GetUp!
Action for Australia

Australia GetsUp! '07

Post Election Report

"The 2007 election is the first to witness the advent of GetUp!"

Peter Hartcher, listing GetUp as one of the "six unique features" of the 2007 federal election, 'Waxing frugal, praise rings in Rudd's ears',

Sydney Morning Herald, 20 November 2007

How the 230,000 members of GetUp!:

• helped shift the country's issue agenda

• enrolled thousands of new voters, and

• ran the largest independent election effort in Australian history

to reshape the 2007 election...

and what it will mean for the future of Australia

The "We too" election '07

The Australian people have spoken, and it is a repudiation of John Howard's vision for Australia. This historic election has proved that, despite years of economic growth, the people will lose faith in a government that fails to project a compelling story. For all its 'me-tooism', this election was decided not on the leaders' points of similarity, but on their points of difference. It was decided by the **'we too'** voters, voting for the bigger picture not the bigger handouts.

The election was significant for a number of reasons:
• voters gave the new government a mandate for change, on the issues of difference: climate change, Iraq, industrial relations, same sex equality, Indigenous affairs, voter enrolment and more
• the desertion of 'wet' liberals and 'battlers', who couldn't countenance the government's stance on non-economic issues
• the end of one party control of the Senate
• the political engagement of more Australians, specifically young people
• and the interface of new technologies and politics in the above.

The effect of a rapidly burgeoning civil society, with GetUp at the forefront, was that the debate could move out of the narrow frames of reference and expression that political parties allow for – the issues agenda could be set outside of them, and in unprecedentedly sophisticated and effective ways.

GetUp's 230,000 members helped shape the election by:
• shifting the national issue agenda
• enrolling thousands of voters, and
• enabling the largest independent election campaign in Australian history,

Australia GetsUp '07:

• restored balance and accountability to the Senate by ending the Coalition's monopoly on power, including Australia's first ever multi-party election ad.
• empowered all Australians to vote based on the actual issues they care most about.
• saw over 150,000 personalised How-To-Vote cards distributed, matching over 1% of the voting population with the candidates who most aligned with their views.
• mobilised 8000 volunteers throughout the election period, including 3500 in polling booths in over 100 electorates on Election Day, effecting over half a million voter contacts, distributing multi-issue party comparison scorecards.

Some of the consequences of GetUp's electoral program are represented below:
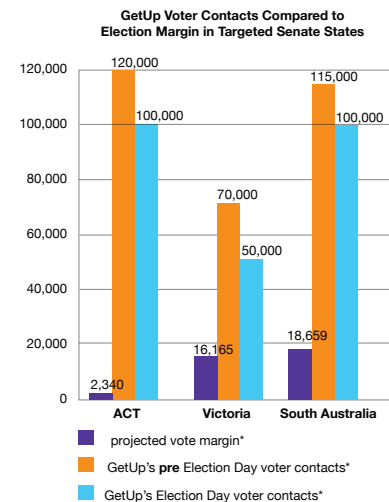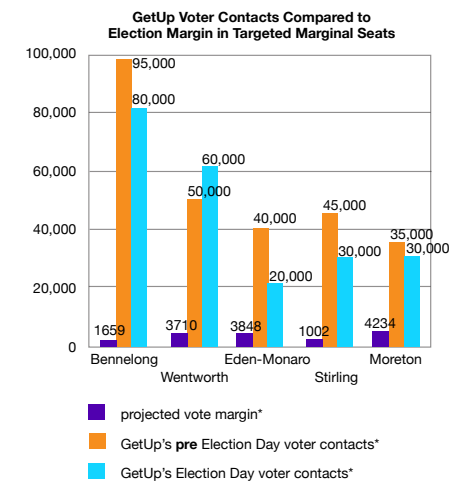
GetUp is a new force on the Australian political landscape - a non-partisan, multi-issue member-driven organisation using new technologies to facilitate meaningful and effective political action. This election has demonstrated the effectiveness of such an organisation being a vehicle for change, galvanising community attitudes and translating that into the mobilisation of a financially sustainable grassroots movement capable of cutting through the traditional power structures and putting the people back in democracy during a national election campaign.

The 'We too Election'

Why the voters rejected John Howard and gave the new Goverment a mandate and responsibliity for change

The Australian people, now armed with sophisticated means of expressing their dissent and proffering their alternatives (in great numbers), have resoundingly repudiated John Howard's policies and politics. In reality, this was not the 'Me Too' election – it was decided by the 'We Too' voters, voting for the bigger picture not the bigger handout.

GetUp was there, at the forefront of a global movement democratising the political process through new technologies and an offline grassroots army, and has brought many Australians back into the political fold that John Howard had largely excluded them from. Those and other like-minded Australians ultimately rejected Howard's vision.

"You are the driving force of a new Australia; one where everyday people, united by common concern, use new and old technologies to help create an Australia we can all be proud of."

Brett Solomon in an email to members celebrating 2 years and 200,000 members, 20 September 2007

● Howard's Rejection; a new Mandate

GetUp has over the last two years consistently demonstrated the gulf between public opinion and official policy on key issues. This election was not about *progressive* Australians but Australia *progressing* on the whole, to a point where John Howard's ideas alienated the middle Australia that had been his bedrock. That means the election was not necessarily an endorsement of Kevin Rudd but an invitation to act on the issues Australians did not see John Howard as the answer to – the people want action on climate change, they want us out of Iraq… The mandate for Rudd is to act on the points of differences that distinguished him from Howard's vision, not the points of similarity.

