

ELECTION 2016

People Powered Impact

How **one million GetUp members** took on the hard right to fight for a more fair, flourishing and just Australia.



LETTER FROM THE NATIONAL DIRECTOR

In the 2016 election, GetUp members made all the right people angry.

From far-right politicians George Christensen, Peter Dutton and Eric Abetz, to ex-Abbott Chief of Staff Peta Credlin and even the Murdoch Press, the GetUp movement is being credited – and blamed – for major swings against hard-right MPs in our parliament.

That's because this election, GetUp members devised and backed a people-powered strategy fuelled by our passion and belief in something better. Together we:

- **went after the right-wing blockers** holding back progress on our issues, to disrupt their influence over our politics;
- **put our issues on the agenda**, pushing MPs and candidates to commit to more investment in renewable energy, more investment in schools and hospitals, and stop the insidious influence of corporate power over our politics; and
- **stood for a strong Senate** to make sure it remains a house of review, and keeps the government in check.



A lot was at stake this election. While Malcolm Turnbull took the leadership, the right-wing of the Liberal Party continued to drive the agenda. It was as if Tony Abbott never left. The Government went in to fight this election on a \$48 billion dollar corporate tax cut that would magically 'trickle down' to jobs and growth.

But in a few short months, GetUp members turned the Government's case on its head and made the economic fight of the election about protecting our world class public health and education systems instead, our beautiful Great Barrier reef, and the future of our clean energy industry. We mobilised and organised in our communities against the hard-right MPs holding our politics back.

And by election day, eight hard-right MPs lost their place in parliament, while several more MPs were left clinging on in now-marginal seats.

How? 3,736 GetUp volunteers put in 17,471 hours to reach undecided voters – that's almost two whole years of donated time - And online, members took over 230,585 actions during the two month election campaign alone. Together, we connected voters to GetUp members for heartfelt, one-on-one conversations about the issues that matter most -- from the urgency of investing in renewables, to desperately needed health and hospital funding.

Whether it was picking up the phone, chipping, or sharing GetUp campaign content on Facebook our campaign was about much more than a single election result. **It's about building GetUp members' power, and changing the national agenda for decades to come.**

By acting together, the Getup movement has shown that we have the power to cost politicians a place in our Parliament if they are holding back Australia from being a fair, flourishing and just place.

**Thank you for all that you do,
Paul and the whole GetUp team**

HERE'S WHAT GETUP MEMBERS ACHIEVED THIS ELECTION



- **Swing of 4.9% against hard right in our target seats**
- **Eight hard-right MPs** lost their place in parliament
- **Massive swings** against other hard right blockers including **George Christensen** and **Peter Dutton**
- **Australia wide conversations from all sides of politics** about the big issues like hospital funding, corporate tax avoidance and renewable energy

Here's how GetUp members changed the game this election

 **3,736**
VOLUNTEERS

 **17,471**
VOLUNTEER HOURS

 **\$81**
AVERAGE DONATION

 **50+**
ADVERTISEMENTS

 **11.1 million**
TIMES ADS SEEN ON FACEBOOK

 **40,218**
CONVERSATIONS

 **241,905**
LETTERS

 **343,261**
TEXT MESSAGES

 **1.1 million**
HOW TO VOTE CARDS

- Members took to the phones to have **conversations with 40,218 marginal seat voters** about what was at stake this election.
- **3,736 volunteers** gave **17,471 hours** of their time to reach these voters, adding almost up to **two years of donated time!**
- Nearly **100 GetUp members** championed community campaigns to protect funding for their local hospitals, which were backed by **more than 65,000 Australians**.
- In the week before election day, our messages about renewables, health and education reached **4.5 million users on Facebook**.
- This national campaign was funded by **36,155 GetUp members** across the country, who chipped in an average of **\$81 each**.
- These **36,155 donors** funded our ground-breaking targeted online ads, which were seen **11.1 million times** on Facebook by **1.8 million individual voters and Facebook users** in marginal seats, and **1 million voters** on high traffic websites.
- These grassroots donors also funded a massive traditional media campaign spend, helping GetUp buy **22 ads** in national, metropolitan and local papers, put digital ads on four online papers, **six billboards** in target seats, **TV ads** across **six stations**, ads across **26 cinemas**, and on **seven radio stations**.
- We posted **letters to 241,905 Australians** outlining what was at stake in marginal seats and sent **343,261 SMS messages** with crucial how-to-vote information the day before, and on election day.
- And on election day, **3,020 GetUp members** brought the campaign home by reaching **1.1 million voters** with high-impact How To Vote cards across **500 polling booths** in marginal seats.



01

TAKING ON THE HARD RIGHT

ANDREW NIKOLIC, TASMANIA

Swing against Mr Nikolic: 10.11%

Status: No longer a Member of Parliament

Andrew Nikolic has spent the last three years defending the worst of the Coalition's policies, including funding cuts to our healthcare system, and regressive attitudes to renewable energy. He was Tony Abbott's government whip, responsible for driving Coalition attempts to undermine environmental NGOs, and he was one of the MPs who led the attack on Safe Schools and against marriage equality – forcing Malcolm Turnbull to make dangerous concessions to the right. A known local bully, his constituents in North-East Tasmania saw that he did not stand up for them.

GetUp members campaigned hard to show Mr Nikolic that his representation wasn't good enough - and together, we won.



MEMBER PROFILE

Susie Clark was one of GetUp's most dedicated volunteers in Bass. She spent hours at GetUp stalls and at both pre-poll and election day booths, handing out how to vote cards – and the delicious food she cooked for other volunteers!

Susie volunteered with GetUp because, as a retired health care professional, she was worried about the effect the Coalition's \$54 billion in federal funding cuts to hospitals would have on her community's hospital, which was already facing an urgent funding crisis.

She was also motivated by her love of Tasmania's environment, and wanted to do something to stop the Liberal Government slashing investment in renewable energy.

At GetUp! stalls and polling booths, Susie used her language skills in Malay, Indonesian, Mandarin and her experience as a healthcare professional to speak to hundreds of voters about Andrew Nikolic's terrible voting record on health, education and renewables.

Susie made hot soup for volunteers on pre-poll booths, and scones and hot meals on Election Day. As area captain, Susie had her team dancing at the booths – her volunteers ended up staying the whole day instead of their 3 hour shift because they were having so much fun!



SUSIE CLARK

GetUp member and volunteer

Here's what GetUp members did to change the result in Bass this election.

 **19,022**
CONVERSATIONS

 **692,133**
TIMES ADS SEEN ON FB

 **\$137,000**
DONATED

 **51,699**
LETTERS SENT TO HOMES

 **120**
VOLUNTEERS

 **15,000**
HOW TO VOTE CARDS

 **844**
MEMBERS SIGNED TO SAVE
LAUNCESTON HOSPITAL

- More than 120 locals turned out to launch the campaign in Launceston in May. Together, members knocked on doors across Invermay and Scottsdale and maintained an ongoing presence in Launceston's centre, having conversations with voters and drawing attention to Andrew Nikolic's record on the key issues
- GetUp members had 19,022 phone conversations with voters in the Bass community about health, hospitals, education and renewables in the 5 weeks leading up to the election.
- We identified and reached 58,418 constituents in Bass on Facebook, and made sure these voters saw ads about Nikolic's failure to stand up for hospital funding, proper funding of education and renewables 692,133 times on Facebook, and 351,729 times on high-traffic websites.
- GetUp members chipped in to fund dozens of tactics exposing Mr Nikolic's hard right agenda, including high impact Facebook ads, one strategically placed billboard, two full-page newspaper ads, text messages to 17,818 voters, and ads across TV and radio.
- We sent 51,699 letters to voters in Bass holding Andrew Nikolic to account for his government's cuts to hospitals, schools and the renewable energy industry.
- GetUp members attended a community forum for clean energy, and during Malcolm Turnbull's second visit to Launceston, GetUp members were there to greet him with a massive puppet head.
- 844 local GetUp members signed a petition to save Launceston Hospital. A video of Nikolic's rude response to the petition delivery by local leader GP Michael Fox was viewed by more than 32,000 people in Bass.
- On election day, 92 of volunteers handed out 15,000 How to Vote cards across 23 strategic polling booths.

