

FRESH Campaign Manual

Elections 09

Table of Contents

General Rules of Campaigning...	-2-
Types of voters.....	- 5 -
Common questions to us	- 6 -
Are you Liberals?.....	- 7 -
Why should I bother Voting at all?	- 8 -
I'm graduating, mate. Why should I vote?.....	- 8 -
Arguing with the lefties – <i>Refuting their tired arguments!</i>	- 9 -

General rules of campaigning

1. **HAVE FUN!** Whilst the election is a serious matter, if you go about campaign like it's a chore and aren't having fun, you're not going to enjoy it and it will turn students off! Even if you're not having fun, at least look like you are. People are attracted to a positive and upbeat person. We are the most normal team on the ground, and should look like it. We're FRESH, attractive, smart and not dirty. Go hard, but enjoy yourself. Humour wins votes.
2. **Don't argue with the enemy, unless it's over a voter's soul.** The left will have more people than us on the ground, and we need everyone! However, if they're talking to a voter and you can't find your own, jump in, smile and introduce yourself. **Remember: People prefer positives, get them excited about Fresh.**
3. **Watch out for lefty ring-ins.** The left will be pulling a bunch of people from QUT and Griffith to wander up to you and deliberately waste your time. They will ask more questions than a normal student would care to ask. If some know is clearly wasting your time, offer them a How to Vote Card (HTV), point them to the refect and talk to someone else. Communicate amongst the FRESH team if you suspect a ring-in and point them out.
 - a. If any of your mates are bored, get them to waste the left's time. This is an AWESOME way to make a small but tactically significant contribution to the team.
4. **If you're running for a position, campaign for it!** People will vote for personalities alone – look at Beattie. Introduce yourself with your name, say that you're "running for rah rah" and engage them. If a voter is particularly interested in a particular area and that candidate is around, walk to them, introduce them and leave them chatting.
 - a. This works particularly well for kids from the faculties who don't give a shit about the Union but are angry that their school/faculty is mismanaged.
5. **Read Garnett's campaign tips.** They're solid gold.
6. **Don't do dodgies in your team shirt.** Ripping down lefty posters is tempting, ditto with stealing all their leaflets, putting their car up on bricks, whatever. However, it looks very bad if the team's associated with this. Take your shirt off first.
7. **Don't hang around the campaign table.** The FRESH team will already vote FRESH! Spread out and engage students – as the campaign gets on they will probably start to avoid the refec itself as it's a total mess, so wander the great court, down staff house rd, to the faculties, etc!
8. **Everyone you know should vote for you, or they're not your friend.** Hit up everyone you know on facebook, in your tutes, at the Red Room and by the vending machines near your classes to vote FRESH. Make sure they don't just vote for you, but the entire ticket. When your time is spent campaigning, try to carry a few HTV in your bag, so your mates know exactly what they have to do when you run into them.
9. **Dress 'normal'.** We all know what the ordinary voting student goes for... this is our market. Guys – go casual bogan: no tie, suits or beige pants. Girls – hot clothing is a guaranteed vote-winner if you're comfortable in it. A bit of midriff, leg, all good. Our team shirts are yellow and green, so dress complementary!
10. **If you think it'll work, flirt.** Girls, you're on an almost universal winner here. Guys will have to pick their battles wisely – don't be a sleaze.
11. **Block their votes.** If the left have got someone sewn up, at least make sure that you get a copy of our policies and HTV in their hand. If they're walking them in, do your very best to stop them by raising policy issues.
 - a. Be aware of positioning. Under no circumstances appear to be bullying, but it's good practice to make sure that you have prime position. If you're walking a voter around, put yourself in between them and the left campaigner. Do the same if another FRESH kid is walking them in.