"Some of (Howard's) policies angered some traditional conservative voters who feel strongly about social justice issues, the group often dismissively referred to as "doctors' wives." Polling by Newspoll, commissioned by GetUp!, shows a clear majority of Liberal voters opposed Howard's policies on David Hicks and global warming."

Peter Hartcher, 'Scandal adds to humiliation', *Sydney Morning Herald*, 23 November 2007

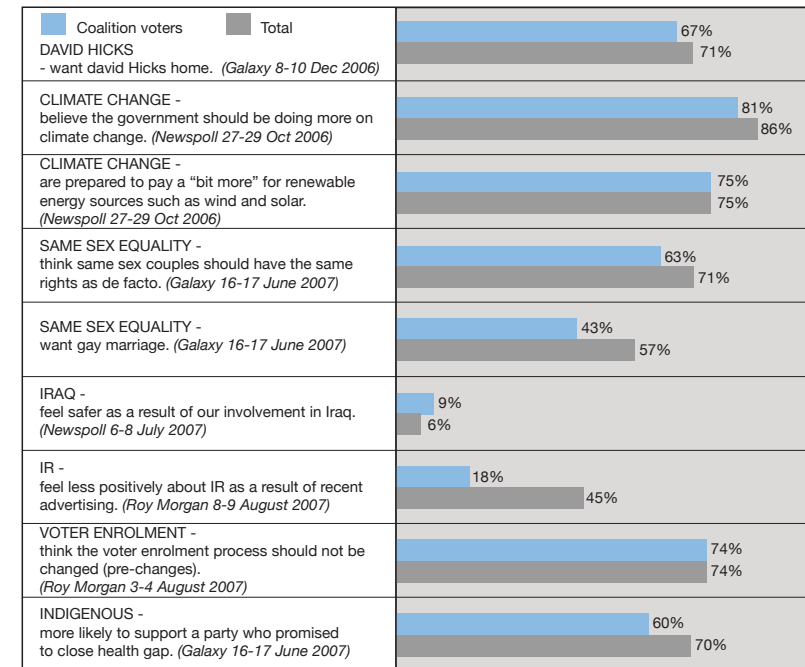## ● Flipping 'L': 'liberals' desert the 'Liberals'

Economic conservatives do not necessarily make social conservatives. John Howard's so-called 'wet liberals' could ultimately not countenance the sum total of Howard's growing attacks on rights, freedoms, the disadvantaged and the different. These 'small 'l' liberals' joined the bulging and burgeoning 'middle Australia' in their march towards the left – Howard's dearly-loved 'battler' in the 'mortgage belt' grew increasingly out of step with the Howard Government's stance on non-economic issues, which eventually manifested into resentment over essentially non-inclusive and divisive policies. A nation cannot be nourished on negatives alone.

"The appeal of GetUp! represents a failure of internal democracy, and belief in the viability of change, through political parties."

Mark Bahnisch, 'Will 'GetUp!' influence political debate?', *Online Opinion*, 24 August 2005

Where Mr Howard got it wrong: Now, a popular mandate for change

GetUp commissioned polling on a range of issue of national importance 2006/07

	Coalition voters	Total
DAVID HICKS - want david Hicks home. *(Galaxy 8-10 Dec 2006)*	67%	71%
CLIMATE CHANGE - believe the government should be doing more on climate change. *(Newspoll 27-29 Oct 2006)*	81%	86%
CLIMATE CHANGE - are prepared to pay a "bit more" for renewable energy sources such as wind and solar. *(Newspoll 27-29 Oct 2006)*	75%	75%
SAME SEX EQUALITY - think same sex couples should have the same rights as de facto. *(Galaxy 16-17 June 2007)*	63%	71%
SAME SEX EQUALITY - want gay marriage. *(Galaxy 16-17 June 2007)*	43%	57%
IRAQ - feel safer as a result of our involvement in Iraq. *(Newspoll 6-8 July 2007)*	9%	6%
IR - feel less positively about IR as a result of recent advertising. *(Roy Morgan 8-9 August 2007)*	18%	45%
VOTER ENROLMENT - think the voter enrolment process should not be changed (pre-changes). *(Roy Morgan 3-4 August 2007)*	74%	74%
INDIGENOUS - more likely to support a party who promised to close health gap. *(Galaxy 16-17 June 2007)*	60%	70%

"The four senators who turned up at a (GetUp) community forum last week were surprised to find 250 people waiting to hear them… The meeting, which concluded with the audience peppering senators with questions on how to restore the Senate's independence, was evidence of how sour the Government's triumph of a Senate majority has turned."

Mark Metherell, 'Diminished houses of review mourned at activists' forum', *Sydney Morning Herald*, 13 August 2007

● The Senate: taking the power back

The Howard Government's abuse of their Senate majority eventually came back to bite them in the lower house. In his last term of power, John Howard introduced unpopular legislation that was not subject to the checks and balances, or at least the protracted debate, which Australians were used to seeing. It also symbolised a wider disdain for time-honoured democratic processes and practices that characterised Howard's term. Several GetUp innovations, including the unprecedented Three Party Senate Ad, also helped to couch Howard's political excesses in terms of the fight for the Senate. A once-in-a-generation Senate majority spawned an equally rare electoral focus on the normally low-key Upper House, as the effects of ill-conceived and unscrutinised legislation such as WorkChoices were taking actual effect in the electorate.

"Dear Senator, With respect I, as no doubt many others will do, remind you that you are primarily there to represent your particular State's rights and to give serious consideration to Lower House Bills. You are not there to simply toe your Party line."