The Results



ADVERTISEMENT

I CAN'T STAY SILENT WHILE **MY PATIENTS SUFFER.**

“

Let me describe what an underfunded emergency department looks like.

Every shift, we end up treating people in waiting room chairs, or in the ambulance waiting area, while others are forced to wait on ambulance trolleys.

Doctors and nurses are barely able to do our jobs.

That's why I've made the difficult decision to publicly resign from my position at the Launceston General Hospital.

I want to send a message to all parties, at all levels of government, that health funding must be a priority.

”

Grace Sousa, MD, FACEM, FAAEM,
Emergency Department consultant,
Launceston General Hospital

The Liberal Party plans to cut \$54 billion from Australia's local hospitals.

WE CAN'T AFFORD CUTS TO THE LGH.
WE CAN'T AFFORD ANDREW NIKOLIC.

Find out more: www.getup.org.au/Bass

GetUp!

Authorised by Louise Morris, Unit 8, 91-95 George St, Launceston, Tasmania, 7250

JAMIE BRIGGS, SOUTH AUSTRALIA



Swing against Mr Briggs: 17.6%

Status: No longer a Member of Parliament

Jamie Briggs was a key Abbott-backer in the Liberal Government. Polling has shown that an astonishing 91% of people in Mayo hope to see more investment in renewable energy from the new government – but the Liberal Government, and Ministers like Mr Briggs, did nothing but hold our clean energy industry back.

Here's how Getup members changed the result in Mayo

 **11,051**
GETUP MEMBERS

 **8,700**
HOW TO VOTE CARDS

 **10,900**
LETTERS SENT TO HOMES

 **170,705**
ADS SEEN ON FACEBOOK

 **245,124**
ADS SEEN ON WEBSITES

- This election, more than 11,051 GetUp members living in Mayo rejected Briggs' hard-right agenda.
- GetUp designed and targeted seven cut-through online ads to 23,471 voters in Mayo on Facebook. These ads showed where local candidates stood on renewable energy, hospitals and health funding, and education. Mayo voters saw these ads 170,705 times on Facebook, and 245,124 times on high-traffic websites visited by local residents.
- GetUp members also donated to dominate the traditional airwaves too, funding radio ads on local stations, and a full-page ad in the Southern Times Messenger.
- 10,900 voters in Mayo received a personal letter holding Jamie Briggs to account for supporting cuts to hospital funding.
- And to bring the message home on election day, hundreds of volunteers handed out 8,700 How to Vote cards across 15 pollings booths.



PETER DUTTON, QUEENSLAND

Swing against Peter Dutton: 5.1%

Status: Now holds his seat by just 2000 votes

Peter Dutton is notorious for overseeing Australia's abusive offshore detention regime, describing newly arrived migrants as 'illiterate and innumerate', and making tasteless jokes about Pacific Islands disappearing due to climate change. Dutton is also a key figure in the hard-right of the Liberal party – a faction that obstructs progress on so many issues we care about, from hospital funding to climate change.



This election GetUp members made sure Mr Dutton was held to account for his representation over the last 3 years -- not just for his electorate, but the whole country. When he was health minister in 2014, Peter Dutton was also responsible for overseeing \$57 billion in hospital cuts and proposing a GP co-payment, which would have forced people to pay more to see their doctor.

MEMBER PROFILE

Pauline and Peter Pohlner are two of the most active GetUp Members in Dickson, having lived in the electorate for more than 35 years. They got in touch with their community through phone-banking, door-knocking, and many early mornings hitting the streets to hand out flyers.

As an Emeritus heart and lung surgeon at the Prince Charles Hospital, the LNP's cuts to hospitals were of great concern to Peter, and he wasn't afraid to speak out about it.

Dr Pohlner lent his voice to radio and newspaper ads, and wrote a letter to his community in Dickson, saying, 'Having spent the majority of my professional life taking care of patients from birth to beyond 90 years of age, I am dismayed at the public hospital funding cuts which have occurred under the current LNP federal government... As a result I urge you to put Peter Dutton and the LNP last on July 2.'

It seems that quite a few voters took Dr Pohlner's advice.



**PAULINE AND PETER
POHLNER**

*GetUp member and
volunteer*

That's why GetUp members took on this formerly safe seat to ditch Dutton from our next Parliament.

 **53,033**
LETTERS SENT TO HOMES

 **8,159**
CONVERSATIONS

 **765,062**
ADS SEEN ON FACEBOOK

 **30+**
ADVERTISEMENTS

- GetUp members had **8,159** conversations over the phone with voters in Dickson about the issues that polling showed were most important to his constituency: health, hospitals, education and jobs.
- Members chipped in to make sure almost every single voter in Dickson saw targeted online ads, which were seen a total of **765,062** times on Facebook in the lead up to election. GetUp members also made it possible to buy a high impact mobile billboard, two full-page newspaper ads, a wrap-ad around the local paper, ads across Brisbane radio and primetime TV, and ads in cinema across Queensland to expose the cost of another term of hard-right policies.
- We sent letters to **53,033** people in Dickson about the issues that mattered most to the electorate.

- And when it came to getting How-to-Vote cards in the hands of voters, GetUp members volunteered on pre-poll booths, helped send text message how-to-votes to thousands of constituents, and talked to thousands of voters about Dutton's hard-right agenda
- Together, GetUp locals had a visible presence in Dickson throughout the election campaign with market stalls, doorknocks and creative stunts throughout the electorate.
- On election day, Dutton suffered a massive 5.1% swing against him -- more than double the State average and neighbouring electorates. Dutton has retained the seat with only a few thousand votes, a swing he admits is thanks to GetUp and union campaigns.

The Result

Our impact was clear on election day, when Dutton suffered a massive 5.3% swing against him, much higher than the State average and neighbouring electorates. Dutton has retained the seat with only 1500 votes, and attributed the swing to GetUp and union campaigns.



Ellie and one month old Jasper phone banking in Dickson



GEORGE CHRISTENSEN, QLD

2PP Swing against Mr Christensen: 4.2%
Status: Seat is now held by just 6,000 votes

George Christensen is responsible for some of the ugliest and most divisive rhetoric in Australian politics. The member for Dawson once spoke at a Reclaim Australia rally, and lead the charge to shut down the Safe Schools program – a program designed to stop bullying against LGBTQI teens. He's also made headlines for calling women stupid, joking about gay people suffering from AIDS and for telling people to "jump on the first plane and head back to where you come from".

Aside from hate-mongering he's a fervent climate denier, and a champion of the massive Adani Carmichael mine – which, if built, will wreak irreversible damage on our Reef and climate.



