

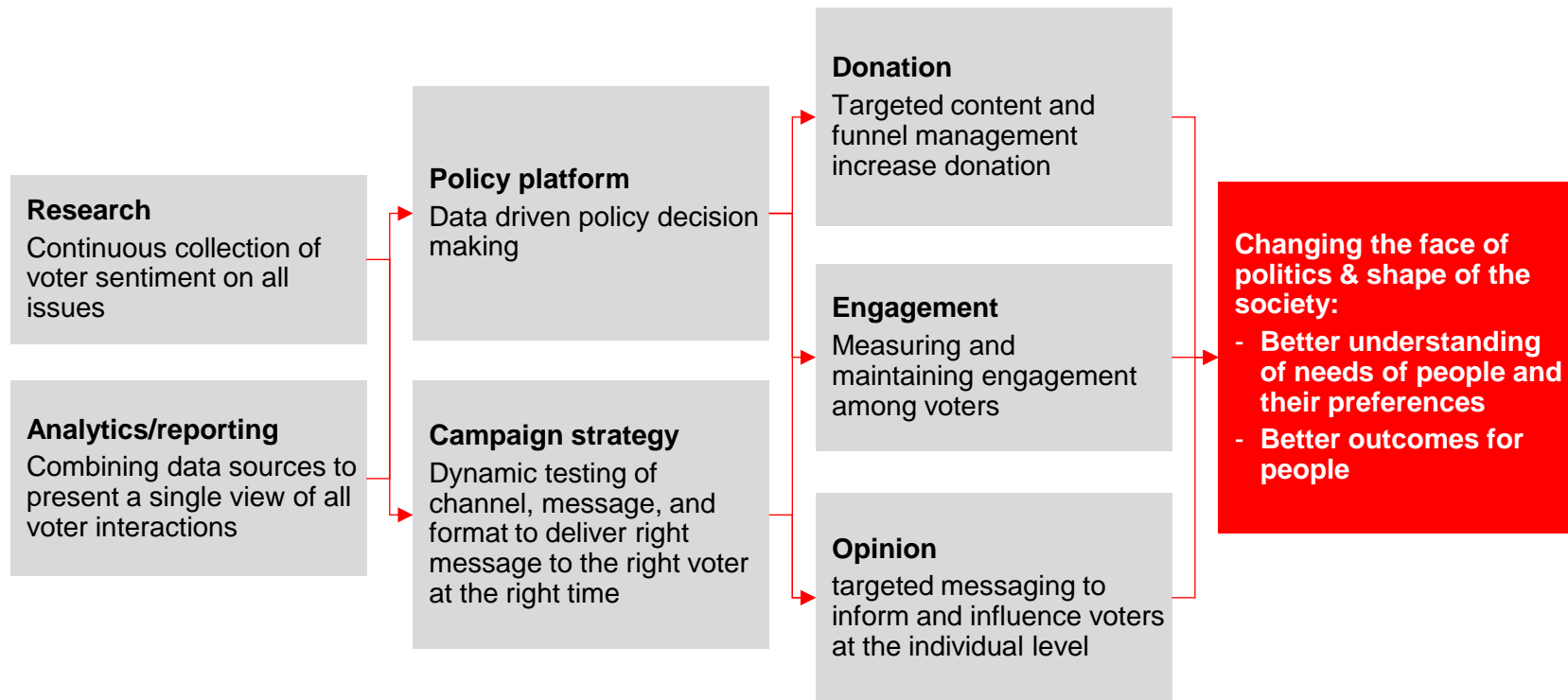
Justin Di Lollo
Business Director at WPP AUNZ

“The Technology of Elections”