Alex B, QLD, one of 15,000 messages delivered to Senators as they debated contentious legislation, 13 August 07

● The Young & the Enrolled

Despite cynical efforts by the Howard Government to ensure the opposite, this election saw young people enrolled and engaged on an unprecedented level. Young people have been traditionally excluded from the political conversation but have been much quicker to take up new forms of communication. For young people this has been liberating - there is a new level of political engagement possible. It is immediate, creative and transparent, with very low barriers to participation. The rise of the Greens in this election is important for two reasons – the elevation of climate change to a prime mainstream concern; and the increased political engagement of the 18-30 demographic. Once mistaken for apathy, the disempowerment, frustration and disconnection of youth from the political process is broken down by the accessibility, immediacy and effectiveness of online action, communication and networking.

"EFFORTS by political groups to encourage young people to enrol to vote appear to have worked, with nearly 100,000 more Australians in the 18-29 age bracket on the electoral roll than at the last election... groups like GetUp launched extensive enrolment drives after Government changes to the electoral law."

Sarah Smiles, 'Rise in enrolled youth', *The Age,* 27 October 2007

● Of Mice and Movement: new technologies and politics

Everyone is equal online. This election succeeded not only in showing how massive swathes of the community are effectively embracing new technologies and translating them into effective action, but also in showing that the last group to appropriately embrace this is our leaders. Anyone who doubts this and the importance of online forms of communication simply has to look at some recent 'YouTube' pitches to see just how out of their traditional comfort zone our leaders are. For them, this was not the first e-lection; they saw only new modes of old forms of expression – static TV style announcements and press releases. For many in the community, however, it *was* the first e-lection: emboldened by the empowerment of a truly democratic internet, not only can political movements grow fed by their ideas and momentum, the internet also undermines and inverts traditional power structures. The 'Climate Clever-er' Ad demonstrated this awesome potential: individuals with no other agenda than their concern for the issue, all chipping in a little to create a powerful sum total capable of getting their message to millions of fellow Australians as only the wealthy or well-connected could previously do.

By contrast, the Liberal Party completely and incongruously denied themselves the online vote by shunning sites dedicated to reaching out to the increasing number of voters accessing information through new modes of technology. HowShouldIVote.com.au, for example, received a handful of Liberal candidate's survey responses – denying the 150,000 people who used the site to find the right candidate the possibility of being matched with Liberal candidates.

"GetUp! has dusted off the hackneyed political term "people power" and reinvented it for a tech-friendly generation... GetUp! arguably has evolved from political experiment to a voice Australian politicians cannot afford to ignore."

Larissa Dubecki, 'Online activists more than a mere mouse click', *The Age*, 29 October 2007

"Thank you, also, for providing a forum for the ordinary person. When we have numbers, we are not powerless, but a force for good. Keep watch and keep urging us to 'get up'."

GetUp member Mhairi, SA

Internet Usage During Election Time
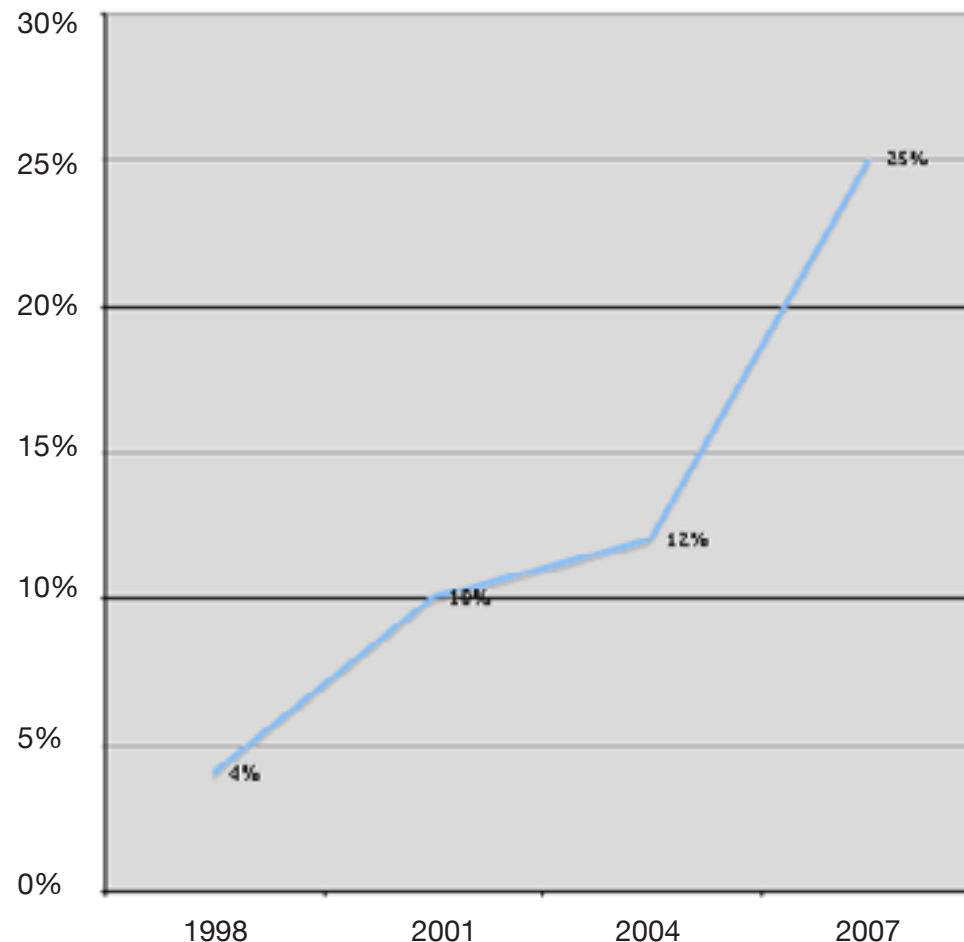
1998, 2001, 2004 figures are sourced from *Trends in Australian Politcal Opinion* - 1987 to 2004, Ian McAllister and Juliet Clark. The 2007 figure is sourced from a GetUp-commissioned Newspoll showing percentage of Australians who use the internet to access information about parties and candidates.

