



# REGISTRY OF POLITICAL PARTIES



# Women's Political Participation & Representation

Training Manual

2021

Edited by  
Dr Alphonse Gelu

# About this Handbook

This Handbook has been developed as publication by the Registrar of Political Parties with support from the Papua New Guinea Election Commission and the United Nations Development Programme in Papua New Guinea. This is part of the UN Women Make the Change programme funded by the Australian Government's Pacific Women Shaping Pacific Development Programme.

The Handbook was initially conceived by Dr Alphonse Gelu, the Registrar of Political Parties. It draws on two excellent Campaign Handbooks designed for women in the Pacific and Papua New Guinea and was compiled by Ms. Charmaine Rodrigues and Ms. Julie Bukikun from UNDP Papua New Guinea Country Office.

Rather than reinventing the wheel, this 2021 PNG Campaign Handbook for Women has sought to build on these resources and adapt them for current needs. Existing text was used wherever possible and has been supplemented with new material as necessary.

I would like to specifically acknowledge the resources we have adapted, namely:

- 2013 *Campaign Handbook: A Guide for Women Candidates in the 2013 LLG elections in PNG*. This Handbook, prepared by Associates and Staff of the Centre for Democratic Institutions at the Australian National University. The principal author was Dr. Norm Kelly and the principal editor was Bronwen Harvey. Additional contributors were Grant Harrison, Dr. Orovu Sepoe, John Varey and Luke Hambly. The Handbook was based on concepts and materials developed by CDI for its Women in Politics and Women Candidate Training Programs since 2008.
- 2017 *Fiji Women's Forum Women in Politics Campaign Handbook*. That Handbook was initially prepared as a resource for a candidate capacity strengthening workshop organised by the Fiji Women's Forum in June 2014. Following the election, the Handbook was reviewed and case studies added based on the campaigning experience of the various women candidates. The two principal authors were Leonie Morgan and Dr Lesley Clark. The Handbook was published in 2015 by the Fiji Women's Forum coalition, namely femLINKpacific, Fiji National Council of Women, Na Soqosoqo Vakamarama i Taukei, Fiji Women's Rights Movement.

The illustrations in this manual are drawn from the CDI Campaign Handbook. The illustrations for that Handbook were developed by Birdwing PNG.

## Contacts:

**Registrar of Political Parties:** If you need the contact details for a political party, please contact the office of the Registrar, which is located in the Integrity of Political Parties and Candidates Commission. The office is in Port Moresby and can be contacted by phone – 323 0165 or 323 6373; fax – 323 5775; or email – [partyregistry@ippcc.gov.pg](mailto:partyregistry@ippcc.gov.pg).

**PNG Election Commission:** If you need to find out more about election dates and election rules, please contact the PNGEC. The PNGEC Headquarters in Port Moresby: Phone – 3035500; fax – 3257418; or email – Senior Programme Officer, Mr, Kala Rawali: [rawali@pngec.gov.pg](mailto:rawali@pngec.gov.pg).

# Foreword

The 2022 National General Election is around the corner, and our offices have a critical role to play in ensuring that the elections are clean, fair and credible.

The PNG Election Commission is responsible for running the election and we take that very seriously. We want all candidates to participate in a safe and uncorrupted election, which will enable our people to freely choose who they want to represent them in the National Parliament.

The Independent Commission for Political Parties and Candidates (IPPCC) and the Office of the Registrar of Political Parties (ORPP) also have an important role to play, in ensuring that PNG's political parties participate properly in the elections, including by selecting ethical, qualified slates of candidates, who will follow the election campaign rules, including in relation to campaign finance.

As both of our offices look forward, we are very committed to ensuring that the women of PNG can freely, safely and meaningfully engage in national politics, both as voters and as candidates. We have reviewed Election Observation Reports and Election Diagnostic Reports from previous elections and are concerned that those Reports have consistently found that women continue to not be well-supported in running as candidates in our national elections. Consider that in 2017, only 167 women candidates ran out of a total of 3332 candidates overall; of these only 68 were endorsed by political parties. Since 1977, only 588 women candidates have run out of a total of 19,358 total candidates – this is an average of 3% women candidates running.

We know from various analyses of our elections, that women face many hurdles in running for election. Social and cultural norms still tend to favour men over women as leaders and many women must still juggle political activities with managing supporting their families and earning a living. Even when women decide that they want to try to run for election, political parties still tend not to nominate and support many women candidates, access to campaign financing is very limited with women having much less money to run campaigns, and women often face threats of violence or intimidation during the process of campaigning.