MEMBER PROFILE



**AUNTY MABEL
YOWYEH QUAKAWOOT**

*with GetUp organiser
Murrawah Maroochy*

Mabel YowYeh Quakawoot is a Bailai Elder from Gladstone who has lived in Mackay for 55 years. She supported GetUp on election day in Mackay, and said, "I will let you know that George Christensen doesn't care about anyone as long as he keeps his seat. And I am here to unseat him."

"George Christensen is a person who does not show up for any occasion to do with Aboriginal people, and I can truthfully say that because I show up for everything...He has allowed Adani to go about 300 metres from the burial grounds in Bowen."

"George Christensen says they want jobs and growth. But where are they going to get jobs and growth? They have to train people for jobs and growth. If the people are not trained in education how are they going to fill in forms, how are they going to know what they're doing? ... Are they going to get old people like me to go in who've been educated?! Goodness gracious!"

"They will ruin everything if they keep going like they are because there'll be nothing left of Australia. Because Mr Turnbull and his party, George Christensen included, are only after the big bucks! And we're here to stop it, because we want to keep our land beautiful like it is for all Indigenous people and everyone else... I don't want these people ruining our land. Because I'm an Aboriginal woman and this is our land and we will look after it better than they would."

What GetUp members did in Dawson this electorate

 **13,455**
CONVERSATIONS

 **352,718**
ADS SEEN ON FACEBOOK

- If there's one thing GetUp members love, it's holding people to account. Which is why when Christensen made a personal pledge to donate to a local group – but only under the condition the people of Dawson re-elected him – GetUp members wrote to us en-masse. We flicked a letter to the Australian Electoral Commission, who found the potential bribery breach so serious they reported it to the Australian Federal Police. Christensen wasn't thrilled.
- All in all, GetUp members had 13,455 phone conversations with voters in Dawson about renewables, hospitals, and education.
- Thousands chipped in to fund cut-through ads across radio, online newspapers and Facebook about Christensen's position on key issues to more than 52,000 voters in his electorate. Our data shows those Facebook ads were seen more than 352,718 times.
- Together, we caused a swing against Christensen greater than the state average. And while he held on to his seat this time, it seems GetUp members really got under his skin. Here's just a few of the headlines about George's reaction to the GetUp members this election:

The Result



LOUISE MARKUS, NSW



Swing against Louise Markus: 6.7%
Status: No longer a Member of Parliament

The former Member for Macquarie, Louise Markus, was known for being an absent MP. Never was this more clear than when she was asked a simple question on national TV, “What’s been your biggest achievement as MP?” Ms Markus sat in silence for an excruciating seven seconds, before struggling to provide an answer. She was also notoriously absent on issues like marriage equality and renewable energy.

Here’s how Getup members changed the result in Mayo

 **179**
GETUP VOLUNTEERS

 **11,000**
LETTERS SENT TO HOMES

 **850,000+**
ADS SEEN ON FACEBOOK

- This election, GetUp members chipped in, spoke out, and stepped up to put our issues like health and education firmly on the agenda. In the lead up to 2 July, GetUp reached more than 100,000 undecided voters in and around Macquarie on Facebook, with content that was seen more than 850,000 times.
- 11,000 Macquarie constituents received direct mail pieces letting them know exactly what was at stake

this election, GetUp members chipped to put health funding ads on the pages of local newspapers, and on election day, 179 GetUp volunteers mobilised to hand out how-to-vote cards at Macquarie voting booths.

- The result? A massive 6.7 per cent swing away from the sitting MP Louise Markus and her right-wing, regressive policies.



GetUp members get active in Macquarie

GetUp! proves a force to be reckoned with

On election day GetUp! ramped up the whole thing. It had been saturating marginal voters for a month with calls. It had gone from one group to two groups on the phones each night. It staffed close to 450 booths with more than 3000 volunteers. The disruptors made themselves heard.

9 July 2016

FINANCIAL REVIEW

GetUp target Abbott's conservatives in high-tech election blitz

GetUp spent \$170,000 in Immigration Minister Peter Dutton's seat of Dickson where he suffered a 5.6 per cent swing against him. Andrew Nikolic was GetUp's next biggest target, spending \$140,000, which saw him lose his seat with a 10.8 per cent swing against him.

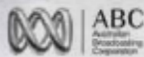
9 July 2016

FINANCIAL REVIEW

Bernardi plans a right-wing GetUp to embrace conservatives

Disaffected Liberal senator Cory Bernardi is redoubling efforts to unite conservative voices, saying a cross-party lobby group is needed to counter third-party outfit GetUp, which played a pivotal role in targeting right-wing Liberal MPs in the election.

7 July 2016



Liberal Party needs to be more savvy against GetUp, Abetz says

Liberal powerbroker Eric Abetz believes his party needs to be more savvy in the face of campaigning by lobby groups like GetUp.

5 July 2016

The Sydney Morning Herald

Abbott-backer Andrew Nikolic blames GetUp! for swing that cost him seat of Bass

Ousted MP Andrew Nikolic has taken to Facebook to accuse GetUp! of running a 'dishonest' campaign that saw a massive 10.4% swing against him.

4 July 2016



02

PUTTING OUR ISSUES ON THE AGENDA

This election, the major political parties had a choice.

Would they choose to fund health and hospitals -- or would they choose a corporate tax cut for big business?

Would they make commitments for more investment in renewable energy -- or would they keep handing out billions to the fossil fuel industry?

With cut-through creative, sassy social media and targeted online ads, this election GetUp members played a central role in pushing the parties for commitments on the issues that matter most to our movement, and made sure their choices were up in lights.

Together, we championed three core messages:

- **The hard-right are holding us back, so we're going after them.** We told the story of the group of far-right blockers in our parliament, holding back progress on our issues – from marriage equality to investment in our health system to our clean energy future.
- **A strong senate is key to a balanced democracy.** The senate has an important role to play in holding the government to account. So no matter who you vote for in the lower house, use your senate vote to hold the government to account.
- **People-powered collective action is critical in our democracy.** Alone, we are no match for vested interests and the deep pockets of the mining industry. But when we act together, harnessing our collective power, people are a force to be reckoned with.

Cut-through creative

Using video to speak to GetUp members and their friends was a core part of GetUp's election campaign.

Inspiring, informative GetUp! Live videos anchored by National Director Paul Oosting supported our overarching member journey – from the launch of our strategy, to recruiting volunteers and thanking donors right through to reporting back on the campaign's success. These member journey videos were seen on average 20,000 times each.

GetUp members across the country chipped in to run high profile TV ads target electorates, lifting up the voices of local people who were directly affected by the Coalition's inaction on climate change and their decision to prioritise corporation benefits over essential hospital funding.

And as always, GetUp's creative content made a stir throughout the election – from creating headlines about a racy Senate explainer, to a SKY TVC exposing the Coalition's terrible treatment of renewables to, through to a hard-hitting, emotional TV ad about cuts to hospitals. **Over the election period, our video products were viewed 5.25 million times.**

Social media was key to the success of driving our narrative home. In the month of June alone, GetUp members and their networks engaged with GetUp's Facebook content over 700,000 times -- including 48 unique video products, and 17 live streams.

Social media proved an important place to not just to raise our voices, but to make sure we were heard by key players. From George Christensen to Peter Dutton, GetUp members used Facebook to amplify the antics of key MPs as we hurtled towards the election. After Mr Dutton's bigoted remarks that illiterate and innumerate refugees were coming to steal Australian jobs (and receive unemployment benefits), GetUp members used social media to push back in a big way -- with one video alone garnering almost a million views.