How did we do it?

How did GetUp members help shape this election?

"The GetUp survey results are in. You've made it clear how important this election is...You want change. We hear you - and we're ready to put your priorities into action. That is why today we're unveiling the biggest, most ambitious grassroots electoral campaign Australia has seen - to impact the election and deliver meaningful, lasting change to the issues we care about... "

Brett Solomon, announcing the launch of Australia GetsUp '07 to the GetUp! community
May 24th, 2007

GetUp is something new in Australian politics: a member-driven people's movement dedicated to helping ordinary Aussies fight for the issues we believe in. We petition, we demonstrate, we speak up and we spread the word. But at the end of the day, the most powerful way for any citizen to create change is to vote. So this May, the GetUp community chose in an online poll to launch an unprecedented citizens' intervention in this election – to build an independent campaign for change. In the same poll, we asked GetUp members to share why the election mattered to them, and received thousands of passionate replies. Australia GetsUp '07 was born.

"Because every election is important! We are not simply choosing the next PM we are deciding the fate of the country, how we are managed on hugely important issues and how we relate with other nations. Because the coalition balance of power abused their rights and now there are a lot of messes to be cleaned up!"

GetUp member, May 2007

"Welcome to 'GetTogethers' - where we take our movement for change from the behind the computer screen and into cafes, pubs and homes across the nation. It's an opportunity to meet other GetUp members who share your concerns and your postcode, and work together for change with the help of new friends, right in your own local area."

Email to GetUp members launching 'GetTogethers' where new meets old – simultaneous offline action coordinated using groundbreaking online tools, 27 June 2007

Australia GetsUp '07 was based on a 3 pronged strategy to empower GetUp members to make the difference:

"I joined GetUp on 7th August 2005 because I saw it as the only public forum that could air individual and community concerns, and, hopefully, have some influence for the better on our elected representatives. Two years later, I am elated by the growing success in increasing the membership and by the influence on politicians, the media, business and the public at large."

Peter G, comment posted on GetUp blog, 28 September 2007

● I. Highlight the issues

GetUp members have long recognised the need for the people take the lead on critical issues when the politicians fail to do so. Since its inception two years ago, GetUp members have pushed important issues into the public debate by speaking out to the media, fellow citizens, and elected officials from all parties.

In this way GetUp members have drawn the attention of the electorate to the issues the politicians would often rather ignore...and made them a driving part of this election season, characterised by our leaders' lack of focus on issues of great importance ... like the war in Iraq.

Below are just the highlights of how, in the last weeks, months and two years, GetUp members have helped put the key issues on the agenda that shaped this election:

A. Climate Change

• Walk Against Warming: 100,000 people marching across Australia to demand climate action on November 11 2007.
• Climate Action Now: Over 95,000 signatures with high profile delivery at APEC summit
• Action Agenda: 5 point plan for the next Parliament to help stop climate change
• Climate Clever-er Ad: Groundbreaking television ad run during AFL Grand Final exposing the government's failures on climate change. Over $250,000 raised in 72 hours, allowing it to continue its run well after the Grand Final.

"The internet is the latest medium of political dialogue, and it is engaging many people. If anyone doubts this, they just have to think about the climate change spoof ad that the activist online group GetUp put on TV during this year's AFL grand final. GetUp spruiked the ad a few days before and within 72 hours had raised more than $250,000 online for it."

Michelle Grattan, 'Let democracy bloom' *The Age*, 31 October 2007

86% of Australians believe the government should be doing more than it currently is on climate change - GetUp commissioned Newspoll conducted 27-29 October 2006

How did we do it? How did GetUp members help shape this election?

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B. Australia out of Iraq

• Over 69,000 Australians joined war widow Sam McMillan and London bombing survivor Louise Barry's call to Prime Minister Howard to produce a plan to end the mess he started in Iraq, putting Iraq back on the national agenda – which it had disappeared from.

• Louise appeared in a powerful television ad where she told her story and asked the Prime Minister for a plan for peace. GetUp members raised over $100,000 to air it.

• GetUp sponsored a public opinion poll in July which found that, despite the Prime Ministers' claims, only 6% of Australians think the war in Iraq has made us safer

ONLY 6% of Australians think going to war in Iraq has made us safer – NEWSPOLL 6-8 July 2007 **!**

"I encourage you to support GetUp's campaign for a change in policy. Add your voice below to the thousands who have spoken already. If enough speak, the Government has to listen."

Former PM Malcolm Fraser, in an email to GetUp members, 20 July 2007

"We know war can seem remote to many Australians, especially this war in Iraq, but it is very real to us. It has changed our lives - and the lives of hundreds of thousands of people around the world. This issue must not simply slip away because our politicians would rather ignore it."

Sam McMillan and Louise Barry in an email to GetUp members, 13 November 2007

C. Justice and Fairness

• **No Child in Detention:** Over 100,000 signatures and skywriting over the parliament, and a national TV ad. Prime Minister Howard was forced to drop the proposed bill to reauthorise child detention.

