

# Federal election advocacy checklist for councils

WHAT WE'RE ASKING YOU TO DO	TIMELINE	✓	NOTES
<p>ALGA's headline election advocacy priority will be to secure a better deal on federal funding for local government from the next federal government.</p> <p>In doing this, ALGA will be calling for a <b>fairer tax share to unlock community potential</b>.</p> <p>Local councils are responsible for 33% of public infrastructure including 75% of roads but only raise 3.6% of taxes. 3.6% of the tax take is not adequate funding. There is currently a \$30 billion infrastructure backlog and this is going to continue to grow and impact on productivity and safety. All communities are vulnerable if this backlog is not addressed.</p> <p>A fairer tax share for local councils will unlock the potential of our communities.</p>			
When the election is called...			
<p>Mayor and/or Councillor's to advocate for 'A Fairer Tax Share' in their meetings with local federal representatives or election candidates</p>	<p>During the upcoming election campaign</p>	<input type="checkbox"/>	<p>A face-to-face meeting with your local federal representative or election candidate is the most effective way to get their attention.</p> <p>ALGA has developed a brief to help you prepare for the meeting which includes some background information, talking points, key messages and a key question to put to them.</p> <p>This brief is available in your federal election advocacy kit <a href="http://fairershare.com.au/">http://fairershare.com.au/</a></p>
<p>Mayor and/or Councillors to email political party's electorate Branch Secretary</p>	<p>During the upcoming election campaign</p>	<input type="checkbox"/>	<p>ALGA has prepared template emails with an important question for the Branch Secretaries. There are two – one is to use if you are politically aligned which goes to your branch secretary. The other is to the branch secretary of all major parties.</p> <p>The templates are available in your advocacy kit <a href="http://fairershare.com.au/">http://fairershare.com.au/</a></p>
<p>Mayor and/or Councillors to take part in ALGA's Federal Election Lobby Week via <a href="http://fairershare.com.au/">http://fairershare.com.au/</a></p>	<p>Week of 6 May 2019</p>	<input type="checkbox"/>	<p>During the lobby week, send an email to your current local Federal candidates with a statement of support for the Fairer Share Campaign and the other election priorities in ALGA's federal election document,</p>

			<p>highlighting the importance of Fairer Funding for local communities .</p> <p>An email template is available on ALGA’s website: <a href="http://fairershare.com.au/">http://fairershare.com.au/</a></p> <p>If you can, tailor the email on the website to suit your council’s specific situation and then send!</p>
Media release	During the upcoming election campaign	<input type="checkbox"/>	<p>ALGA has prepared a template media release, which is available in your <a href="#">advocacy kit</a>.</p> <p>Please update the information that is highlighted in yellow.</p> <p>The media release will be most successful issued to your local media outlets.</p> <p>We’ve also provided talking points with simple grabs covering our calls to action. Please feel free to expand on these talking points with your own council’s story.</p>
Take part in ALGA’s ‘click-to-tweet’ campaign	During the upcoming election campaign	<input type="checkbox"/>	<p>ALGA’s Fairer Funding campaign website has some pre-prepared tweets for your council to send on Twitter.</p> <p>The Fairer Share website <a href="http://fairershare.com.au/">http://fairershare.com.au/</a> has tweets to show support for the fairer share campaign</p> <p>All Politics Is Local website <a href="http://allpoliticsislocal.com.au/tweets/">http://allpoliticsislocal.com.au/tweets/</a> has tweets you can also send to show your support for ALGA’s other election priorities.</p> <p>This is the easiest way to join the national federal election campaign – just pick a tweet, click on it and hit send!</p> <p>Choose the tweet you want to send here:</p> <p><a href="http://fairershare.com.au/tweets/">http://fairershare.com.au/tweets/</a></p> <p><a href="http://allpoliticsislocal.com.au/tweets/">http://allpoliticsislocal.com.au/tweets/</a></p>
Use the following hashtags in social media posts to highlight specific examples of local road infrastructure, community facilities, freight routes, and local infrastructure where federal investment is needed:	During the upcoming election campaign	<input checked="" type="checkbox"/>	

#fairershare

#communitypotential

#allpoliticsislocal

#localgovdelivers

#ausvotes

You're welcome to use the infographics that are available for download in your advocacy kit <http://fairershare.com.au/> or at [\(http://allpoliticsislocal.com.au/council-advocacy-kit/\)](http://allpoliticsislocal.com.au/council-advocacy-kit/).

### Other things you might want to do during the election

Pop up stalls at town hall or in a public, high traffic area of your LGA,

During the upcoming election campaign

Using the key messages of this campaign available at <http://fairershare.com.au/> Councilors and/or council staff could communicate the importance of the fairer funding campaign and what additional funding would mean for their local community.

This would also be an opportunity for councilors to invite the community to give feedback on the areas they feel are underfunded.



Print some of the collateral on the website to make the stall look colorful and attract attention.

This experiential event would be supported by local government social media channels who should live stream and post updates of the Pop-up Townhall and local media should be invited to attend and report on the key messages.

A weekend is best.

**Use council owned venues to create buzz**

During the upcoming election campaign

Small stalls with informative brochures could be set up at council owned venues such as council chambers, pools, libraries and art galleries.



For visual impact, invite people to contribute a message of why they want more local funding on a paper cut out that then gets added to the backboard of the booth.

			Media and social media support would also increase the impact during select times when a councilor can be available to be at the booth.
<b>Door knocking</b>	During the upcoming election campaign	<input type="checkbox"/>	Councilors could hit the streets to speak to constituents one-on-one about the campaign. It's a great way to educate, dispel myths and get real-time feedback.
		<input type="checkbox"/>	Showing the community their councilors are committed to doing the hard work this campaign needs will also generate goodwill and compel constituents to get involved by contacting their federal leaders.
<b>Councils to host 'Meet the candidates' events at the town hall in the lead up to the election</b>	During the upcoming election campaign	<input type="checkbox"/>	In the lead up to the election councils can invite candidates to speak at town hall events. This could be chaired by Mayors and each candidate can be asked questions about funding and local government.