And as the election campaign reached its climax, we turned up the heat. In the critical final week before the election, GetUp members shared our content far and wide -- reaching an incredible 5 million+ Facebook users. **That's over one fifth of the Australian population.**

Targeted online advertising

This election, the GetUp strategy team embarked on a pioneering project. Taking in-depth advice from the Bernie Sanders and Justin Trudeau campaigns in the US and Canada, we synthesised the most sophisticated digital marketing techniques to reach voters with tailored and personalised content.

1400+ pieces of content were rigorously tested and optimised over the course of the campaign, and rolled out across 29 of Australia's most marginal seats, to determine the best way to speak to voters.

All up, our targeted digital advertising program reached 827,452 voters in our target electorates.



Hyper-localised content featuring local hospitals



Framing cuts to renewables investment in terms of jobs and lost economic opportunity

HEALTH & HOSPITALS FUNDING

In this year's Budget, the Turnbull Government prioritised big business over the health of everyday Australians by locking in \$54 billion in funding cuts to our local hospitals. But what does \$54 billion less funding really look like? To break it down at the local level, GetUp members swung into action and championed community campaigns for their local hospital this election. The GetUp team worked with economists and health experts to model estimated funding cut figures for every single public hospital in Australia – how much they stood to lose, and what this means in terms of doctors and nurses who can no longer be paid, and hospital bed losses.

For example: “Launceston General Hospital stands to lose up to \$329 million in federal funding as a result of the Turnbull’s Government’s hospital cuts. That’s equivalent to 198 hospital beds that cannot be funded, or 364 nurses or 175 doctors who cannot be paid.”

The figures provided a media flashpoint for the campaign, generating dozens of local media stories. The community-led hospitals campaigns bolstered an election narrative around health that was already emerging as a key concern for voters, and gave constituents the tools they needed to force MPs and candidates from across the political divide to respond.

MEMBER PROFILE

Former member for Macarthur, Russell Matheson, faced a community backlash from GetUp members determined to demonstrate the devastating impact of cuts to health and hospitals.

GetUp member, Bronte, was one of the 98 petition leaders who spearheaded the campaign for Campbelltown Hospital in her local electorate.

As a fourth-year medical student, proper funding for hospitals is an issue that hits close to home for Bronte. Throughout the campaign, she amassed more than 1,000 signatures in support of her petition to reverse the Coalition’s cuts to hospitals.

Weeks before election day, Bronte delivered her petition to local MP with support from the local branch of the ACTU. The delivery garnered attention from the local paper and gave Bronte a platform in her local community.



Petition leader Bronte Teal and Campbelltown local Michael Faucet lead a group of supporters in delivering the petition to Russell Matheson MP.

“After the Getup petition, I’ve been approached by a number of groups about healthcare and higher education and ended up having something published by the Guardian. Crazy! I wouldn’t have got these opportunities without the GetUp event, so thank you!!”

Nearly 100 GetUp members stepped up to lead community campaigns – and more than 65,000 Australians got behind them, signing on to support a petition for their local hospital.

In the electorate of Bass, the local GetUp campaign supported nurses and doctors at Launceston General Hospital, who took a massive risk by speaking up about the damage that funding cuts have caused to at the hospital. The failure of local MP, and hard-right blocker, Andrew Nikolic to adequately address these concerns resulted in more than 80 GetUp members stepping up to volunteer on election day, and send a message to Mr Nikolic. **Because he failed to put the health of Tassie voters first, they would put him and the Liberals last.**

On Facebook, 6016 people shared GetUp's hard-hitting ad about the human cost of health cuts. The ad and its message went viral, racking up more than 200,000 views before election day and reaching the newsfeeds of over 750,000 Facebook users. On top of that, GetUp members chipped in to put more than ads about local hospitals in front of hundreds of thousands of voters in key electorates.

Because of the pressure you put on our polities, hardly a day went by throughout the election campaign without people hearing a mention of health and hospitals. The campaign was a major contributing factor, which led to Labor and the Greens committing to fully reverse the hospital funding cuts to 2020, and Malcolm Turnbull and other senior Coalition members conceding that the campaign against hospital cuts cost them significant voter support.

RENEWABLES AND THE REEF

This election, Australians rallied against the Coalition's inadequate policies on climate change and renewable energy

First, we pushed the parties to adopt stronger policies. When the major parties went into 2016 without a plan for Australia's renewable energy future. So 1417 GetUp members chipped in, and we made them one!

The Homegrown Power Plan, a joint project between GetUp! and Solar Citizens, is a comprehensive policy blueprint showing how we can repower the country with 100% renewable power by 2030.

We commissioned rigorous modelling from the UTS Institute for Sustainable Futures, which showed that 100% renewable power by 2030 is not only possible, it's in Australia's economic interest to do so.



By rebooting our failing electricity system, removing the roadblocks holding us back, and investing in the renewables boom, we showed the major parties – and influential independents – just how practical, achievable, economically sound and overwhelmingly popular a plan for clean energy can be.

In the lead-up to the election, we took the Homegrown Power Plan to politicians, policy experts and communities fighting to replace polluting fossil fuels with renewable power. And when the plan went public, it sent shockwaves through the major parties and media:

- Policies covered in the Homegrown Power Plan have subsequently been adopted by Labor, the Greens, the Nick Xenophon Team, Derryn Hinch. Other high-profile candidates who picked up ideas from the report included Glenn Lazarus, Ricky Muir, Tony Windsor and Rob Oakeshott.
- Coverage of the the plan on The Project was **seen by 130,800 on Facebook, and 581,000 metro-city viewers**
- **65,300 watched our Homegrown Power Plan explainer video** on facebook to see just how possible it is to transition to affordable, clean energy
- The Guardian's coverage of Homegrown Power Plan was **shared 14,000 times**
- The Homegrown Power Plan sparked a campaign by the Community Power Agency, **generating over 25 positive media stories** on community renewables, many in strategic rural and regional electorates
- **5,040 GetUp members** sent their MPs the Homegrown Power Plan, so every politician could see just how practical and economically sensible it is for Australia to transition to clean energy
- And Labor's new climate policy adopted a bunch of our recommendations; including investing **\$98.7 million to establish Community Powerhouses**, reviewing our dysfunctional National Electricity Market, directly supplying the Commonwealth government's own electricity with renewable energy, and putting climate goals into the National Electricity Objective.

Next, we built on growing momentum of public support for more action.

In 2016, the Great Barrier Reef suffered from the worst coral bleaching event in its history – 93% of reefs were hit, and half the coral in the far north of the Reef are dead. When the bleaching first hit, our politicians and big polluters shirked responsibility. It was up to GetUp members to lead the charge and hold our politicians and big polluters responsible.

You chipped in to make sure our online ads about putting our Reef before new coal mines appeared on Australians' computer and mobile screens 23 million times. And with so many marginal seats so close to the Reef, we made sure more than 600,000 people in key seats saw our ad on TV more than three times.

When 11 year-old GetUp member Sofia started a petition asking Ellen DeGeneres to help save the Reef by speaking out, 27,723 GetUp members backed her up by signing on. Sunrise, one of Australia's most popular morning shows with over half a million viewers, interviewed Sofia live on air and even delivered the petition to Ellen on national TV.