• **Bring David Hicks Home:** Over 50,000 signatures, full-page newspaper ads and billboards in major cities. One in eight Bennelong residents write a postcard to John Howard asking him to bring David home.

• **Same Sex equality:** The results of our poll finding 70% want same-sex couples to have de facto status continue to be widely reported in the media and prompted John Howard to declare his isn't a Government that supports discrimination. 26,000 strong petition was presented to the Prime Minister by Liberal MP Warren Entsch.

71% of Australians want David Hicks home, regardless of whether he faces legal proceedings – Galaxy, 8-10 December 2006 **!**

"Sometimes change can only happen when the people lead. And we will. GetUp's poll found majority support for equal rights extends across every demographic, across every region, across every political party in the nation. Tell the politicians it's time they caught up to the people that voted them in."

email to GetUp members launching 'Equal Before the Law campaign, 23 June 2007

71% of Australians believe same sex partners should have the same legal rights as those in a heterosexual de facto relationship. For the first time, a majority (57%) support gay marriage – Galaxy 16-17 June 2007 **!**

D. Indigenous Rights:

• **Close the Health Gap:** Supported multi-organisation campaign with nearly 45,000 petition signatures, prompting ALP to promise $261.4 million and a commitment to close the 17 year life expectancy gap.

• **Sorry:** Over 20,000 citizens demanding the first act of the new Parliament to be an apology to Indigenous Australians

"The Treasurer has distributed our $236 billion and the budget headlines are brimming with praise and prosperity. But hidden among the welcome news is an untold budget scandal - an Aboriginal child born today in Australia is statistically likely to be outlived by a newborn in rural Bangladesh."

GetUp email to members urging them to join CTG campaign, 30 April 2007

E. Industrial Relations:

• **Know where I Stand:** Nearly 25,000 personalised 'post-it' notes demand that the new government remove WorkChoices, delivered outside Joe Hockey's office in North Sydney.

45% of Australians feel less positively towards the Government's IR policies as a result of recent advertising campaign, only 23% feel more positively – Roy Morgan 8-9 August 2007 **!**

How did we do it! How did GetUp members help shape this election?

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● II. Enrol the Voters

GetUp is committed to maximising the citizen voice in politics, and that means ensuring all eligible voters are given a proper chance to enrol and cast their vote. When the Howard government moved to curtail this right with the new Electoral Integrity Act – especially disenfranchising youth and Indigenous Australians – GetUp responded with a massive campaign to directly enrol voters and to push for reform.

• Public Pressure: Nearly 30,000 GetUp members signed the petition to repeal the new restrictions, and a GetUp member produced a highly popular ad to demand reform as part of GetUp's "Oz in 30 seconds" ad contest. These efforts helped prompt all opposition party leaders to promise to scrap the new regulations.

> ONLY **3**% of Australians think it should be harder to enrol, 5% know about the recent changes. Despite $12.5 million in government advertising, only 16% of the population were aware of the changes
> – GetUp commissioned Roy Morgan 3-4 AND 6-8 August 2007

"Is GetUp! and Labor seriously advocating a policy that allowed cats and goannas to be enrolled?"

Special Minister of State Gary Nairn MP, in a press release responding to GetUp's campaign, 11 April 2007

• Direct enrolment: During August 18th and 25th GetUp held "National Enrolment Week".
• GetUp volunteers distributed nearly 4,000 enrolment forms.
• Efforts targeted the key electorates of Bennelong, Wentworth, Moreton, Stirling, Deakin, Paramatta, and Lindsay
• GetUp Volunteers also organised 13 separate university drives.

"My daughter… has been removed from the electoral roll because she did not respond to a letter (to her address in a high student rental area), which was sent only 3 weeks before the official election announcement date!"

Alice, comment posted on blog, 14 November 2007

● III. Choose the Future

The third component of Australia GetsUp! '07 was the largest independent election program in Australian history. We had two goals for the outcome of the election:

1) To "Save Our Senate" -- restoring balance and accountability to the Senate by ending the Coalition's monopoly on power.

"Things favouring Kerrie Tucker against Humphries are:… 2. The GetUp campaign has marshalled a lot of publicity against a Coalition majority in the Senate."

Crispin Hull, 'Liberals and Greens neck and neck in Senate race', *Canberra Times*, 23 November 2007

2) To empower all Australians to vote based on the actual issues they care about most.

"Congratulations GetUp - I have been an Australian citizen for 8 years and never fully understood how the voting system works until now and most voters I know are in the same boat… it's appalling how little we understand when we have such big decisions to make."

Sandy, posted on 'Your guide to voting' blog, 22 November 2007

The strategies included:

Creating and distributing over 150,000 personalised How-To-Vote cards. On November 16th, GetUp launched HowShouldIVote.com.au and invited all citizens to generate customised cards based entirely on the voter's own preferences. This was the first time in Australian history such personalised guides based entirely on the issues were available to voters. Every candidate nationwide was invited to fill out a survey to indicate where they stand on the issues. Then users filled out the survey to determine their best match. Their personalised How-To-Vote cards were then available online, via email and SMS so they can take it right into the polls on election day.

"The most democratic thing you can do this Saturday is let someone else tell you how to vote… GetUp's take on Dexter from Perfect Match is blatantly non-biased."

Emma Tom, 'Log on and fall into the arms of your perfect political match', *The Australian*, 22 November 2007

"For those of us who feel we've been calling into a void, thanks GetUp for giving us our voices back. Maybe it is possible to make a difference to debate in this country again."