We are concerned that women still struggle to effectively engage in politics and to run safely and effectively in our national elections. With support from the United Nations Development Programme (UNDP), and drawing on previous campaign handbooks for women produced by the Centre for Democratic Institutions and the Fiji Women's Forum, we have supported the production of this Campaign Manual as a tool for women to help them prepare for the 2022 National General Election.

We hope this manual is useful and provides practical guidance to help design and run more effective campaigns. Our offices stand ready to provide information and advice, within the remit of our mandates, to ensure that women can participate more effectively in our national politics. We wish the future women candidates across the breadth of our country the very best of luck!

I wish to thank our longstanding partner, the UNDP for their support in contributing to this manual and for funding its publication.



Dr Alphonse Gelu  
Registrar of Political Parties  
Office of the Registrar of Political Parties



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# Introduction

*"All power belongs to the people—acting through their duly elected representatives... We declare our second goal to be for all citizens to have an equal opportunity to participate in, and benefit from, the development of our country. We accordingly call for...an equal opportunity for every citizen to take part in the political, economic, social, religious and cultural life of the country..."*

-- Preamble, National Constitution of Papua New Guinea

Taking part in the elections in Papua New Guinea as a candidate is not an easy task. This is quite evident from the experiences of many people including the candidates themselves and those that were involved in one way or another in the elections in the country.

Democracy as a system of government as well as a political system has its own unique features. The principles of democracy that relates closely to the support for the women candidates include;

- Representation
- Inclusiveness
- Participation
- Equality

In the current Parliament (2017 to 2022), all the above features of democracy are missing mainly because the country does not have any woman sitting in Parliament as an elected leader. The current Parliament is made up of only men. This clearly shows how the political culture has been nurtured to exclude women of becoming leaders at the national level. Despite the various attempts to get more women into Parliament, the status quo remains. Women are not represented despite the fact that women take part in the elections as voters and they make up half of the country's population.

In terms of participation, women participate in elections and they also stand as candidates, but the numbers are still small and their participation is ineffective as shown in the small numbers that contest elections and those that eventually wins their seats.

Despite the Constitution of the country calling for equality in all forms, women are not equal in all forms of life in the country. Equality despite being a stand out principle of democracy is not strongly enforced and advocated in the country.

Winning an election is not a book by book process but involves many other considerations which the women candidates must be prepared and also be innovative to adopt in order to assist them in the election. It surely will be tough for the women candidates but at least what is in this training manual would prepare you better to venture into the business of contesting the elections.

This Manual is a joint collaboration between the IPPCC, the PNGEC and UNDP. This manual aims to:

5. Provide to the women candidates the information required to prepare for the campaign.
5. Enable women candidates to systematically identify the different stages of campaigning.
5. Provide in-depth knowledge to the women candidates how to organize their campaign structure, strategies and issues.
5. Help women candidates to understand the process of conducting elections in Papua New Guinea and the use of the Limited Preferential Voting as a method of selection.

# 1. Know the election rules

*"Remember that it's not easy to be in leadership and takes a lot to be a good leader with values, accountability and respect. My party is looking for quality leadership, people with the right values and principles. The election system affects all of us. We must work together so that our 2022 elections are fair, free and credible. Through this, women will have a chance, men with good principles and value will have a chance. This is for the overall good of our country."*

– PNG Political Party Official, 2021

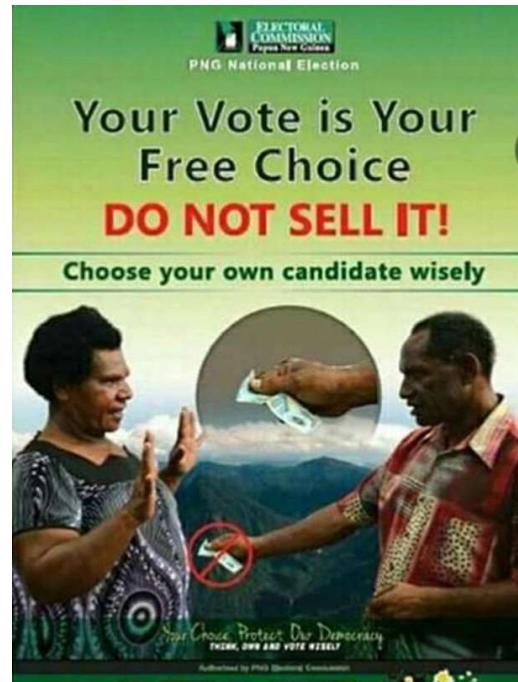
If you want to run for election, it is essential that you make sure you understand the election rules – and you follow them! Find out what the critical deadlines are as soon as possible, put them in your diary and stick to them. Make sure you understand the rules relating to campaigning, fundraising and voting, so that you don't make any mistakes that could get you into trouble. This Manual discusses some of the most important rules you need to follow, but it would be wise to also speak with the PNG Election Commission to make sure you have the most current guidance.

