



MILLIONS VS MILLIONAIRES

The people-powered movement working to take back our democracy from the control of billionaires and corporations.



DEMOCRACY IN CRISIS

Trust in our government is at its lowest level in 20 years.¹ **Only 5% of voters believe politicians can “usually be trusted” to do the right thing.**²

And it's no wonder – billionaires and big corporations funnel enormous payoffs to politicians and political party coffers to ensure their interests come first.

When politicians can no longer hear the voices of the people they're elected to represent, it's clear the system is broken.

Over 70% of GetUp members say that the primary reason they take action with GetUp is to “counterbalance the disproportionate influence of Big Money in politics.”

But the current crisis is getting worse, with more and more money being poured into the coffers of major political parties. Australian democracy demands deep, systemic reform – and voters are crying out for it.

Reachtel polling commissioned by GetUp in September 2016 shows:³

85.3% of voters believe the disclosure threshold for donations should be lowered and disclosure made as close to real time as possible.

71.7% of voters support caps on the amount that can be donated to a politician or political party each year.

67.4% of voters believe big business has too much influence over Australian politicians.

The Joint Standing Committee on Electoral Matters has a clear choice: stand with a powerful, burgeoning movement of everyday Australians gearing up to rebuild our democracy – or back down to the billionaires and massive corporations.

ELECTION 2016: PEOPLE POWERED IMPACT

This year, the GetUp movement reached new heights.

Our 2016 Federal Election effort mobilised more people than ever before, engaged voters in new and innovative ways, and had a bigger and more decisive impact than ever before.

In a few short months, thousands of GetUp members worked together to put the big issues on the agenda – protecting our public health and education systems, saving the beautiful Great Barrier Reef, and ensuring a strong future for our clean energy industry.

Here's how we did it:

- **3,736 volunteers put in 17,471 hours** to reach undecided voters in marginal seats
- **40,218 one-on-one conversations** between GetUp volunteers and undecided voters
- **Nearly 100 members leading community campaigns** to protect local hospitals, which were backed by over 65,000 Australians
- **Our messages seen by 4.5 million Facebook users** in the week leading up to election day
- **230,585 online actions taken** by GetUp members in the two month election campaign alone
- **3,020 GetUp volunteers reached 1.1 million voters** with high-impact how-to-vote cards across 500 polling booths in marginal seats

And what did we achieve?

- **Average swing of 4.9%** in our target seats
- **Eight target MPs** lost their seat in Parliament
- **Massive swings against other target MPs**, including Peter Dutton and George Christensen
- **Australia wide conversations** from all sides of politics about the big issues like corporate tax avoidance and renewable energy

Our 2016 Federal Election effort demonstrates the democratic promise enshrined in the Constitution of Australia – that representative government depends on everyday people exercising their right to participate fully in the democratic contest of ideas.



OUR PEOPLE-POWERED FUNDING MODEL



Have a peek inside GetUp's mysterious secret election war chest... it's just people!

GetUp is powered by small contributions from members who fund specific campaigns, or give a small amount each week.

During the election campaign period alone **18,805 everyday people** – mothers and fathers, teachers and nurses – chipped in an average contribution of just **\$38** to help create the change they want to see. ⁴

These contributions funded:

- A massive traditional media campaign including 22 ads in national, metropolitan and local newspapers and digital ads on **four online newspapers**.
- Ground-breaking digital advertising that was seen **11.1 million times** on Facebook by **1.8 million individual voters and Facebook users** in marginal seats, and by 1 million voters on other high traffic websites.
- Fact sheets outlining the issues at stake, into the hands of **241,905 Australians**.

As a bonus, our people-powered micro-funding model is completely open and transparent.

Our website has a real-time snapshot of our fundraising efforts. Check in anytime:

<https://getup.org.au/about/powering-getup>

While the GetUp movement is **95% funded by small contributions from our members** – from time to time we receive a larger gift.

Like any independent third-party organisation, GetUp is required by law to disclose the identity of any donors who give over \$13,200 for election purposes in a financial year. These disclosures, however, take up to 18 months – and we believe democracy should be more transparent than that. We publish the details of **all donations over \$10,000** on our website within 30 days of receiving them.



