

STANDING UP



An Election Guide for Women
wishing to stand for
Local Government in WA



Sponsored by:



Department of
Local Government, Sport
and Cultural Industries



Government of Western Australia
Department of Communities

OVERVIEW

When women are involved in politics, society is more equitable and democracy is both strengthened and enhanced. However, women continue to be underrepresented at all levels of political leadership, including Local Government. In WA, the average representation of women elected to Local Government Councils is 38%.

The greatest obstacles to women's entry into politics include prejudice and cultural perceptions about the role of women, together with a lack of financial resources.

The Standing Up program aims to increase the number of women elected to Local Governments in Western Australia by:

- Empowering more local women to stand for election
- Providing election campaigning advice
- Enabling networking opportunities with other women currently elected in Local Government
- Providing support during their campaigns

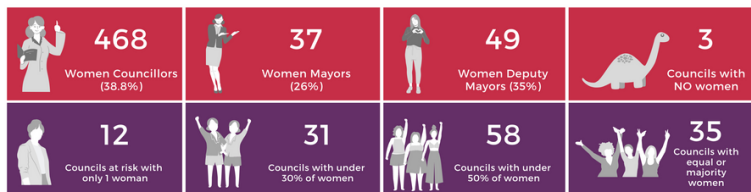
Achieving gender equity in politics will not happen unless women are encouraged to stand and are supported through their campaigning journeys.



WOMEN

CURRENTLY ELECTED TO

LOCAL GOVERNMENT IN WESTERN AUSTRALIA 2021



WHY SHOULD YOU RUN FOR COUNCIL?

Running for Council is a great way to represent your community and make changes in your local area.

Councils make a lot of decisions on a wide range of items about your suburb or town. Representatives from the community are elected to Councils to help make these decisions, so it is important that all voices are heard.

When elected to Council, you will learn new skills, meet new people, attend interesting conferences, make new friends, and become a pillar in your community.



ALLOWANCES

Did you know that Elected Members can be reimbursed for their telephone, travel and child care expenses when relating to their attendance at Council meetings?

Some Councils will even pay an annual allowance to cover some of these reimbursements to lessen the burden on Elected Members.

This is in addition to the Elected Members sitting fee.





CHECK YOUR ELIGIBILITY

- Are you over 18 years old?
- Are you enrolled as an elector?
- Have you previously been bankrupt or insolvent?

Check the rules, especially the

Code of Conduct



Read the Local Government Act



RESEARCH THE ROLE

1

Attend Council Meetings

Understand Council meeting processes

2

Talk to other Elected Members

Get to know the team

3

Read the agenda

See what Council discusses

4

Ask questions from the gallery

Use public question time

SET A STRATEGY

- Voting is voluntary, so you need to encourage and inspire people to vote
- Pick which communication methods you will use to connect with voters - door knocking, letterboxing, phone calling etc
- Have a clear, consistent message



SET YOUR CAMPAIGN BUDGET



- Work out how many votes you need to win
- Work out how many flyers, posters and signs you will need
- Research advertising rates
- Call family and friends for donations
- Hold a fundraising launch party
- Claim \$1,000 campaign expenses as a tax deduction

A smiling woman with long brown hair, wearing a grey sleeveless dress and a watch, stands in the center. Behind her, several people are holding up large white cards with black question marks. The background is a bright, modern office space with large windows.

Stand out with great
Marketing

DEFINE YOUR PURPOSE AND POSITION

- What issues drive you?
- What do you want to achieve?
- What are your 3 key messages?



PERSONALISE YOUR CAMPAIGN

- Tell your story - who are you?
- Be authentic - why should people vote for you?
- Authorise everything you say or materials you put out.



BRANDING

- **Professional Photos** – take some professional photos in easily identifiable places
- **Colour scheme** – pick a neutral colour scheme that is non politically aligned
- **Graphic Design** – use free programs such as Canva to create your campaign flyers, business cards, social media tiles, ads etc.





Clean out those

Skeletons

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CHECK EVERYTHING!

SOCIAL MEDIA CLEAN UP

Untag, unlike, and delete anything that could be seen as inappropriate

PERSONAL DETAILS

How much personal information do you want to give out? Email? Phone number?

NETWORKING

- Connect with local residents by attending regular meetings of sports clubs, community associations and school P&Cs
- Join the local Chamber of Commerce and attend their upcoming networking event to connect with local Businesses
- Attend candidate training sessions



A group of people are sitting on a grassy hill, looking out over a city at sunset. The scene is bathed in the warm, golden light of the setting sun. In the foreground, a man in a blue t-shirt is seen from behind, with his hands raised to his head. Next to him, a woman with her hair in a bun and wearing sunglasses is also seen from behind. They are surrounded by other people, some sitting and some standing, all enjoying the view. The city below is a mix of buildings and greenery, with a prominent church spire visible on the right. The overall atmosphere is peaceful and communal.

Go to all upcoming

Community Events



It's all about the networking!!

OLC | Fundraising Guide

HOW TO NOMINATE



- Complete a nomination form
- Prepare a candidates statement (150 words) saying why people should vote for you
- Get a professional photo done for the candidate statement
- Pay \$80 to the electoral officer
- Book an appointment with the electoral officer



TIMELINE...

Keep track of key dates - www.elections.wa.gov.au

NOMINATION

OPENS

First day you can submit your nomination to the returning officer

NOMINATION CLOSES

Last day you can submit your nomination to the returning officer

VOTING PACKS DELIVERED

Date that voting packs are delivered by Australia Post

VOTING RETURNS LOG

Keep tracking how many votes have been returned per area

ELECTION DAY

Polls close and counting begins. Make sure you nominate a scrutineer

ACHIEVING RESULTS

The more time and effort you put into your election campaign, the more successful it is likely to be.

Follow up voters, check that people you know or have contacted have voted, ask them to check their family, friends and neighbours have also voted.



YOU'VE GOT THIS...

- Research the role
- Define your purpose
- Set your budget
- Clear, consistent messaging
- Network as much as possible
- Call people to check they have voted
- More effort you put in, the more likely you're voted in



NEXT STEPS

Join the online community - **WA Women for Local Government Chat**

<https://www.facebook.com/groups/489006381848028>

Like the **Australian Local Government Women's Association WA Facebook page**

Watch our '**Representing as a Woman**' video interviews series with female Elected Members.

Keep an eye out for invites to **campaigning webinars**, election news and networking events.



JOIN THE WAWA'S

The Australian Local Government Women's Association Western Australian Branch (WAWA's) is the peak body representing the interests of women in local government. The Association seeks to assist in furthering women's knowledge, understanding and participation in the function of local government.

The WAWA's aim to improve diversity in community decision-making by encouraging and supporting women in, and into, local government. We do this by providing our members with opportunities to network, learn new skills, and find support from other people in the industry.

Membership is \$50 per year, join us here:
www.algwawa.asn.au/membership



GOOD LUCK!!

Contact us: algwawa@outlook.com
President: Karen Wheatland 0401335642
Vice President: Chontelle Stone 0411612382

A photograph of two women sitting at a table, smiling and looking towards the camera. The woman on the left has short brown hair and is wearing a dark blue patterned top with a large orange necklace. The woman on the right has blonde hair, wears glasses, and a pink long-sleeved top. They appear to be in a meeting or collaborative work environment. The image is framed by a thin white border.

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**THERE IS NO LIMIT TO
WHAT WE, AS WOMEN,
CAN ACCOMPLISH**
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MICHELLE OBAMA