Sofia's passionate appeal for Ellen to "speak out on global warming and speak up for the Reef" bypassed the political press, frustrating the plans of a Prime Minister, and put the Reef at the centre of the agenda in the months before election day.

And we held the parties accountable.

When Malcolm Turnbull came to power, we were hopeful. We gave him every chance to be the leader on climate we desperately needed. Together, we urged Turnbull a mandate to ditch the deniers of the hard right, and finally start leading the way on renewable energy.

But when, in the weeks before the election, it became clear that Malcolm Turnbull had capitulated to the far right of his party on climate and renewables and failed to act, GetUp members took it upon themselves to send him a message.

GetUp members and Solar Citizen supporters started by packing out Paddington Town Hall in Turnbull's own electorate – hosting a forum on the Homegrown Power Plan, and how we can get to 100% renewables.



Meanwhile, GetUp deployed our secret weapon: the 'guerrilla street nannas'. The nannas snuck in to Wentworth at night and canvassed Malcolm Turnbull's electorate. We hijacked hundreds of Turnbull's campaign posters with our own, to highlight his backflip on climate action. Even better: our video of the guerrilla nannas in action was viewed 250,000 times.

The stunt got national media attention and put climate change back on the agenda two weeks before the election. Poll after poll showed Turnbull's inaction on climate had him on the nose with voters, so we doubled down. Working with a handful of environment groups from across the country, GetUp commissioned artist Michael Agzarian to develop a climate-focused version of his now iconic 'FIZZA' posters.

We covered Wentworth with the artwork, making sure everywhere Turnbull went in his own electorate he was bound to see our unambiguous message.



We used the guerilla nannas and the FIZZA street art to drive traffic to our grand finale.

The weekend before the federal election, two thousand of Turnbull's own constituents gathered for the Climate Fizza Rally. Just a few hundred meters from the Prime Minister's doorstep, the event was headlined by former Liberal leader and Wentworth MP, John Hewson, who chose to speak at our climate rally instead of attending the Liberal Party launch. Together, we made sure the message to Turnbull was clear: the whole country demands action.

Thanks to you, and people like you, climate change was one of the hottest topics in the final weeks of the election. We forced it onto Malcolm Turnbull's home turf.

- **Nearly two thirds of voters polled** said they would be more likely to vote for a party with a plan to source 100% of Australia's electricity from renewable sources in the next twenty years.
- In 2016, three quarters of Australians (75%) agree that climate change is happening.
- An overwhelming majority (85%) of Australians think that coral bleaching is having an impact on the Great Barrier Reef.
- A clear majority (61%) of Australians polled agree that Australian governments should cease approving new coal mines to help reduce the risk of future coral bleaching of the Great Barrier Reef.

The stage was set and the mandate was clear: it was time to take it to Turnbull on election day. Three thousand GetUp volunteers handed out our pointed How-To-Vote cards on election day. At almost every polling booth in his electorate, voters were presented with the same message they'd seen for a month. **Malcolm Turnbull has been a climate change fizzer -- and we need far more commitment and action than what we've seen.**

theguardian

Climate change: poll finds support for strong action at highest level since 2008

Michael Slezak Wednesday 22 June 2016 05.56 AEST

TAKING ON CORPORATE FREELOADERS

An economy that serves corporations and the wealthiest 1% over everyday people? Not on our watch!

The Abbott-Turnbull governments were dominated by a common theme – the disproportionate influence of corporate power on our politics. Faced with a choice between funding our hospitals and corporate tax handouts, or billions in fossil fuel subsidies and funding a renewable energy future, everyday Australians were handed the short end of the stick.

So GetUp members leapt to action, determined to hold the Turnbull government accountable for their choices.

2016 Budget: Setting the stage

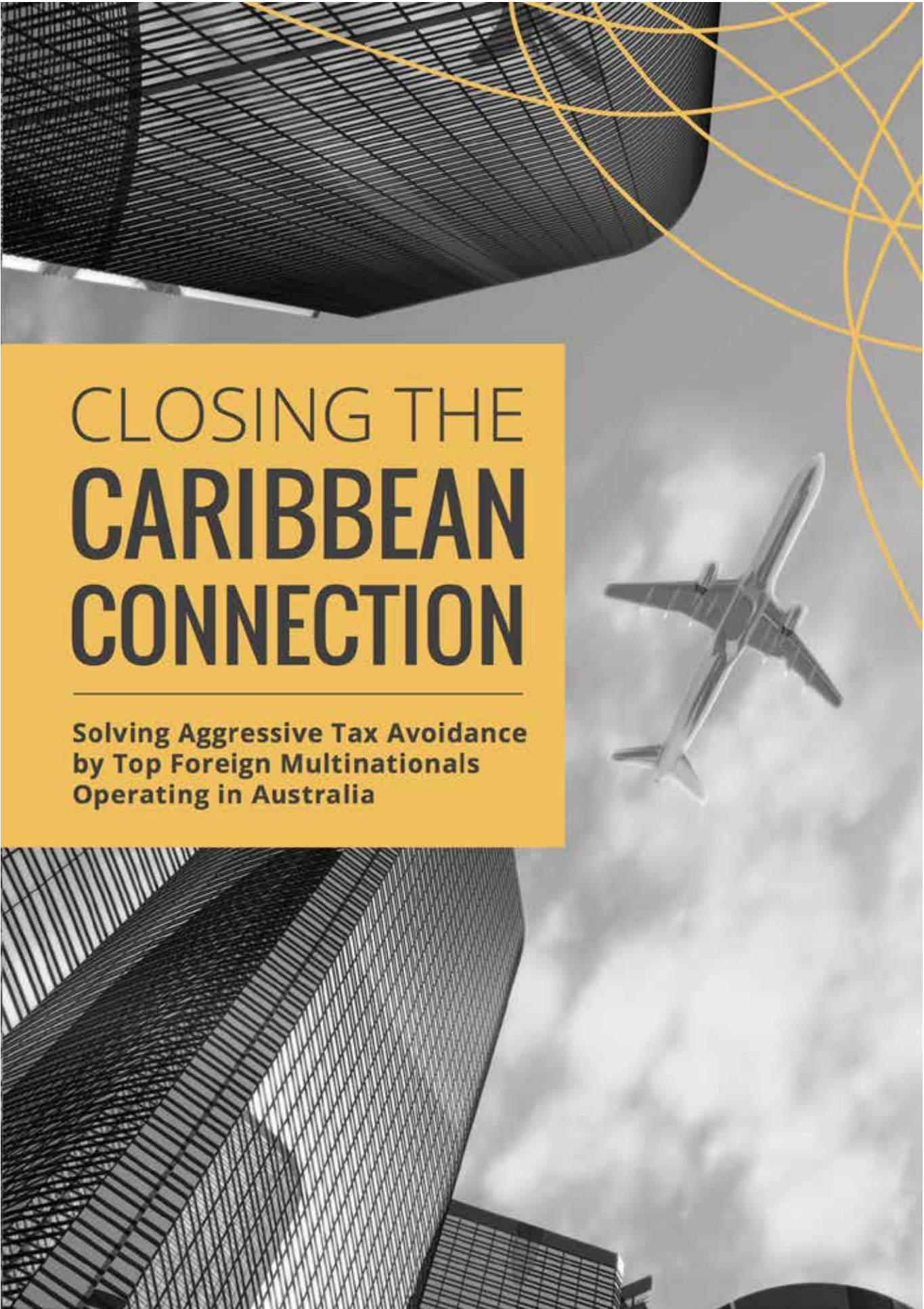
The Turnbull Government's first budget was also going to be the last budget before the Federal Election, providing a key opportunity to pressure them to take strong action against corporate tax dodging, and use the revenue raised to reverse hospital funding cuts.