Hugh C, posted on GetUp blog

Taking the message to the airwaves: To support the "Save Our Senate" campaign GetUp created the first political TV ad in Australian history to feature leading representatives of multiple political parties: Bob Brown of the Greens, Lyn Allison of the Democrats, and Kate Lundy of the ALP. Their message was clear: whoever you support for the next government, all Australians deserve more than a one-party rule rubber stamp from Parliament's house of review. This ad, combined with powerful radio ads, won national acclaim and reached voters nationwide. Other GetUp ads hit the airwaves during the election period, including the 'Climate Clever-er' spoof, and the positive 'Australia-ARE' – winner of the groundbreaking 'Oz in 30 Seconds' where everyday Australians made their own political ads.

How did we do it? How did GetUp members help shape this election?

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"The GetUp! advert hits this nonsense straight between the eyes, and adds more than a touch of Chaseresque humour, which these days can hardly be considered "elite". Oh, and by the way, please let's remember that we citizens had no choice whether to fund Howard's expensive spin pieces or not. By contrast, the GetUp! adverts were funded by donation, like my twenty-five bucks."

Ian P, GetUp member responding to criticism of GetUp in *Crikey*, 3 October 2007

Direct voter contact: GetUp volunteers powered the largest independent voter contact program in Australian history. The program, called GetUp Grassroots Action, used proven neighbour-to-neighbour organising techniques to spread information about how the parties stand on key progressive issues, and how voters can effect the issues we care about on November 24th. This effort was aimed at voters across the country, but was especially concentrated in marginal seats where each vote could have the greatest impact on our future. Refer to charts in the appendix.

Fundraising: One of the most revolutionary accomplishments of Australia GetsUp '07 was that the entire operation was predominantly funded by the same people it was designed to serve: ordinary Australians. Here are the numbers for 2007 calendar year:
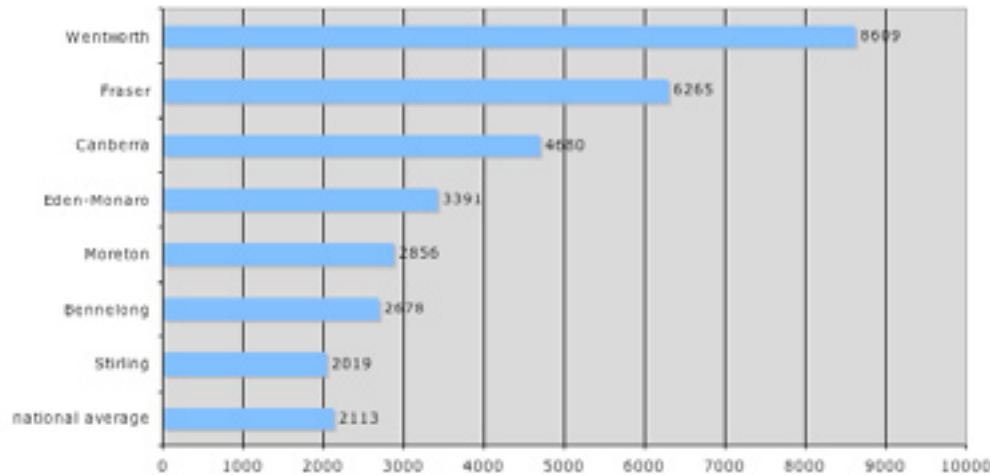
• Share of all GetUp! contributions made online: 98%

• Number of online contributions: 22,833

• Number of online contributors: 17,111

• Average online contribution: $47.51

"GetUp. You have not only proved to be an effective leading-edge part of our modern democratic system of governance – setting world standards and benchmarks on how to play the governance game smart – but your team of people and supporters (real & online) are manifesting a level of will, intent and confidence that is making the boffins stand up and take notice."
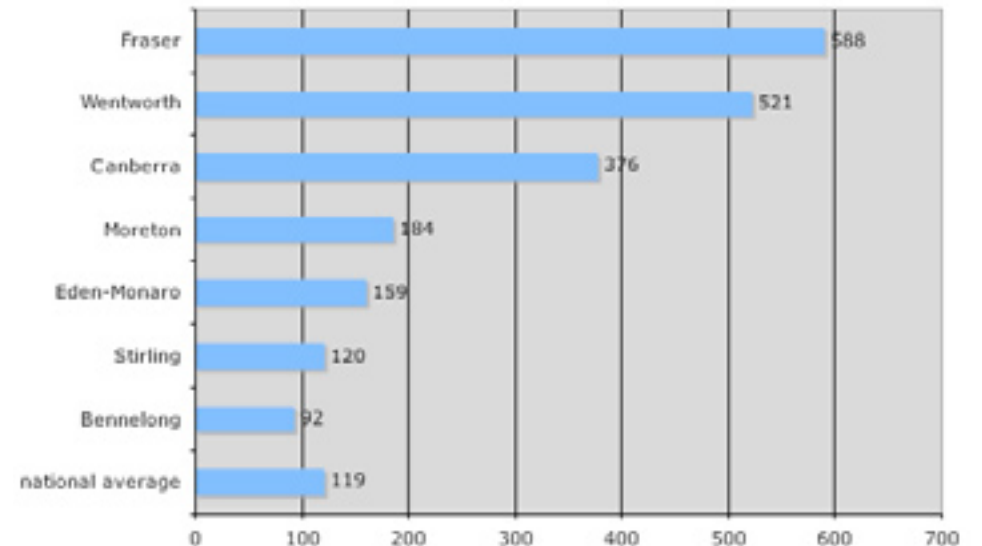
GetUp member Russell C, WA