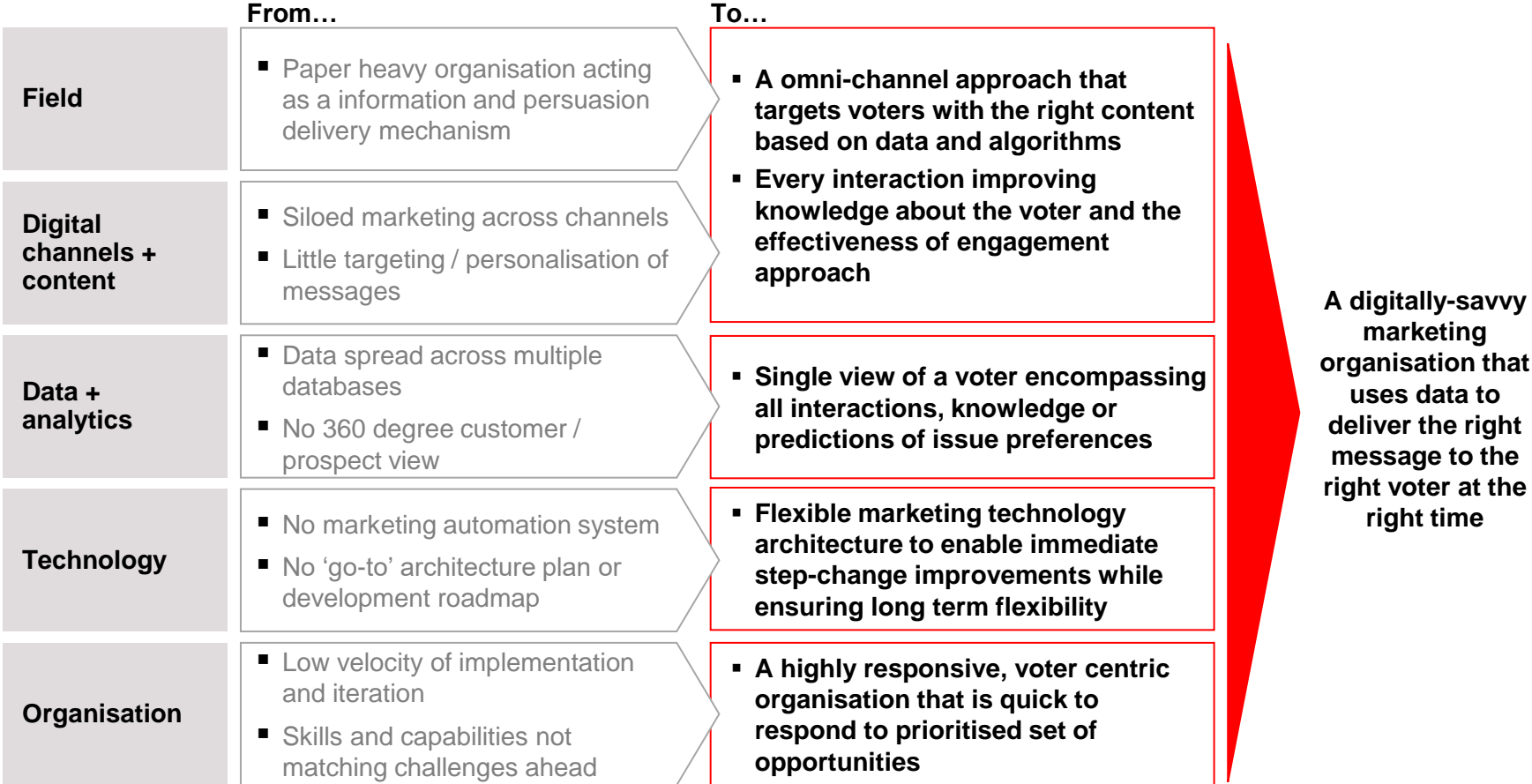
Kuba Tymula
Managing Director at Harris Partners

“The Technology of Elections”

Data & technology can drive better outcomes for all aspects of politics, leading to step change in outcomes for the society



At organisational level, the delivery is simple – but hard...



Skye Laris
Managing Director at Skye Laris & Co

“The Technology of Elections”



SKYE LARIS & CO.

Online campaigning

Uses online tools to organise people to take specific actions designed to deliver a specific outcome by identifying and harnessing the influential community and identifying and targeting the decision maker/s.

For example, a petition signed by thousands of people asking for the aged pension to be protected, resulting (ideally) in proposed government changes being ditched

Ingredients

Technology – website, social media, email, integrated data

Urgency – why should someone take the action you suggest NOW?

Emotion – harnessing outrage (usually) to motivate action

For example, GetUp had the website, social media and petition ready to go when Four Corners aired footage on the liver export trade. Distress and anger = biggest online growth in Australia to date. 100,000 in less than 24 hours

Why use online campaigns

Cheap (cost is in human resources)

Arguably more effective than TV given decline in live viewing and available targeting options

Very efficient for fundraising

Effective advocacy tool

Connecting the pieces

Integrate:

- Data
- Website
- Social media
- Email
- Traditional advertising and campaigning

Set your objective

Set a target for the ONE thing you're going to achieve. Do it until it's done.

For example:

- A database of 100,000 emails
- Facebook reach of 1 million a week
- Growth in specific demographics

Nurture the community

The resource being leveraged is the community.

If the community does not feel respected and included, you have no power to apply.

Whether the campaign is six weeks or six months, the community should feel like insiders.

Do not broadcast AT your community. Engage.

Online consultation

Same tools, much less emotion

- Deliberative
- Information rich
- Accessible
- Slower

Examples of effective online campaigns

Shareholder actions driven by online actions— Woolworths 2012 (GetUp), Transfield 2015 (Change), Santos 2014 (GetUp/ TWS)

Budget 2014 - Medicare changes, University fees, pension cuts

Change.org – credit card surcharges, Transfield

How is it disruptive?

Giving the community power feels destabilising for top down organisations.

Sharing information in organisations with a closed culture feels threatening.

Most organisations don't have the right human resources or culture to do it well at first.

Shareholder & corporate activism

Risk or opportunity?

- Convince shareholders to take a particular path, eg Woolworths shareholders called for rule changes to poker machines owned by Woolies
- Divestment campaigns, eg Super funds divesting Transfield shares because of detention centre campaign
- Potential for business to harness these strategies for CSR work and for mergers and acquisitions going to shareholder votes