Leveraging the Panama Papers scandal and revelations that a third of Australia's billionaire corporations don't pay a single cent in tax, GetUp members leapt to action, crowdfunding groundbreaking research into tangible policy solutions into rampant corporate tax dodging.

In just one week, GetUp members turned the 'Closing the Caribbean Connection' report into a tri-partisan (Coalition-Greens-Labor) policy commitment to crack down on corporate tax dodging. Here's how it went down:

- 'Closing the Caribbean Connection' is launched, and picks up a whole pack of media interviews, including Fairfax Press and The Guardian.
- The research uncovers the shocking statistic that billionaire corporations paid a lower tax rate than your average nurse or construction worker, and makes key policy recommendations to close two of the biggest tax loopholes.
- The academics who worked on the report are called to testify before a snap Senate hearing on the Panama Papers and join key senators in a post-hearing press conference.
- The Turnbull Government adopts one of the two key recommendations from our report – to introduce a Diverted Profits Tax.
- The Senate Corporate Tax Avoidance Inquiry issues a report that backs another recommendation from the report.
- Thousands of GetUp members urgently called on Labor to add that same policy to their own crackdown measures, while rejecting the Coalition's \$48.2 billion tax handout to corporate interests
- Labor answered 'yes' to both in their Budget reply. The Greens follow suit.

That's an incredible win powered and funded by our movement!



CLOSING THE **CARIBBEAN CONNECTION**

**Solving Aggressive Tax Avoidance
by Top Foreign Multinationals
Operating in Australia**

The election fight

While the budget showed what GetUp members can achieve together, it also heralded a fresh challenge. Rather than using the new corporate tax revenue to fund our hospitals and schools, the Turnbull Government chose to give billionaire corporations a \$48.2 billion handout, claiming that it would “create jobs” and “boost growth” (despite not having any evidence to back this up).

GetUp members set out to expose Turnbull's agenda. We deployed a two point plan

1. expose the way his plan serves corporations,
2. recast his choices in terms of the very real damage they do to health and education.

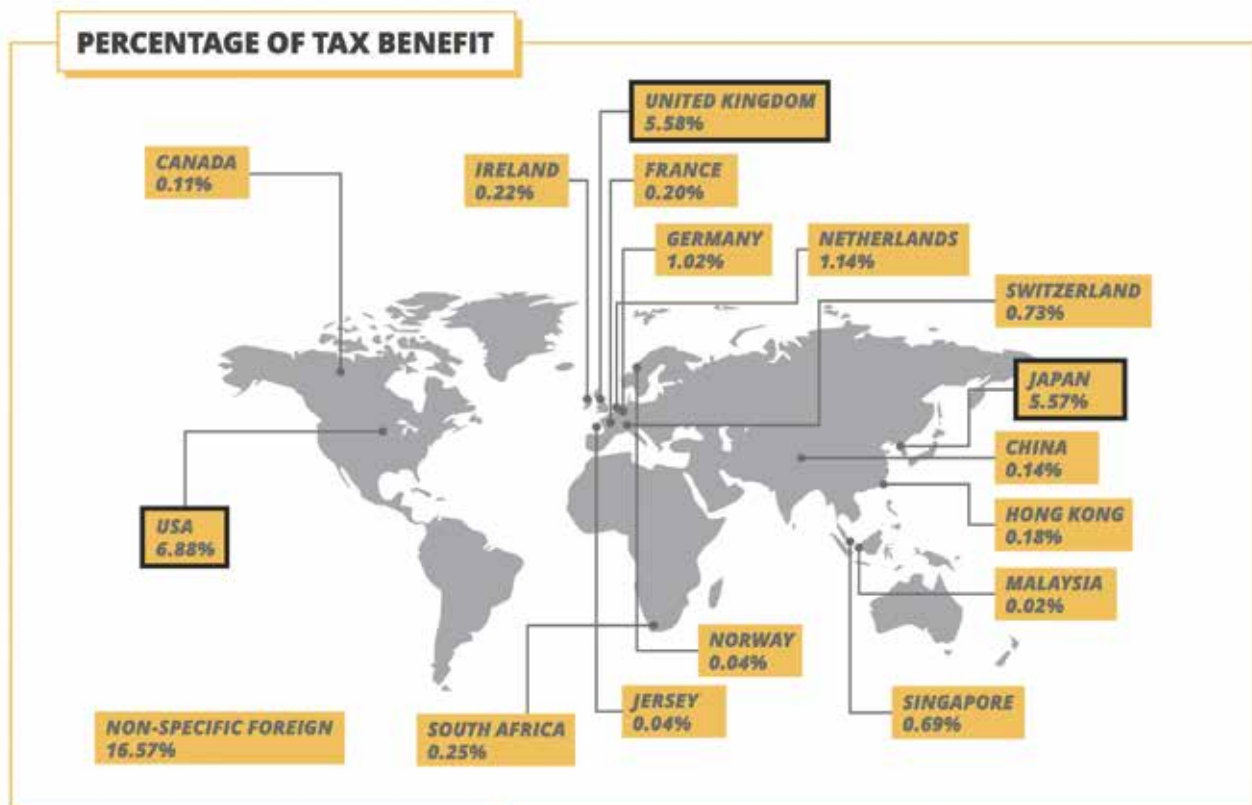
GetUp members shared social media content replete with economic messages that were proven to resonate with voters -- and helped to targeted voters with electorate-specific data about local job cuts in health and education. For example, in the electorate of New England, targeted ads in Armidale highlighted the impact of the Federal Government's plan to cut government funding to universities by 20%, and the specific job impact on the local community of this cut to the University of New England. In the last week of the campaign, voters in targeted electorates received advertisements that highlighted the job impacts that would result from Coalition cuts to schools and universities. Together, we demonstrated the real story behind corporate tax giveaways to major corporations and discredited the trickle-down economic theory behind the Coalition's economic policies.



Then, GetUp members drove a national media narrative on the corporate beneficiaries of Turnbull's economic plan, including Big Polluters and Big Tobacco.

Thanks to 1,349 GetUp members who chipped to fund a second round of research, in the final week of the election campaign, GetUp was able to make a powerful policy intervention. The “Corporate Tax Cut: Up

in Smoke” report found that the top 250 corporate taxpayers stood to receive a benefit of \$5.5 billion, of which a massive 40% of this would flow offshore. The report received major metropolitan coverage and undercut Turnbull’s claims about economic growth.



Driving the narrative - some hits and highlights:

1. The chilling health TVC

Originally produced as a TVC to be aired in doctors waiting rooms, this video cut through and reached Facebook audiences well outside GetUp’s usual audience. Only 1 in 5 of the people engaging with this video were GetUp fans - making it an extremely strategic piece of online content in the lead up to the election.

2. Sponsor a Multinational

A laugh-out-loud parody of child sponsoring commercials, this video starred an everyday Australian couple, who are just trying to do their bit by sponsoring a multinational corporation -- with the Coalition’s corporate tax cut. This cheeky video was watched almost half a million times.

3. Turnbull vs Turnbull

This tongue in cheek video was cut together to show Malcolm Turnbull prior to gaining the leadership debating Prime Minister Malcolm Turnbull on climate change. This video was viewed 260,189 times.