- 12. International Students.** ‘Change’ and Real Students will deliberately mislead International Students and confuse them into voting. If one of these hacks is leading a student to the refect or has directed one to the refect, intercept them. Tell them they have received the wrong ballot paper and need to vote this particular. Tell them that it is compulsory they vote and need to vote this way. Do **WHATEVER IT TAKES** to ensure they vote
- 13. Be reliable.** If you say you’re going to campaign one morning or attend a lecture bash, set a reminder on your phone. If you can’t make it or aren’t sure, let someone know ASAP so we can still hit it up.
- 14. Avoid using notes in Lecture Bashes.** Talk to the lecture as if you’re talking to a friend who asked why you’re supporting Fresh. If you need notes, memorize them - keep it short and sweet if necessary as it’s about getting them excited about Fresh. Don’t treat Lecture Bashes like it’s an oral presentation - Students are far harsher critics than tutors marking you.
- 15. Don’t EVER think that the enemy are your friends.** Some of them are very nice people, but they will pick politics over you in a second. They’ll go home and write nasty emails about you on their e-mail groups – trust me. Chat amicably to them, sure, but don’t ever ask them to mind things, trust them with personal or campaign information, concede a point or apologise to them. They will use it against you and the **FRESH** team throughout the campaign.
- 16. Spread the FRESHness.** If your mates are keen to help, rope them in. We’d love more. If you meet a group of people who like us and our policy, make sure that they go away with a couple of good lines to recruit others in their circles.
- 17. Be FRESH.** Every single year, the left run the same old tired ‘holistic’ policy. They are very good at talking about it and will outright lie to make it stick this year. Our ideas are FRESH. Be positive as well as negative – e.g: ‘Change’/‘Real Students’ intends to waste \$77,000 of OUR money on their own political views and for their mates to spend frivolously, however we have stopped this wastage and put that money back into the Red Room and activities for ALL students to enjoy. Don’t just point out that they’re stale, old liars, but that we’re better.
- 18. Know the policy.** If they ask for specifics and you don’t how to answer the question rather than lie or generalise, find a hack. Our policy is sound; don’t ever feel like you have to fudge!
- 19. Check your inbox before you campaign each morning/night before.** This year, the FRESH team is going to produce a nightly e-mail that’ll have a list of what policy’s really striking a chord, top arguments used by lefties and how to refute these.
- 20. Know your (lefty) crack fiend.** Listen to the summary of the opposition teams at the training day and note that the left are running the following feeder tickets in an attempt to wedge our vote. Tell voters about those dirty political tactics and remind them to vote us first!
 - a. green students – ‘Change’
 - b. Everybody – ‘Real Students’
- 21. Be confident.** You have a great excuse to approach everyone and it’s fun. Nobody’s going to punch you or do anything much more rude than say “already voted, go away” and shuffle past. Approach nerds, jocks, matures, emo kids, ethnic groups. Be charming.
- 22. Stress that it takes next-to-no-time to vote and they get a \$5 voucher.** For a start, tell them that you’re only going to be talking to them for a little bit because you know they’re busy. If they ask you questions, talk to them in-depth, but otherwise – don’t overwhelm them. Voting takes all of thirty seconds.
- 23. Walk them to the booth.** If you’ve got a connection going, walk them to the booth or to a group of people who will to stop them from deciding they don’t care, or being berated by the left.
- 24. Remember, EVERY VOTE COUNTS.** We won Semper in 2007 year on a handful of votes. In 2003, we won secretary by FIVE.
- 25. Don’t lecture to students,** involve them in the conversation. Nothing sounds dodgier than a spiel, so just have a biased conversation with them. Let your personality off its leash. Talk about their shitty band shirt, what they study, if they’re

enjoying it, if they'd like cheaper food on campus or that band on campus. Only ask yes/no questions if the answer will definitely be yes, as "no" answers will flick a switch in their mind against you.

- 26. We have no idea who produces those shit-sheets.** 'Now' has annoyed so many people it's not surprising, but unfortunately we can't claim credit.
- 27. Be wary of the "I've already voted" sorts.** You even get some of these in campaign week, before the actual voting starts. If they're that dedicated as to not vote, they probably won't anyway, but if you can have a little chat to them they may swing.
- 28. In the last few days, get desperate.** The left will tell voters that we are winning (even if we aren't) and that it's their imperative to vote that very second to keep us out. We need to be equally desperate.
- 29. Help in lecture bashes.** If you're sitting in a lecture bash in plain clothes and the lefties bash it, ask a question or make a statement that puts them down and supports us. Point out a lie; ask them why they don't care about one of our policies. If we're bashing it, maybe ask a really easy question of our campaigner.
- 30. Always ask permission to lecture bash.** 99% of lecturers will say yes, but even if they aren't in the room... wait for them. Say you'll do it while they're setting up, that it'll take 2 minutes. It's only polite.

Types of voters

Garnett's tips discuss target selection. Remember that a great majority of students support us, but are too lazy or disillusioned to vote. Excite these people! Here's a short list of the people you will see, in rough order.

