understand a donor's motivation to give, set priorities, and show how donors benefit when they contribute. Knowing this enables the candidate to select the appropriate message to use with potential donors.
Personal Circle

**Why:** Donors in the Personal Circle give because they have a close relationship with the candidate. Loyalty moves Personal Circle donors to look past differences in ideology and party affiliation, and sustains their support regardless of a candidate's standing in the polls.

**Who:** Personal Circle donors are family members, friends and close professional colleagues of the candidate.

**When:** Start with this circle of donors to raise the first operating costs of the campaign. Early support from this circle demonstrates viability to other donors, the media, community leaders, and opinion makers.

Ideological Circle

**Why:** Ideological Circle donors share the candidate's advocacy of a particular cause. This circle may include donors who belong to the candidate's religious, cultural, ethnic or gender group.

**Who:** Ideological Circle donors include civil rights activist, women, environmentalists, etc.
When: Ideological donors take political risks and participate early to ensure the candidates they support have the strongest possible voice.

Where to find them: The candidate should look at membership lists of ideological organisations they belong to. Think of the issues they care about and the groups that reflect those views. Call individuals associated with those groups.

Axe-to-Grind Circle

Why: Axe-to-Grind donors give because the opponent's victory would adversely hurt their interests, or has already done so. They have a tremendous incentive to weaken the candidate's opponent by strengthening her own candidacy.

Who: Anyone who strongly dislikes or fears the candidate's opponent.

When: These donors like those in the Personal and Ideological Circles can provide early support.

Where to find them: The candidate should look at her opponent's background and find out who she or he has alienated over the years. What has the opponent done?

Power Circle

Why: Donors in the Power Circle give to protect and advance their economic interests.

Who: These include business interests, labour unions and professional associations. Incumbents receive the majority of Power Circle support while challengers are unlikely to receive their support until the candidate's competitiveness is firmly established.

When: Power Circle Donors should not be counted upon to provide early support to non-incumbents. Power Circle donors tend to give once a candidate has demonstrated viability. The difficulty facing challengers or candidates for open seats is that the Power Circle, which is the largest source of money for politics, is generally unavailable until the final quarter of the campaign.

Where to find them: The Power Circle includes groups and individuals who are opinion leaders and who generally want to make sure they support a winning candidate. Almost every area has a core of Power Circle donors.

The candidate's donor base will continue to grow as the campaign progresses. Cultivating prospective donors is an on-going process. The candidate should ask donors in all the circles for the names of additional prospects for her to call or contact. The candidate should ask if the donors are willing to commit to raising money from their contacts for her campaign.
GENERAL FUNDRAISING TIPS
First the candidate must examine their own reserves. If the candidate is not willing to make a contribution to their own campaign, they cannot realistically ask others to contribute.

How to ask for the money:
If the candidate has a direct relationship with the donor or potential donor, it's best if she does the asking. If the candidate doesn't like asking for money, she needs to learn very quickly how to like it. If she don't know the person directly, but knows someone who knows that person, then she should pursue the person she knows. She should have that person ask for funds. Personal relationships go a long way. The candidate should use that to her advantage to raise money. When asking for money, the candidate should stress what the problems are in the community and how she is the solution. People give money to solve problems.

Spend Smart:
All campaigns have limited resources. There is no money to waste. Money should not be spent on impulse. The candidate should always ask herself, "Was this item budgeted?" One means to spending smart is to stay on track. As much as possible, the candidate should stick to her funding strategy. That in itself shows good financial management skills, one of the requisite skills for a leader.

Always say thank you:
An unappreciated donor is one that won't give the candidate any money. The candidate should always send a handwritten thank you note within 24 hours of a contribution. Always. No exceptions. Lack of appreciation is one of the primary reasons donors do not give. The best fundraising advice: raise money early, raise money often. Ask and ask again.
The Money – The Budget

Identify your expenses categories:
- Nomination fee
- Administration (headquarters, phones, etc)
- Advertising
- Transport & accommodation
- Volunteer maintenance – training & maintenance
- Campaign team expenses
- Voter contact activities (e.g. hiring a hall)

Identify your expenses timeline:
- When will you need to pay for these expenses?

Identify your fundraising timeline:
- What are your fundraising targets and dates?

Answer these questions (before the situation occurs):
- Will my fundraising stay ahead of expenses?
- What if I’m not meeting my fundraising targets?
- Where will I reduce my expenditure?
- What if I get additional donations?
- In what ways will I spend this additional income?
Campaign Timetable

Prior to the election dates being confirmed, develop a calendar that highlights key dates - counting down from the issuing of writs, through to the opening and closing of polls, and the return of writs. This acts as a countdown - for example, candidate nominations close 7 days after the election writs are issued (and nominations are opened). Following the closing of nominations, it is another 42 days before voting commences.

This gives your campaign team a timeframe to plan for events and travel ahead of the election. Once the election dates have been confirmed, you can put actual dates into your countdown calendar.

The PNG has announced a tentative schedule for the 2012 elections. The following sample calendar is based on these announced dates.

However, this should only be as a guide. Be sure to remain in contact with Electoral Commission officials to verify official election dates.