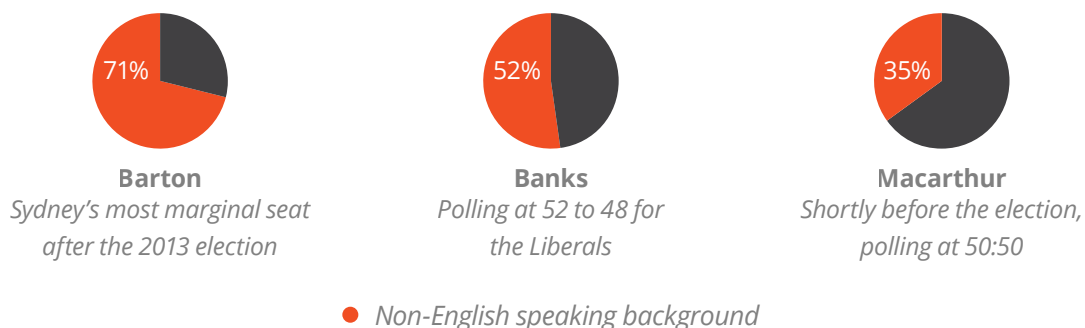
STOP BIGOTRY IN ITS TRACKS

Dangerous racist groups like Reclaim Australia have been growing around Australia. They threaten the safety of our diverse community -- but members of the Turnbull government have supported these groups and attacks on multiculturalism:

- “People do have a right to be bigots” - Attorney-General George Brandis
- “Hell will freeze over before I pull out of Reclaim Australia rally” - George Christensen
- “These people would be taking Australian jobs” and “languish in unemployment queues and on Medicare” - Immigration Minister, Peter Dutton

This is 2016, and we cannot let any politician get away with lending parliamentary credibility to the dangerous voices of hatred.

That’s why we gauged the reaction of multicultural communities to the likes of Mr Dutton, Mr Christensen and Cory Bernardi in five focus groups across marginal seats. The response was electric — with people turning from the Coalition in anger and disgust. It seemed that Dutton and his cronies were so divorced from modern Australia, they hadn’t even registered that communities from non-English speaking backgrounds now make up huge parts of key electorates:



So we worked with experts in reaching out to these communities. And together we quickly put together an ambitious plan of print ads in local ethnic newspapers, radio ads across SBS, a huge digital campaign, posters and how-to-vote cards for election day — all translated into multiple languages. **And GetUp members in their thousands chipped in and backed this plan in the week before election day.**

Here's what this movement made possible:

We reached 154,444 Non English Speaking Background voters on Facebook with ads in three languages this election (simplified Chinese, Traditional Chinese, Arabic, and Vietnamese). Those ads were seen 341,228 times by voters in 18 'multicultural marginal' seats. In fact, our targeted ads had click-through rates that were four times higher than the average rate for ads targeting this demographic.

GetUp members chipped in to fund ads and support articles in 12 different ethnic newspapers across the country, and radio ads across five different channels.

Over 44,000 voters heard robocalls, and stayed on the line for well above the average time, to engage with how they can support our multicultural communities. Then, these 44,000 voters then recieved an MMS How-to-Vote card the day before election day, to make sure the message was clear: protecting a diverse Australia means putting the Liberal Party last.

And for the first time ever, GetUp handed out How-to-Vote cards in multiple languages across booths where a majority of voters were from non-English speaking background, meaning migrant communities can snatch power away from the bigots and dog-whistlers shaping the Coalition's agenda.

This campaign was the beginning of a major attempt by GetUp to actively fight against a growing tide of politically-licenced racism in this country. Over the next few months we will be standing with multicultural communities to defend our diverse and inclusive community as it comes under renewed attack by voices like Pauline Hanson.



03

THE SENATE AND ELECTION DAY

In 2016, we saw a different kind of Senate election -- with Malcolm Turnbull calling a Double Dissolution and every Senator being up for re-election, not to mention changes to Senate voting passing shortly before the election was called.

Things were looking different, so GetUp members needed to try some new tactics, too.

This election, there was a hard-fought race in every single State between conservative and progressive forces, and **together, GetUp members made it possible to:**

- Rate the candidates on key policy areas GetUp members care about
- Spread the word about the Senate and why it needed to be protected
- Turn out in force on election day to champion good policy and strong candidates who were backing it

First of all, we reviewed all the major and minor candidates on the key policy areas GetUp members care about. At the start of 2016, GetUp members voted on the issues that mattered most to them -- and then, we turned them into 33 policy questions to the candidates to 'fess up about where they stood. This wasn't intended to be an comprehensive review of every politician or every policy area. But what it did do is tell us just which candidates were willing to stand up on critical issues from investing in renewables, to phasing out coal mines -- from protecting our hospitals, through to defending Medicare from cuts.

Together, Getup members got the word out about how much was at stake in the Senate. We showcased the changes to the Senate in products designed to cut through party-infighting, with the facts that would help voters most on election day -- and then we brought the classic irreverent GetUp edge to cut together sassy, creative products that pushed the boundaries of how just how sexy the Senate can be. We got the word out about which candidates were willing to stand up for a more progressive Australia -- and the risks of voting in candidates who wouldn't. All in all, our Senate video products were seen in the newsfeeds of more than 1 million Australians, on Facebook alone.

Getup members championed the candidates with strong policies, and got the word out at the critical time. By chipping in over the critical last weeks, GetUp members made it possible to blast the very best Senate explainers and videos out to as many people as possible across the country, through SMS' and animated MMS' that reached more than half a million Australians before they hit the ballot box.





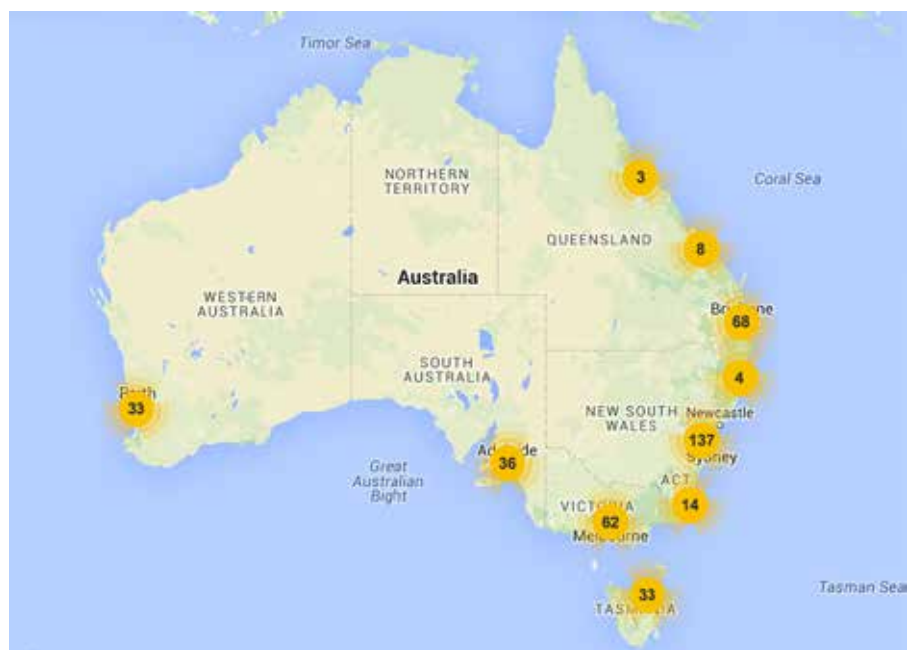
Then, we drove it home on election day.

