



Federal Election 2025: Conversation Guide

Your guide to election conversations: why this election matters

As a GetUp member, you know what's at stake this election. This federal election isn't just about who wins—it's about the kind of country we want to live in. From escalating climate disasters, rising costs of living and the ongoing fight for First Nations justice, the stakes couldn't be higher.

We need a government that works for all of us, not just a privileged few. A Peter Dutton-led government would only deepen these crises—prioritising the ultra-wealthy while leaving families, workers, and communities behind.

The good news? Conversations can shift votes.

Research shows that people start reconsidering their support when they learn about Dutton's deep ties to billionaires like Gina Rinehart, his reckless energy plans, and his history of divisive politics.

This guide is designed to help you have meaningful conversations with your friends, family, and community about the upcoming election, particularly the threat a Dutton government poses to the values we share.

We'll focus on how Dutton's ties to mining billionaires and big corporations – especially figures like Gina Rinehart – directly impact the issues we care about most.

Why these conversations matter

You might be wondering, "Can my conversations make a difference?" The answer is YES!

- **Research shows it:** GetUp undertook research with YouGov. This research shows that people are persuadable when it comes to voting for a Dutton-led government. In particular, when people learn about Dutton's ties to billionaires, their voting preferences **shift away from the Coalition**.
- **It's about values:** Impactful conversations aren't about reciting talking points, they're about connecting on a human level and sharing why these issues matter to you personally.
- **Collective action:** When lots of us have these conversations, we amplify each other's voices and the impact can create real change.



The core message: Dutton backs billionaires, not battlers

At the heart of our message is this:

Peter Dutton and the LNP cannot be trusted to govern in the interests of everyday Australians struggling with rising costs. A Dutton government will serve billionaire corporations, leaving families to bear the burden of skyrocketing living expenses, inadequate healthcare, and climate inaction.

What our research shows us

GetUp undertook research with YouGov which found:

- 45% of voters listed *cost of living* as their top priority—this includes affordable housing and healthcare.
- Many people blame corporations as the main culprit behind cost of living increases including food, rent, energy, and healthcare.
- Mentioning Dutton's "*best friend of mining*" promise to Gina Rinehart, and linking Dutton to corporations that profit from higher prices and lower wages, *drives down* the Coalition's primary vote.
- Demonstrating that Dutton's working for corporate interests—and not in the interests of everyday Australians struggling with rising costs – *drives down the Coalition's primary vote*.

YouGov's data indicates that once people learn about Dutton's billionaire ties, their opinions—and votes—are likely to shift.

How to have powerful conversations

Whether you're at the lunch table at work, catching up with friends over coffee, or sharing a meal with your family, this guide is designed to help you have simple, honest conversations about why this election is important. By having relaxed, friendly chats and using these straightforward cues, you can make a real impact.

Here's how to make your conversations effective, engaging, and impactful:

1. Start with shared concerns

- Instead of jumping into politics, begin with what people care about: the cost of groceries, healthcare, energy bills or climate disasters.

- Example: *"I've noticed grocery prices are getting ridiculous lately. Have you felt that too?"*

2. Connect the dots

- Show how these issues are linked to political decisions and who benefits.
- Example: *"While we're paying more, big corporations and billionaires are making record profits. And Dutton? He's promised to be their 'best friend.'"*

3. Offer a clear picture

- Share a simple, compelling fact that connects Dutton to the problem.
- Example: *"He's backed by billionaires like Gina Rinehart, who profit from stagnant wages and soaring prices."*

4. Make it personable and relatable

- People are moved by stories, not stats. If you have a personal experience, share it.
- Example: *"I know someone who skipped a GP visit because they couldn't afford it. Did you know Dutton froze Medicare rebates 6 times when he was health minister? That's what's causing these costs now. He wants to kill Medicare."*

5. Avoid arguments – find common ground

- Instead of debating, listen and respond to people's concerns.
- Example: If they say, *"Politicians are all the same,"* you can say, *"Yeah, it's frustrating when they put their mates first. Dutton directly told Rinehart and other mining bosses he'd be their 'best friend' if he became PM. That means looking out for them instead of us. That's why it's worth knowing who our politicians are looking out for and who is looking out for us."*

6. Give a simple call to action

- End with something easy they can do, such as talking to others, sharing info, or voting for change.
- Example: *"A lot of people don't know this—if we spread the word, we can stop Dutton from handing more power to billionaires."*



Common questions and quick responses

"Aren't all politicians funded by someone?"

→ True, but Dutton isn't just taking donations – he's promising billionaires like Gina Rinehart that he'll be their 'best friend'. That's not normal, that's dangerous for ordinary Australians struggling to make ends meet. That's a big red flag for how he'd govern.

"What's wrong with being rich?"

→ Nothing! The problem is when billionaires use their money to influence policies that make life harder for the rest of us—like keeping wages low and prices high.

"I'm not sold on Labor or the other parties either."

→ Fair enough –this isn't about blind loyalty to any party. It's about calling out a politician who's openly siding with corporate billionaires while our wages and living conditions go backwards.

"Dutton's not going to single-handedly fix the cost-of-living crisis anyway."

→ Maybe not alone, but he can make it much worse. He's siding with the same billionaires and corporations who are profiting from high prices.

"I care about other issues, like border security and crime."

→ Security and safety are important. But here's the thing: people's biggest worry right now isn't crime—it's the cost of living. If Dutton's busy catering to a billionaire, how effective will he be on anything else? Meanwhile, we're stuck with higher bills.

"How do we know this will matter?"

→ When people hear about Dutton's deep ties to Rinehart and other corporate interests, they start to rethink their vote. Polling shows that when voters learn how much influence billionaires have over Dutton, it shifts their perspective. Australians want leaders who work for them—not ones who take their orders from a Trump-loving mining billionaire.

"Isn't comparing Dutton to Trump a bit much??"

→ Not when you look at the facts. Trump's America is turning out great for billionaires but a disaster for workers. Gina Rinehart openly praises Trump's approach, and Dutton promised to be her 'best friend'. That's a dangerous sign we could see the same billionaire-first policies here.



Key election issue talking points



Cost of Living

- Prices are rising while corporations are making record profits—Dutton backs billionaires, not battlers.
- Dutton backed cuts to Medicare, wages and social services—pushing people further into financial stress.



Healthcare

- Dutton tried to abolish bulk billing and froze Medicare rebates, making GP visits more expensive.
- A Dutton government means even higher healthcare costs and more cuts to services.



Climate & Energy

- Dutton is pushing nuclear power—an expensive, decades-away distraction—while blocking cheaper renewables that would lower bills now.
- His billionaire fossil fuel donors are making millions while Australians pay more for energy.



First Nations Justice

- Dutton boycotted the Apology to the Stolen Generations and consistently votes against First Nations rights.
- He's backtracking on Treaty and undermining Indigenous-led solutions.

Final conversation tips

1. **Keep it relatable:** Show how Dutton's ties to billionaires directly connect to what people are seeing at the supermarket, petrol station, or in their paychecks.
2. **Stay positive and empowering:** Emphasise that sharing information and voting collectively is how we reclaim power from billionaires.
3. **Use real-life examples:** We are all struggling with rising costs like rent and bills. Connect our personal stories to the impact of corporate greed and control in politics.
4. **Stay respectful:** Remember that changing minds often takes patience. Plant the seed about Dutton's billionaire connections, and let people mull it over.