Following the close of voting, the work isn’t finished. Candidates need to ensure they have scrutineers to check the counting process. The writs (official notification of the winning candidates is to be completed 3 weeks after the close of voting.
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The following template is designed to help you pull all the information you have gathered together in one place and develop a comprehensive campaign plan.

Candidate

Campaign Manager

Seat

**Step One: Research**

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<thead>
<tr>
<th>Briefly describe the Election Laws that will affect this election.</th>
</tr>
</thead>
<tbody>
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</table>

<table>
<thead>
<tr>
<th>Briefly describe the District in which you will be running.</th>
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</thead>
<tbody>
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</table>

<table>
<thead>
<tr>
<th>Briefly describe the Voters in the district.</th>
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<tbody>
<tr>
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<tr>
<td>Briefly describe what has happened in past elections in this district.</td>
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<td>-------------------------------------------------------------</td>
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<tr>
<td>Briefly describe the factors that will influence this election.</td>
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<tr>
<td>Briefly describe yourself as the Candidate.</td>
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<tr>
<td>Briefly describe all your Viable Opponents.</td>
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</table>
Step Two: Setting a Goal

<table>
<thead>
<tr>
<th>Area</th>
<th>Voters</th>
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<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
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</tbody>
</table>

We will have to communicate our message to this many homes in order to achieve this number of votes:
Step Three: Targeting the Voters

*Geographic Targeting*

Based on past elections, I can expect to do well in these parts of the electorate (my base area):

Based on past elections, the opposition can expect to do well in these parts of the electorate (their base area):

Based on past elections, the following areas of the electorate will be the swing areas where I will have to persuade the balance of the voters I need to win:

*Demographic Targeting*

I can be considered to belong to the following demographic groups, which will be my base of support:
These other demographic groups can be expected to support me for the following reasons:

| All of these demographic groups make up the following percentage of the population:
| --- |
| In real numbers, this is the total number of available votes:
| We can expect to receive the following percentage of these votes:
| ..........% |
| In real numbers, this is the total number of votes I need:
| If need be, I can also attract votes from the following collateral groups: |
Our opponents can expect to attract their votes primarily from the following demographic groups:

Voter Analysis

Members of our target audience share the following Values:

Members of our target audience share the following Attitudes:

Members of our target audience share concerns about the following Issues:

Members of our target audience share the same desire for the following Leadership Qualities:
Step Four: The Campaign Message

The Campaign Slogan (8 words or less) is:

------------------------------------------------------------------------------------

In one sentence, my message to voters (25 words or less) is:

_____________________________________________________________________________  
_____________________________________________________________________________  
_____________________________________________________________________________  

The following is a one-minute statement that answers the question "why are you running for this office?"

_____________________________________________________________________________  
_____________________________________________________________________________  
_____________________________________________________________________________  
_____________________________________________________________________________  
_____________________________________________________________________________  
_____________________________________________________________________________  
_____________________________________________________________________________  
_____________________________________________________________________________  
_____________________________________________________________________________  
_____________________________________________________________________________  

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The Message Check

Does this message meet all of the following criteria:

- Short?
- Truthful and credible?
- Persuasive and important?
- Contrasts with our opponents?
- Clear and speaks to the heart?
- Directed at our target audience?

Does the following support our message?

- The candidate’s biography
- Stories about the candidate
- The campaign slogan
- The campaign logo
- Endorsements
- The party message
### Key Issues of the Electorate

The following are the most important issues to my target audience:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>1.)</td>
<td></td>
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<td>2.)</td>
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<td>3.)</td>
<td></td>
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<td>4.)</td>
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<td>5.)</td>
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</table>
Our campaign is best positioned to focus on the following issues and will relate them to the campaign message in the following way:

1.)

2.)

3.)
Step Five: Voter Contact

In general, I intend to communicate my message to the voters using the following methods:

<table>
<thead>
<tr>
<th>Demographic Group</th>
<th>Method to Reach Them</th>
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<tbody>
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</tbody>
</table>
## Campaign Structure

These people will have the following roles in the campaign:

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Phone Number</th>
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<tbody>
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</tbody>
</table>
Step Five: Budget

Campaign Budget – Spending

<table>
<thead>
<tr>
<th>I will spend the following amounts on my campaign:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posters</td>
</tr>
<tr>
<td>Administrative costs - headquarters, staff, etc.</td>
</tr>
<tr>
<td>Radio and Newspaper Advertising</td>
</tr>
<tr>
<td>Transport</td>
</tr>
<tr>
<td>Mobile Phone Usage</td>
</tr>
<tr>
<td>Nomination Fee</td>
</tr>
<tr>
<td>Food</td>
</tr>
<tr>
<td>Accommodation</td>
</tr>
<tr>
<td><strong>TOTAL COSTS</strong></td>
</tr>
</tbody>
</table>

Campaign Budget – Income

<table>
<thead>
<tr>
<th>I can raise the following amounts for my campaign budget:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Funds</td>
</tr>
<tr>
<td>Friends and Relatives</td>
</tr>
<tr>
<td>Community and Church Organisations</td>
</tr>
<tr>
<td>Axe-to-Grind Donors</td>
</tr>
<tr>
<td>Power Circle</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
</tr>
</tbody>
</table>