## 1.1. Role model ethical leadership during your campaign

Leadership is critical for Papua New Guinea. Leadership is proven to be the most important element in good governance and in promoting democracy. We cannot take ethical leadership for granted because it is the central nerve in strengthening systems and the laws within the country. The truth remains, if leadership is weak and corrupt, the people will suffer but when leadership is strong and transparent the people will prosper.

The perspective of viewing leadership as BIG MAN (not BIG WOMEN) must be immediately eradicated. Leadership must never be viewed as a Big Man because a Big Man is someone that is not accountable to anyone and is not transparent and is above the Law. Unfortunately, in Papua New Guinea this is the style of leadership that has been portrayed. Even women are not part of this BIG MAN culture.

Politicians are servants of the people and invests them with the responsibilities to act for or on behalf of those who elect them. This is the crux of the term REPRESENTATION. Representation means in everyday language to portray or make present as when a picture is said to represent a scene or a person. As a political principle, representation is a relationship through which an individual or group stands for, or acts on behalf of, a larger body of people. Representation links government and the governed in such a way that the people's views are articulated or their interests are secure.



Even when you are political candidates, you are putting yourself up as a leader and must act accordingly. As a leader, your perspectives about your role and what you will do on behalf of the people you represent must be the utmost priority. It is this priority that should guide you in your actions and decisions you make. We all know that you cannot satisfy everyone and their needs, it is

therefore important to strategize on which areas would benefit everyone instead of only a few. Tell people you cannot give money to them, because the money you have is public money intended for public services and public goods such as roads, bridges, classrooms, aid posts, etc.

You will be heavily scrutinized as a Leader but this must not affect you and your ability to work for your people. Steady and consistent leadership is what the people want. A leader who visits his people and sit with them under the shady trees is that leader most people in PNG are longing for. They want their leader to spent time with them and talk to them about local issues, national issues and international issues. The people long to see their leaders to have time for them.

### **1.2. *Support free and fair elections***

All citizens in PNG above the age of 18 have the right to vote and should be able to vote in elections that are free and fair. Despite the need to conduct a democratic election however, elections in PNG have not been that democratic.

It is therefore important that you as candidates must be aware of this. Below are some examples of the bad electoral practices that occur in PNG:

- Violence and intimidation
- Bribery
- Marking of ballot papers by unauthorized persons
- Corrupt polling officials
- Accuracy of the Common Roll

All the above are examples of practices that are now part of the elections in the country.

#### ***Avoid bad electoral practices***

You as candidates play an important part to address the above problems. Many of these practices are caused by the candidates themselves and those that manage the elections.

One of the best ways to avoid such practices is firstly, not to entertain any individuals or groups that comes to you and ask for money to do things for you. These people are very common in elections in Papua New Guinea. They run from candidates to candidates promising to do certain things in return for cash. Elections have been seen to be an opportunity to make quick money by the people.

Secondly, in your campaign say loud and clear that you stand for a free and fair election. Make this one of your campaign mottos. People as voters are listening and will remember your motto.

Exercise
<p>➤ What have been the experiences of participants in past elections – in terms of bad electoral practices that you may need to address in this election?</p> <p>➤ How can you as a candidate counter these practices?</p> <p>➤ Do you have recommendations for the IPPCC or PNGEC on how to counter these practices?</p>

### **1.3. *2022 National General timetable***

The PNG Election Commission has announced an indicative timetable:

<b>Issue of Writs – Nominations Open</b>	Thursday 28 April 2022 @4.00pm
<b>Nominations Close</b>	Thursday 5 May 2022 @4.00pm
<b>Polling commences</b>	Saturday 25 June 2022

<b>End of polling</b>	Friday 8 July 2022
<b>Return of writs</b>	Friday 29 July 2022

<b>Nomination period</b>	7 days	28 April to 5 May 2022
<b>Campaign period</b>	7 weeks	5 May to 25 June
<b>Polling period</b>	14 days	25 June to 8 July 2022
<b>Counting period</b>	21 days	8 July to 29 July 2022

**IMPORTANT:** These dates may change and you should contact the Returning Officer in your District to confirm these dates.