GetUp members across main Electorates

Electorate	Members
Wentworth	8609
Fraser	6265
Canberra	4580
Eden-Monaro	3391
Moreton	2856
Bennelong	2678
Stirling	2019
national average	2113

Volunteers across electorates

Electorate	Volunteers
Fraser	588
Wentworth	521
Canberra	376
Moreton	184
Eden-Monaro	159
Stirling	120
Bennelong	92
national average	119

It is amazing to see the growth in numbers and the issues we have fought for about to be finally addressed. I joined because it gave me hope that I was not alone in thinking that Australia was heading down the wrong path in regards to global warming, war in Iraq, David Hicks and detaining children of illegal immigrants. I found a voice with Getup that filled me with hope. Now it is time to maintain that pressure... Thank you to all those involved with Getup for making a real difference."

Joe E, comment on GetUp blog, 26 November 2007

GetUp's mission is to build a progressive Australia – one with social justice, economic fairness, and environmental sustainability at its core. Our membership's hope is that the election of a Rudd Labor Government will prove a positive step towards our vision of a progressive Australia, but the change in Government is by no means the automatic fulfillment of that vision.

As a member-driven organisation, GetUp's direction for the coming years will be determined through consultation with hundreds of thousands of members. It is clear, however, that GetUp's issue-advocacy and democracy-building work has only just begun.

Our extraordinarily flexible campaigning model, using new technology, grassroots field, direct lobbying and paid and free media to influence policy outcomes, has proven itself time and again. After two and a half years, GetUp now has three assets unique to Australia:

• A 230,000 strong movement - growing hourly - of progressive Australians, ready and willing to take action at the click of our mouse.

• One of the largest and most sophisticated non-partisan grassroots networks in Australia history – built in just 9 months of grassroots organising. Over 7,000 GetUp members have been active in on-the-ground activities already.

• The most sophisticated online infrastructure of any campaigning organisation in Australia, with the ability to run low-barrier petition, letter-to-the-editor, talkback radio, contact-your-MP, tell-a-friend, or fundraising campaigns on just a few hours' notice.

GetUp is a political movement that will shape the country's political, economic and social future. Our collective progressive voice will continue to envision, lobby, critique, challenge, support and mobilise by the tens of thousands on the ground and via new technologies online.

We look forward to working towards the Australia we all know is possible.

"Congratulations to the members of GetUp on a well organised, well structured and well thought out campaign. This overwhelming desire for the Australian people to want political change could not have been achieved without you. Personally, I have learnt a great deal about the political system and now feel that my voice can be heard through your organisation. Keep up the great work"

Elizabeth D, comment on GetUp blog, 26 November 2007
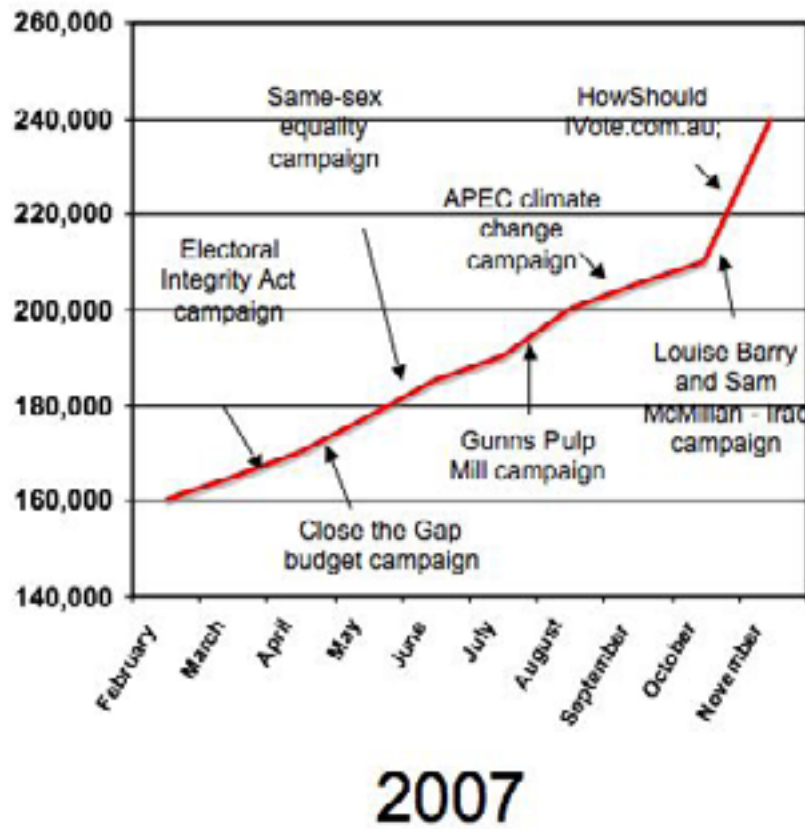
CHART A

