



## Guide for candidates and campaign teams

October 2011

### Help sheet 5

### Other important tasks for campaign teams

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#### Think about running mates

Consider the pros and cons of teaming up with a running mate with whom you may share preferences and campaign policies.

Sometimes this is also known disparagingly as a “dummy” candidate. However, this is a misnomer as those who are running mates also need to be prepared to get elected – it has been known for running mates to get elected along with their lead candidate or even for the candidate to lose and the runner to be elected!

This method is used by candidates in many but not all local government elections. While there has been discussion about some problems with excessive use of running mates, the Local Government Act and regulations concerning elections make no specific references to this practice.

Make sure you research the situation carefully so as not to break the law. Seek advice regarding your particular circumstances.

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#### Engage campaign supporters

- Campaign supporters may include people other than those who have been active on your campaign team. Supporters can be invited and included in your campaign by firstly having a campaign launch – a social gathering that will get the ball rolling. Ask them to bring a plate to share, ask your campaign partner to help call people and maybe someone will offer their house as a venue.
- It is also quite okay to fund raise, get help with advertising or ask people to contribute financially towards your campaign. You are the candidate but other people want you to be elected for the good of the community. It's not just about you personally.
- By bringing people together to work on your campaign you are creating something new in your community and already contributing to people working together!

With thanks to the WPILGC  
**More information at**

W: <http://women.vlga.org.au/>  
W: [www.thinkwomenlg.org.au](http://www.thinkwomenlg.org.au)  
E: [info@thinkwomenlg.org.au](mailto:info@thinkwomenlg.org.au)





# THINK WOMEN FOR LOCAL GOVERNMENT

building the numbers and diversity of women candidates for local government

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## Help produce the 150 word statements and campaign materials

- Some examples are included in *A Gender Agenda*.
- The candidate can work on this with the campaign team. Feedback and discussion about the statement will help develop a clear and well thought out perspective.

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## Remember electoral requirements

- All printed material must be authorised. Check the *Victorian Electoral Commission (VEC) Candidate Handbook* or website for details.
- Postal elections are now more common than attendance elections. See *A Gender Agenda* for this discussion.

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## Reach out to potential non-voters

- Remember people who do not get around to voting or who don't have to vote – they can be very important to the final result. Think about how to reach non-resident voters; people over 70; flat dwellers (in some areas).
- Keep in mind that this does take time and money and you need to weigh up the overall benefit. Discuss it with the campaign team and/or a local mentor.

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## What if your candidate wins the election – and is now a Councillor?

There are a number of resources available for you or your new Councillor which cover all aspects of the Councillor's role.

Resources include publications, websites and organisations such as ALGWA, MAV and VLGA. *Now You're a Councillor* is a kit for newly elected women councillors in local government, published by the Women's Participation in Local Government Coalition (update in 2012). These can provide you with up to date information about the life of a Councillor.

Councillors depend upon connections with the community and it is important to build on the networks formed during the campaign. Your campaign team could become a local support team.

**All women councilors once elected can use a support team – work out how to create yours. END**

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