GetUp members made it possible to get the most cutting-edge research and estimates on the Senate voting results available -- combining hard data, politicians' commitments, and polling to make sure we could put GetUp members' energy to the places where it mattered most. With that

data, we were able to draw up a map of the whole country, showing just where resources were needed most.

149 GetUp members came on board as Area Captains and local leaders -- responsible for managing up to six polling booths, and up to fifty Booth Volunteers each. Then, an incredible 3,031 GetUp members signed up to be Booth Volunteers, and dedicate anywhere from 3 to 10 hours at their local strategic polling booth. In total, **GetUp members handed out 1.1 million how-to-vote cards across 500 polling booths in 46 electorates.**

From the sun-drenched coast of Mackay, to the freezing winds of Hobart, to the bustling booths in Fremantle, GetUp members were in more places, with more impact, with greater people-power than in any other election day campaign - getting the word out about the policies Australia needs to see, and the candidates who were willing to back them. Simply incredible!



Just some of the places GetUp members got active on election day

THE AUSTRALIAN

FEDERAL ELECTION 2016

Federal election 2016: GetUp! proves force to be reckoned with



Kelsey Cooke, election campaign director of GetUp!, and national director Paul Oosting at their headquarters in Sydney.
Picture: James Croucher

The Australian | 12:00AM July 9, 2016



PAMELA WILLIAMS
Investigative journalist | Sydney

join GetUp! from mid-June through to the end of the campaign, participating and troubleshooting.

On election day GetUp! ramped up the whole thing. It had been saturating marginal voters for a month with calls. It had gone from one group to two groups on the phones each night. It staffed close to 450 booths with more than 3000 volunteers. Some booth captains took on four or five booths each.

As election day turned into a voters' night of the long knives, GetUp! left behind a memories campaign in the Prime Minister's electorate of Wentworth: the "Climate

TACTIC IN FOCUS: GETTING ON THE PHONES

GetUp members changed the game this election by reaching into the marginal electorates that decide which party wins government.

The scale of effort was phenomenal. Our thousands of volunteers donated nearly two years worth of time to one-on-one conversations with voters this election.



Each of the 40,218 conversations we had in marginal seats with voters were made by a passionate GetUp member determined to realise a fair, flourishing and just Australia. These volunteers gave it their all to have heartfelt, one-on-one conversations about the issues that matter most – from the urgency of investing in renewables, to desperately needed health and hospital funding.

Everything that our movement is capable of is because of the one million Australians who are GetUp members. Here are just a few glimpses of the members who powered our movement this election:

RAY SMIT, TASMANIA.

Ray Smit, formally an employee of Bell Bay Aluminium and now transport truck driver had never been involved in campaigns. Until this one. Ray has seen first hand how cuts to public services impact regional Tasmanians. Ray was sick of shouting at the news every night and so got up and for the first time in his life went doorknocking for GetUp! He had powerful conversations with people in regional & Launceston voters about federal funding cuts to local hospitals and education. After doorknocking in Scottsdale, he wrote letters to the regional and city newspapers about his experience. Something he never thought he could do. But he did!



Ray managed five polling booths on election day, he got out of his comfort zone by calling volunteers, managing rosters and people. Ray Smit was genuine, real and had a huge impact in our Bass campaign on the ground.

CINDI, BRISBANE

Cindi is full-time carer for a family member with a disability and had been a GetUp member for years. Early in the campaign, Cindi received a recruitment call asking her to come in and make calls she decided this was an opportunity for her to do something about the issues she cared about. Cindi was motivated by issues that had been neglected under the conservative government, such as corporate tax, and something that she felt strongly about, support for people with a disability.



The idea of being able to talk to people and explore where people came from appealed her from the start. For her, making calls was a way of breaking down barriers between people in our community.

Weeks later, after getting into the groove as a regular phone caller, Cindi had stepped up as a community calling leader. Every session Cindi was able to share her experiences of what makes a successful call with volunteers during training.

Cindi was an integral part of the team in Brisbane, her efforts helped drive thousands of powerful conversations in Dickson & Dawson.

CATHARINE CLEMENTS, SYDNEY



Catharine has been a GetUp member for the past ten years, but hadn't previously volunteered much before this election. Seeing life get more difficult for a whole lot of people in terms of access to basic health and education, affordable housing and increasing cost of living made her very concerned.

Catharine wanted to take action, so she came along to an information session for GetUp's federal election campaign. Although she was initially quite hesitant about cold-calling voters, she was surprised at how many people wanted to speak to her once she gave it a go.

Despite working full-time, Catherine managed to attend 43 phone banks, recruited many other GetUp members, and had persuasive conversations with hundreds of voters.

BRAD, MELBOURNE

Brad came across GetUp on Facebook, engaging with the page and sharing content with his friends. From a traditionally conservative family, he became increasingly frustrated with the Government's "stop-the-boats" slogans, the rise of the climate change deniers and the relentless assaults on public education, healthcare and the ABC. GetUp provided a voice for the issues he cared about, and so at Melbourne PowerUp, Brad signed up to become a volunteer on the 2016 election campaign.

Initially coming once a week, Brad put up his hand to become a volunteer leader. As a phone room facilitator, Brad created an environment in which everyone felt included and supported to take action, regardless of background. From attending once a week, to regularly facilitating, and in the final stretch returning each night, Brad felt empowered by GetUp, feeling he was able to make a difference. As he often said "We are all GetUp. Through GetUp, I have found my people".



WHAT'S NEXT THE GETUP MOVEMENT

This year, GetUp members have done something truly incredible.

For the first time in Australian political history, our politicians in Canberra know that if you're on the record using racism and fear to wield power; if your signature contribution to our political life is to block progress on all meaningful measures of sustainability, equality and inclusion; if you believe in holding your own party and the Australian electorate hostage to views that are out of touch and dangerous for our future – then be prepared to be exposed and lose votes and power like never before. Be prepared to have your own party see you as a liability. Be prepared to answer to your own voters when they ask you why you said what you said; or why you're standing in the way of progress they believe in.

The power Getup members have demonstrated this election is something that no party, no politician, no pundit and no poll can ever take away from us. It comes from each and every GetUp member. From the GetUp volunteer leaders like Catherine, who attended 43 calling parties to reach marginal seat voters -- from the more than 3000 volunteers who passed out over 1 million issue-driven how to vote cards at 500 polling booths from Perth to Port Macquarie -- from the more than 30,000 GetUp members who personally reached into their pockets to power this campaign. Together, Getup members have sent a message more powerful than any poll ever could: that the time when citizens could be treated as passive consumers, to buy with a promise or two and a few fancy scare campaigns, is over.

This is a new day. Together Getup members will help to create a country that is powered by communities. Where all people who seek shelter and a better life are welcomed and treated like human beings. Where love is love and equality is the law of the land, no exceptions. Where we all contribute our taxes fairly and with gratitude, knowing they're being spent on the first class healthcare and education every Australian deserves.

And just as we knew more than 10 years ago, when Getup's million-strong member movement was little more than a bold idea in the hearts of a few who were fed up with business as usual: we aren't ever going to give up.

Getup members are going to keep doing what our hearts, our conscience and our love for this country and our children and grandchildren compel us to do.

Paul Oosting, National Director



GetUp!