1. **The ordinary student**. This is where the election is fought and won. See the above and Garnett's tips. Touch on ALL KEY POLICY AREAS. Remember that we're the most normal and will cut down the craziness that makes the elections seem so stupid to them!
2. **I'm-here-to-learn**. These people are very lazy but will vote for us if at all. Stay very strongly on two points: issues they have in faculties/academic/services and exactly why the 'Change' is such a joke and what Fresh has done through Studyhub, lobbying for better wireless etc.
3. **Lefty campaigners, lunatic staff members, QUT students, bearded freaks**, etc. Don't waste your time on them.
4. **First year students**. They have no idea what's going on, so explain things to them and be really nice. Go strong on policy and on making personal connections. Invite them to our after-parties, how they're enjoying themselves, etc. If you are the friendliest and position yourself as the normal amongst freaks, the vote's yours.
5. **Easy-sells**. They'll vote for you because of one of our policies (e.g. cheap beer) or because they think you're hot. 'Cos you are.
6. **College kids**. They make up 10% of campus and will be the worst dressed of the lot. They are right-wing but lazy. Point out our strong college policy, be laid back and get them to vote then-and-there if possible.
7. **Friends of our voters**. The word does spread, so don't just think you're selling an idea to just that one voter. If you make an awesome impression, they'll tell their friends.
8. **Hard right-wingers**. They pick out that some of us are Liberals and want to show their support. Talk to them; get them involved as they'll spread the word for us.
9. **The analytical freaks**. These people will ask every team for clarification on policy matters, read the Semper from cover to cover and then vote carefully. Good on them for it, but they're pretty intense. Be honest, informative, positive and direct them to a hack if possible.
10. **Lonely people**. They'll talk to you for ages and will vote, but god knows how. Treat them as possible ring-ins.

Lecture Bashing

- Always ask the lecturer to talk to class. If they say no than let the person at the table know and don't lecture bash without permission
- Don't get into a fight with them over who goes first – if you really want to go second, pretend to answer the phone, or use some other excuse
- Try and keep it to one minute with an emphasis on positivity and about representing students
- Keep it short and simple by focusing on one or two issues
 - Pick the course – Gender balance tells you where it is at
(more guys) = Booze and good times
 - (more girls) = student representation and networks
 - (lots of international) = more support, and clubs
- Don't be intimidated – tell people to talk to the person behind the table if you don't know the answer – don't try to answer unless you can bullshit well
- Try and don't use the microphone. Unless you don't have a loud voice.
 - Speak at a 45 degree angle, it helps a lot
- Strongly emphasis the \$5 voucher
- If they make a comment ignore it unless you can spin it to a positive

Get People to Vote

- Watch out the lefties will do anything to try and get a vote
 - They will attempt to block you physically from talking to a potential voter
 - Will lie and bitch about you, don't feel intimidated, just sound positive on what has been done and what FRESH still has to do
 - They will try and steal your How to Vote cards and replace them with theirs
 - Try and interrupt you and tell them to make a decision for themselves especially if they're losing the argument
- Get people to vote
 - Pick your demographic you are most comfortable with. Blokes, girls, internationals, etc.
 - Start off with a tagline line e.g. heard of FRESH. Start the conversation
 - Get the personal connection introduce yourself and find out their name
 - Keep talking to them until they are into the booth
 - Feel free to warn them that other teams will harass them
 - Help out other campaigners and body block Real students/Change
 - Explain to them clearly how to vote for international students as they may have never voted before
 - Remember most people don't care about politics just what FRESH is going to do for them. If they do care about politics either it's a win or worthless
 - Watch out for time wasters, people who pretend not to know but then somehow come out with the tricky questions
 - Bring people in through the side entrances (ones not manned by people)
 - Please avoid using the term Change
- Stopping their votes
 - If you get into a serious debate and the reader would like to make an 'informed' choice than give them a FRESH flyer and the Candidate statement. Make the 'reasonable' comment that they are smart enough to decide for themselves
 - Always cut in on a Real Student/Change person talking to a potential voter
 - If you are getting your friends to vote and they have got spare time, get them to take up the Change/Real Student person's time

- On the Door
 - Stand on the corner closest to the polling clerk (usually the left hand side)
 - For international try and swap a Change/Real Student How to Vote with a FRESH Hw to Vote
 - If you are on Physio or Darwin's definitely go out and rope people in, don't just stand at the door
 - If you are on the Main Refec door, hold your ground
 - Please let the person on the table (most likely Dan 0413402165) if you have to leave unexpectedly and don't leave till someone relieves you
- Contact Lists
 - Use facebook, texts and e-mails to get your friends to vote
 - Get people immediately after your tute or lecture to come out and vote FRESH
 - Anyone you vaguely know, get them to vote FRESH
- Miscellaneous
 - Report all dodgy activities to Dan, 0413402165

Frequently Asked Questions

Are you Liberals?

