

Lessons Learnt

Make the other side lose

Tell voters of negative impacts

Stand united

Stay disciplined

YES \$

Targets

Voters – ‘Yes’ and ‘No’

Politicians – State and Federal

The Media – Popular and Political

Mayors, Councillors and Council Staff

YES\$

Where does the voter sit?

YES\$

Research Objectives

Assist campaign strategy development

Establish measures

Regular updates on progress of campaign

YES\$

Process

Three stages of research activity...

Stage 1

Developmental qualitative

Benchmark quantitative

Stage 2

Concept testing and refinement qualitative

Stage 3

Tracking quantitative

Tactical qualitative

YES\$

Methodologies

Qualitative

Focus groups

Strong 'Yes' / 'No' voters

Undecided / uninformed

Quantitative

Telephone interviews

National samples – weighted to population statistics

State/territory sample – weighted to population statistics

YES\$

Timing

Stage 1 – Development and benchmark

Start – 19 June

Finish – 8 July

Stage 2 – Concept testing and refinement

Start – 15 July

Finish – 29 July

Stage 3 – Tracking

Start – 18 August

Finish – 11 September (assuming blackout)

YES\$

Creative Propositions

A 'No' vote is keeping 'business as usual'

If you vote 'No' things will change

A 'No' vote would stop
centralisation of power with
Canberra

I don't want to change
anything – I am voting 'No'

YES\$

A 'No' vote stops the Feds
taking direct control over local
communities

If it ain't broke don't fix it –
vote 'No'

YES\$

Let the people have their say
– A 'Yes' vote gives control of
local funding to the community

A 'Yes' vote protects us all
from the politicians

YES\$

If you want to continue to get
Federal funds for your local
community vote 'Yes'

A 'Yes' vote means money is
guaranteed
for our local community

YES\$

A 'Yes' vote simply makes
sure what happens now
continues

A 'Yes' vote means no
changes in our local
community

YES

A 'Yes' vote protects us all
from the politicians

YES\$

Early Outcomes

'No' awareness

'No' information

'No' emotional attachment

Disengaged

Distrustful of politicians

YES\$

30% + of voters will decide on
the day they vote

YES\$

The referendum will be won
on voting day September 14

YES\$

The biggest opportunity will be
on voting day

YES\$

You have the advantage

YES\$

This is your community

YES\$

You need to lead the local
community

YES\$

Engage the local community
on the negatives of the 'No'
case

YES\$

Spread real concern in your
community on the impact of a
'No' case victory

YES\$

'No' local roads

'No' local infrastructure

Increased rates

Less money for our communities in
tough economic times

YES\$

A 'No' win is a 'No' win for
your community

YES\$

You have to make the 'No'
case lose!

YES\$

3 Tiered Strategy

A.E.C. Awareness and Information
Campaign

You in your local community

ALGA Campaign – starts 4 weeks
out, heaviest in the last 10 days

YES\$

Strategy for each target – popular
and political

Stand united in your community

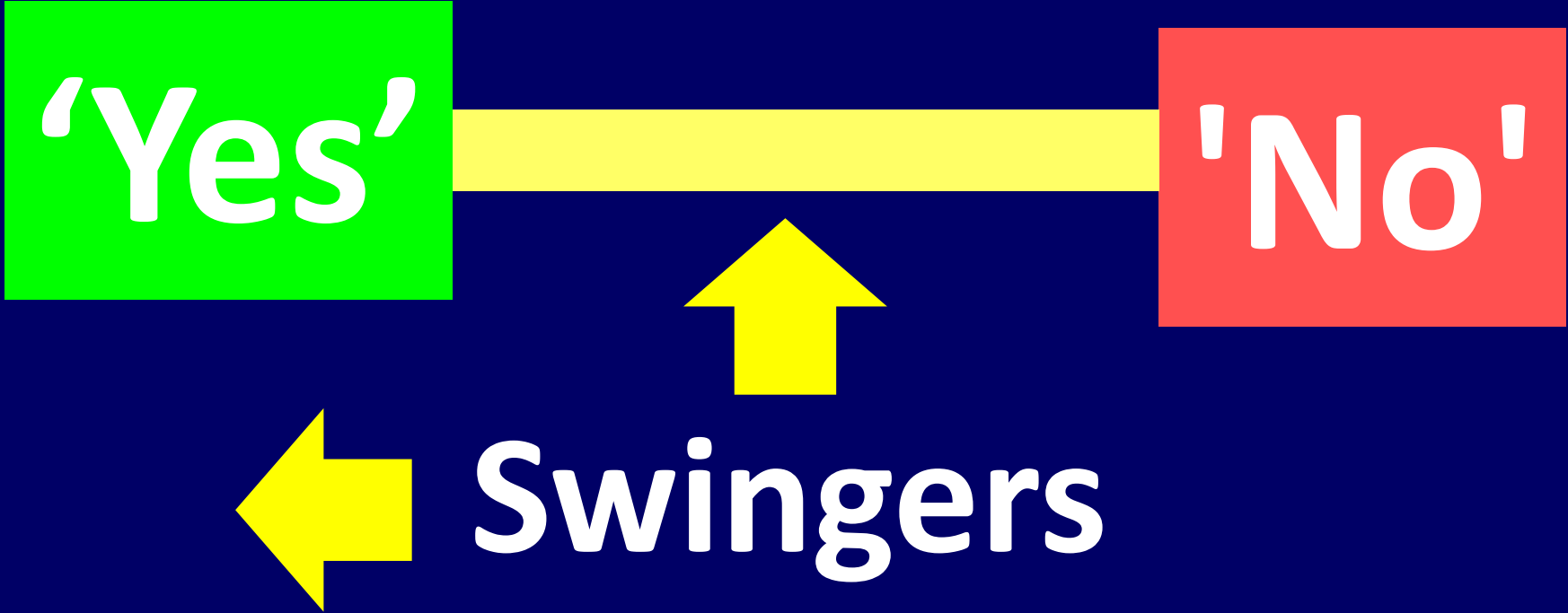
Strongly communicate negatives

YES\$

To win?

You have to make the 'No'
case lose!

YES\$



YES\$

Messaging

Keep it simple, easy, fast and memorable!

Plain speaking – down to earth – grass roots

YES\$

Creative Media Channels

TV – for emotions and colour

Press – for information, immediate reach and impact (Capital City, Regional and Local)

Digital – grass roots, daily, one to one – everybody

Publicity – political and popular (Press, TV, Digital)

Promotional – pre polling (Local) and polling

YES\$

Local Materials

Press Releases

Promotional / Photo Opportunity Ideas?

Detailed media schedule

Weekly PR activity advice

24/7 Help Centre

State and Territory weekly WIP phone hook up

Weekly Campaign Calendar

'Issues of the Day' Alerts

YES\$

Local Materials

Pre-polling day

A2 Promotional Posters / stakes

Polling day

Fence Sign

'Yes' T-shirt

Shouter

How to vote card

Summary

Spread the negatives of voting 'No' in your community

Campaign team of proven professionals
– best in industry

Exceptional value for money

Commitment, tenacious and the will to win on
September 14

YES \$