



Election 2017-ECCWA's Electoral Strategy

Contextual Background

The Ethnic Communities Council of Western Australia, (ECCWA) has organised Election Forums before all state and federal elections for more than 15 years to enable its member organisations and the wider multicultural constituency to obtain relevant information about the policies of the major political parties so that they can exercise their franchise in an informed manner.

This time it intends a comprehensive campaign and not limits its efforts to just a Pre Election forum

Accordingly, ECCWA's electoral strategy will involve inter alia the following:

1. Pre-Election Forum will be held on 8th February 2017. The Liberal party, the WA National Party, the ALP and the Greens WA have been invited to participate. Suresh Rajan will be the Moderator.
2. Election Manifesto-This has been drafted taking into account the feedback that ECCWA has received from member organisations and others and it will be circulated to all political parties and member organisations.
3. Government Report Card-ECCWA issued a Report Card for the Carpenter government in 2009 and it will do likewise for the Barnett government in terms of how it has addressed issues of concern to the multicultural sector. Member organisations will be invited to nominate bouquets and brickbats to reflect the government's achievements.
4. General Media Strategy- ECCWA will seek the support of the ABC, SBS, the West Australian, the Sunday Times, Community Newspapers, West TV and Radio 6EBA FM to promote the forum and other initiatives.
5. Social Media Strategy-Pre-Election forum will be streamed live on Facebook and we will explore the feasibility of using Thunderclap.
6. Election Website-This will feature inter alia, the Election Manifesto, the Barnett Government Report Card, Election Bulletins, an Events page, articles and a bulletin board.
7. Thirteen seats currently held by the Coalition parties and 13 by the ALP (Attachment A refers) will be targeted and the responses of the candidates of the Liberal party, the WA National Party, the ALP and Greens WA to 12 questions will be sought and their responses will be posted on the ECCWA Election website.
8. Election Day participation-Volunteers will distribute flyers in the aforementioned seats outlining the responses provided by the aforementioned candidates. It is proposed that the electoral strategy will be overseen by a working party comprising the ECCWA office bearers, and Nasreen Lang and Alphonse Mulumba who will be the Co-Convenors.
9. **Most importantly as a member of the Peaks Forum, ECCWA will do all it can to publicise and promote the initiatives that other Peaks are undertaking.**