We are an apolitical team that has members from all political backgrounds. Some of the team probably are but what brings us all together is we sick of 'Change' and 'Real Students' turning everything into a political challenge, instead of getting on with the job on

running the Union. I am/am not a Liberal (personal preference) and to be honest I don't see why major parties have so much to do with student politics. Both teams are factions of Young Labor and they care more about their next little political job than they do about representing students. We believe in cutting the political crap and (general policy stuff).

Why should I bother Voting at all?

. By voting, you are contributing to keep the Union FRESH and actually do something for you and then go into general policy stuff.

Don't forget you receive a \$5 Union Food Voucher

I'm graduating, mate. Why should I vote?

- **FIVE Dollar Union Vouchera**
 - First years next year don't get a vote. You've got friends that'll still be here.- Help them out in getting (our policy)
- They're going to spend money you've already committed, you may as well have your say.
- If they get in, their incompetence and crazy shit will cheapen your degree.
- Just do it and stop being a queer

Union Rule Changes

The rule changes mean that Union council is now more representative and democratic. Councilor's are elected from each faculty ensuring all faculties are represented. Furthermore Council numbers have been increased to ensure that more council's can be held and that fake political hack tickets can't get up. Budgets, and financials are now produced at Union Council in addition to being able be viewed by any student. Lastly, we've ensured that no minority interest can change and manipulate the rules. If they ask how we got the majority to change the rules, the NOW councilors we're kicked because for their laziness in representing students i.e. not attending meetings

Financial Matters

Making a profit now

Miscellaneous Matters

FRESH Members trashed the Women's Room – Lie – no charges have been pressed due to lack of evidence from police investigation. Josh is a racist – a misconstrued statement within friends has been misrepresented.

Arguing with the lefties – Refuting their tired arguments!

Some questions to ask with their responses.

1. Why won't you promise Free Union Membership

Now RESPONSE: We are promising it (or some other waffle)

COUNTER: But your presidential candidate is on the voting record to reintroduce student fees on students

Now RESPONSE: We are promising a discount for all students

COUNTER (1): So you believe that only students who can afford to pay deserve membership

COUNTER (2): Discount cards don't work. They destroy clubs and societies and don't make any significant amount of money for the Union

COUNTER (3): Why waste students money on duplicating a service that Clubs do well already

2. How is the Union still financially viable – It's not!!

NOW RESPONSE: Members of the Now secured a \$3 million grant over three years.

COUNTER: Fantastic job guys, but you gave away the entire union complex worth over \$25 million in exchange. Does that sound like a fair deal to you? Under this agreement it has been agreed that the Union gets \$1 million a year for three years, of which we are now in the 2nd year to help transform the union in a more sustainable model. After next year, we do not know what will happen; the University might decide to scrap funding all together. That's why FRESH has been committed to developing avenues that create extra revenue streams for the Union, so we can remain autonomous from the University and won't have them dictate what's best for students. The problem is that whenever NOW members have been in they has done pretty much nothing and instead talked about creating a 5 year plan to tackle these issues but have done NOTHING. Look at the policies and track records of each side and see who you think would be best positioned to deal with these difficulties? Does NOW even have a plan to turn the businesses around?

3. NOW wants to spend \$82,000 supporting the political hacks

NOW RESPONSE: NUS represent and advocate on behalf of the entire Australian student body.

COUNTER: NUS is a junket for seven members to get together only once a year to vote on political crap. Get NOW to name one substantial outcome that they have achieved and how it was achieved, it's fun to see them justify youth allowance or something like that. We waste over \$82,000 on that political crap. Well do these guys really represent you?? The NUS is known for protesting against the Sydney Olympics in 2000 because it promoted competition – That's how political these guys are. They have also donated money to the Palestinian Liberation Organisation (PLO) – The PLO are classified as a terrorist organization. Last year there was a motion to introduce 'Pangendered' toilets on uni campuses. A pangendered person is somebody who does not want to be identified as one sex or the other. This is not the same as a hermaphrodite because they are both sexes – yes there is a difference. So if that represents your beliefs and you think it is wise to spend 82,000 dollars on these people then vote for them. Us on the Fresh side will and has never wasted a cent on political crap and prefer that this money is spent on the real issues that affect UQ students (Colleges, clubs and socs, cheaper beer).