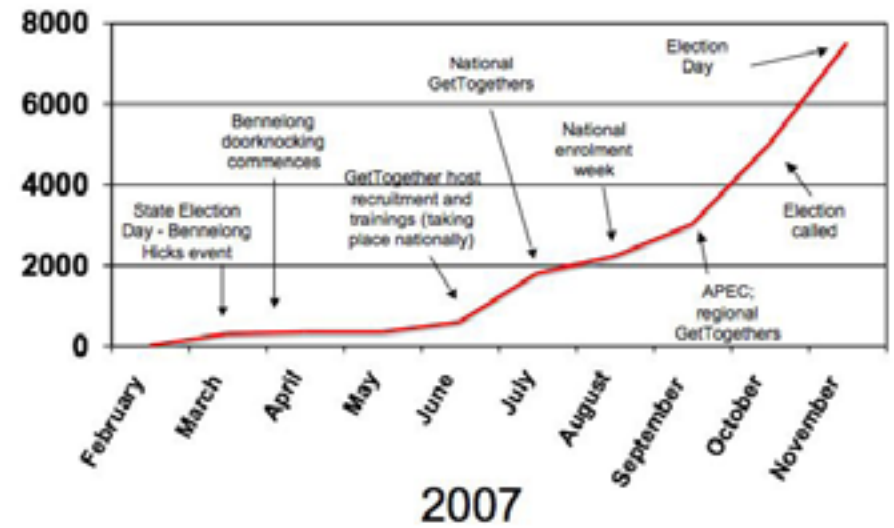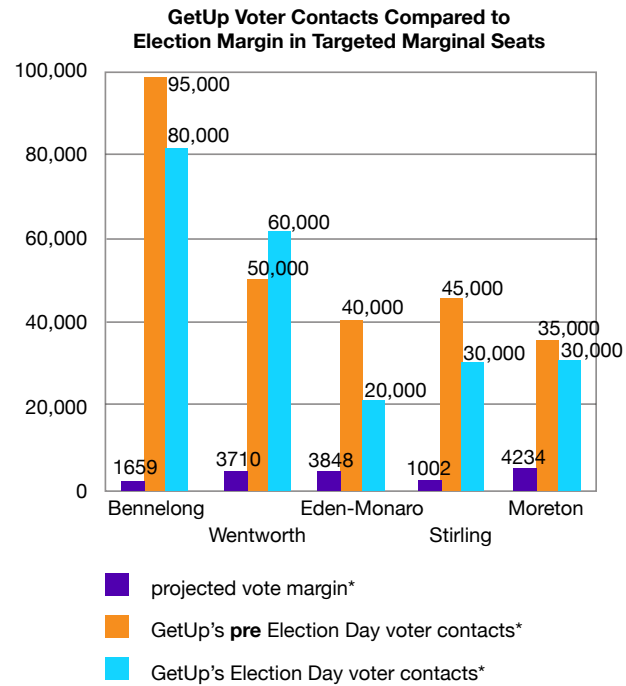## GetUp Membership Growth

CHART B

Active Volunteers Over Time
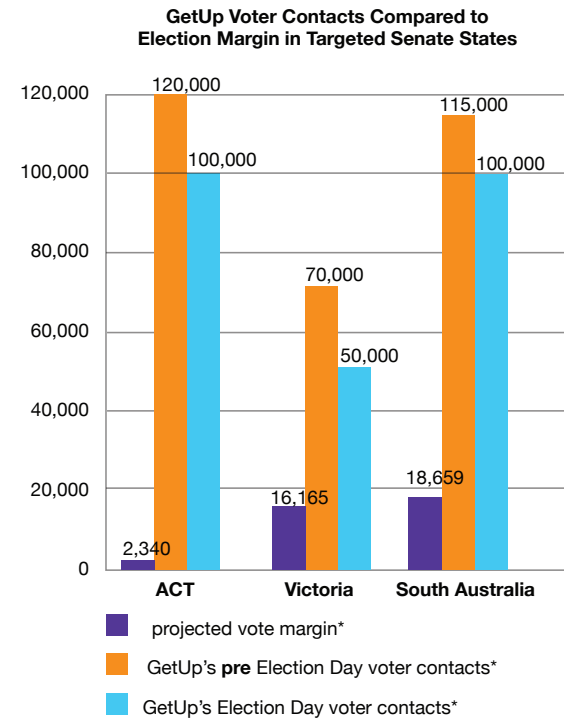
CHART C

**GetUp Voter Contacts Compared to
Election Margin in Targeted Marginal Seats**

■ projected vote margin*

■ GetUp's **pre** Election Day voter contacts*

■ GetUp's Election Day voter contacts*

*Margin calculated using results reported as of 27/11/07

CHART D

**GetUp Voter Contacts Compared to
Election Margin in Targeted Senate States**

■ projected vote margin*

■ GetUp's **pre** Election Day voter contacts*

■ GetUp's Election Day voter contacts*

*Margin calculated using results reported as of 27/11/07

CHART E   **GETUP *GRASSROOTS ACTION* VOLUNTEER AND VOTER CONTACT SUMMARY TABLE**

Tactic	National	Victoria (statewide)	South Australia	ACT	Eden-Monaro	Sydney (Bennelong) part	Sydney (Wentworth) part	Brisbane (Moreton)	Perth (Stirling)	Rural/Regional
		SENATE			HOUSE OF REPRESENTATIVES					
Total Volunteers	7100	700	700	800	200	450	450	400	400	3000
Local Volunteer Leaders	955	40	100	100	30	75	50	30	30	500
Voter contacts pre-Election Day	680,000	70,000	115,000	120,000	40,000	95,000	50,000	35,000	45,000	75,000
Election Day Volunteers	3150	400	300	300	100	400	300	175	175	1000
Polling Booths	715	20	60	40	10	40	25	10	10	500
Election Day voter contacts	720000	50,000	100,000	100,000	20,000	80,000	60,000	30,000	30,000	250,000
Election day fortune cookies distributed	115,000	30,000	5000	30,000		20,000	20,000		10,000	
Election day voting pencils distributed	98,000		18,000	19,000	8000	22,000	22,000	9000		