Independent organisations like GetUp provide an essential service – allowing people to have their views represented outside of formal political parties:

80.2% of GetUp members prefer to engage in independent organisations than political parties

67.6% were more active in the election than they would otherwise have been as a result of GetUp's campaign.

GetUp's campaign was the primary way **61.2%** of our members engaged in the election.

VIBRANT DEMOCRACY FOR ALL AUSTRALIANS

Our Vision

Our vision for Australia's democracy is a nation in which all people, regardless of their income, can participate equally in the political process.

We believe that everyday people working together and chipping in what they can afford to help create the change they want to see is democracy at its very best.

Australia must rebuild a completely transparent system of political finance that amplifies the small donations of everyday people.

Five point plan to rebuild our democracy:

- 1. Stop the money game:** cap the amount any individual or corporation can donate at \$1000 per financial year, and introduce expenditure caps on election campaigns to remove incentives to amass huge political fighting funds.
- 2. End the shroud of secrecy:** require all donations above \$500 to be publicly disclosed on the internet in real-time, including donations to and from affiliated entities.
- 3. A corruption watchdog with teeth:** create an independent federal corruption watchdog with broad investigative powers.
- 4. Stop offshore entities buying political influence:** prohibit any corporation or entity not registered in Australia, or any individual who doesn't have citizenship or residency, from making donations.
- 5. Close the revolving door:** prevent Members of Parliament from engaging in lobbying work for a period of three years after they leave office.

These reforms must be applied fairly and proportionately to political parties, independent candidates and third-party organisations, including GetUp. Together, they will help to foster a rich diversity of voices, competing in a vibrant battlefield of ideas – a vision set out in our Constitution's guarantee of representative government.

Getting Big Money out of politics isn't about being progressive or conservative. It's about democracy.

MEET THE PEOPLE POWERING GETUP



Why do people support GetUp? We asked them – and it turns out the answer's simple.

In a recent survey, **96.9% of people** powering our movement's campaigns agree or strongly agree that **"by taking action together with other GetUp members I am able to get politicians and the government to better represent my interests and values."**

And **85.8% of people** who chipped in to fund GetUp campaigns said independent advocacy organisations like GetUp make Australian politics **"significantly more democratic and representative."**

Their message is clear: the flood of big-money payoffs from billionaires and big corporations to politicians and political parties has drowned out the voice of everyday Australians.

But don't take our word for it – hear it from them directly.

“
*The major parties do
not represent my views.
GetUp does.*”

Mary C, QLD



*“GetUp is such a great
opportunity for people to
have a voice, become
aware of issues they may
not have been aware of.”*



Jane M, NSW

*“It gives ordinary
citizens a voice
amongst the
privileged few
funding political
parties.”*

Chris C, NSW



“
*You give us a voice, where
our current government
certainly does not!*”

Robina F, NSW

“
*Get Up is
my voice.*”

Angela A, VIC



*“GetUp is the
only serious
chance I have to
have a voice.”*

Joanna V, NSW



“

If you were not doing what you do, I would just be quietly raging on the inside.

”



Colin S, VIC

“I feel it is a way to balance a heavily biased political system that is massively geared toward corporate interests.”

Chelsii B, QLD



Jane M, NSW

“What I particularly like about Get Up is it lets me participate directly in the democratic process and that it stands for an egalitarian society.”

“

It gives me, for the first time in my life, a say in the process, and I am nearly 70

”

Greg W, VIC

“We are in such a dire situation, it would feel hopeless if weren't for GetUp!”



Candy M, NSW

“Big corporations and other big donors have too much power. Donating to GetUp helps a little to balance the power back to the people.”

Mark C, WA





References

- ¹ ABC News, Trust in Australian politicians, political system 'at lowest level in 20 years', 24 June 2016.
- ² Mark Evans, Gerry Stoker, Max Halupka, Now for the big question: who do you trust to run the country?, The Conversation, 3 May 2016.
- ³ Katharine Murphy, GetUp says Coalition should not blame activist groups for poor election result, The Guardian, 22 September 2016.
- ⁴ Number of donors and average donation size can change significantly depending on the time period under consideration. The figures quoted are for donations received during the formal election campaign (16 May - 02 July 2016).

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