4. The Union is crying poor, Fresh is fiscally irresponsible

NOW RESPONSE: FRESH is running the Redroom and it's business at a loss compared to the previous NOW administration which ran at a small surplus

COUNTER (1): There was a shortfall in cash at the start of the year as FRESH cleaned up NOW's financial incompetence. For the first time ever, a top tier accounting firm has audited the businesses and checked our accounts. Furthermore we've invested heavily to ensure that the best people, practices and equipment are used.

COUNTER (2): NOW didn't actually run a surplus, they 'forgot' to account for Five Hundred Thousand Dollars of expenses. Furthermore, NOW members negotiated a \$3 million over three deal with the University in exchange for the Union buildings even though they are worth in excess of \$25 million, NOW sold them to the University for the bargain basement price of \$3 million. The Union only makes a net return of 2% on these buildings, when the market is closer to 10%. In the past we have had to remind NOW to conduct a rental review and increase the rents, which is done annually and apart of the lease contract. 10% of the space is below the market rate and there

is plenty more space that has the potential to be leased out. The difference is \$500,000 as opposed to \$2.5 million. There is in excess of over \$2 million dollars for the Union to fund all our promises plus more!

COUNTER (3): In 2007 members of the NOW team closed the Schonell theatre even though it was making money. The problem is they did not know how to read a financial statement and they misinterpreted the numbers. On top of that they didn't look at what effect that would have on the businesses around it. When people would come to see a movie they would also buy a pizza, get a drink from the candy bar or go to the red room. Closing the Schonell has reduced the revenue to these areas. It would be the same at the Indooroopilly Megaplex closing the cinemas but keeping the candy bar open and expecting to make the same amount of money – Would you call that financial responsibility?

- On top of that the NOW team did not even try any new ideas to make the Schonell more profitable. Under FRESH we've put on the big screen: the State of Origin, Olympic Games, Logies and many more events that have earned substantial amounts of money for the Union whilst keeping it profitable because the cinema is licensed so you can come along with a bunch of mates and drink a jug of beer and watch the big game. Doing this has created a new revenue stream to the union as well as bring culture back to the uni... definitely much better than letting this place go to waste like it did under NOW. The problem is they lack creativity when what we need is a team with FRESH ideas.

5. Are you going to continue on with the price freeze?

NOW RESPONSE: Under VSU offering that discount would be financially irresponsible and leave no money to put into student activities or support services.

COUNTER: The Union has a mandated level of service AND FRESH has increased spending on activities and services, because we haven't be wasting money on political crap or jobs for mates. Also when you lower the cost of things, more people will want to buy them – it's simple supply and demand. Students are a group in society that have less money than most, so if you think increasing the price of pizzas by \$5 over two years is not going to have an effect on the number of students purchasing the pizzas think again. I bet you'll find that these businesses will make more money because they will be good value and students won't eat elsewhere or bring their own lunch.

6. Why does the Union have a Women's room and a Queer room?

Gents – tread with caution when answering these questions. Outline that due to the University Funding Agreement, such spaces will always remain open for such persons to use and that FRESH actively supports those who choice to use these support services. Note however, that while there is need for such spaces, we won't give them a blank cheque to do whatever they want, like all areas within the Union.

Ladies – give examples of the strange and clickiness of the women that occupy the Women's room. Outline that the room is full of a group of friends and it is extremely intimating going into a room full of lesbians that want to check girls out. Say that they don't represent my views and it disgusts me that thousands of dollars are spent on this shit.

NOW RESPONSE: Traditionally all of university is a 'safe space' for heterosexual males.

COUNTER: Why is the room hidden in the back corner of the UNION? Equality won't happen by hiding away from the rest of the world, you need to actively promote the issues faced by queers and educate students. Why is it that 56% of students on campus are female

NOW RESPONSE: It's a myth Women and Queers don't face discrimination anymore.

COUNTER: Why doesn't NOW run education and support campaigns instead when they were last elected they spent their money political crap like MAKE HOWARD HISTORY.

NOW RESPONSE: Collective spaces allow every voice to be heard and provide support to students who are often marginalized or discriminated against.

COUNTER: Only mates of NOW attend these meetings

NOW RESPONSE: The Women's room is one place on campus where Muslim Women can take off their Hejub.

COUNTER: There are other places they can take them off and Fresh will actual run education campaigns on these issues. NOW's idea of hiding the problem isn't going to solve it