#### **1.4. Can you stand for election?**

Any woman who is 25 or older has the right to stand for election. One of the goals of the Constitution is for “all citizens to have an equal opportunity to participate in, and benefit from, the development of our country”. The Constitution calls for:

- an equal opportunity for every citizen to take part in the political, economic, social, religious and cultural life of the country; and
- equal participation by women citizens in all political, economic, social and religious activities.

According to section 38 of the *Organic Law on National and Local Local-Level Government Elections* (OLNLLGE), to run for election in an electorate you must:

- ✓ Be a PNG citizen
- ✓ Be enrolled to vote
- ✓ Have been born in that electorate or have resided there for a continuous period of two years immediately prior to nomination or for a period of five years at any time
- ✓ Pay a nomination fee.

You cannot be:

- x An undischarged bankrupt
- x Convicted of an indictable criminal offence
- x Not of sound mind
- x Not entitled to vote or
- x Dismissed from office for misconduct in office.

No candidate can run for more than one electorate (OLNLLGE s.84). The Organic Law on the Integrity of Political Parties and Candidates (OLIPPAC) also states that no candidate can be endorsed by more than one political party.

If you decide you want to run, you will need to get a nomination form from the PNG Election Commission or from your political party (if you have joined one). Copies of the relevant forms are attached as annexes.

#### **1.5. When can you start campaigning?**

Early campaigning is prohibited in PNG. This means that while candidates should start preparing early, they can only start campaigning in earnest once the election writs are issued.

Nonetheless, it is important to start preparing for the elections early. Although campaigning is prohibited, you can still start forming your campaign team, putting together your campaign plan, developing your messaging, designing and printing your campaign materials, networking with your

community and potential partners, and identifying whether and which political party you want to be endorsed by. You can also develop your fundraising strategy and set up your campaign account in readiness for donations (if you are running as an independent).

## 1.6. How does Limited Preferential Voting work?

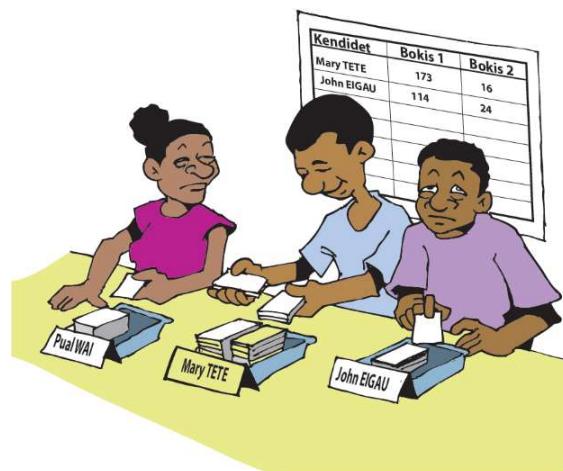
PNG uses a “Limited Preferential Voting” system for both the national and the Local Level Government elections. Under LPV each voter gets to make 3 choices:

- The first preference goes to the candidate they most want to elect.
- The second preference goes to the candidate they want to elect if their first choice gets “excluded” during counting.
- Their third preference goes to the candidate they want to elect if their first and second choices are excluded.

Once all the votes have been cast the election officials start counting the votes. They set aside any informal ballot papers (papers that have not been correctly completed) and then sort the remaining ballot-papers under the names of the respective candidates according to the first preference vote. The counting includes votes cast at a polling booth, plus postal votes.

The election officials count the total number of first preference votes given for each candidate. If the candidate with the largest number of first preference votes has an absolute majority of votes (equal to 50% plus one of total valid votes) then that candidate is elected. If no candidate has an absolute majority of votes after the first count, then the election officials conduct a second count.

For the second count the candidate who has received the least number of first preference votes is excluded and the ballot-papers are distributed to the other candidates according to the second preference. At the end of the second count, if a candidate has an absolute majority, then that candidate is elected. If there is still no candidate with an absolute majority of votes, then the election officials keep going through the process of excluding the lowest ranked candidate and re-distributing their preferences to the remaining candidates until one candidate has received an absolute majority of votes.

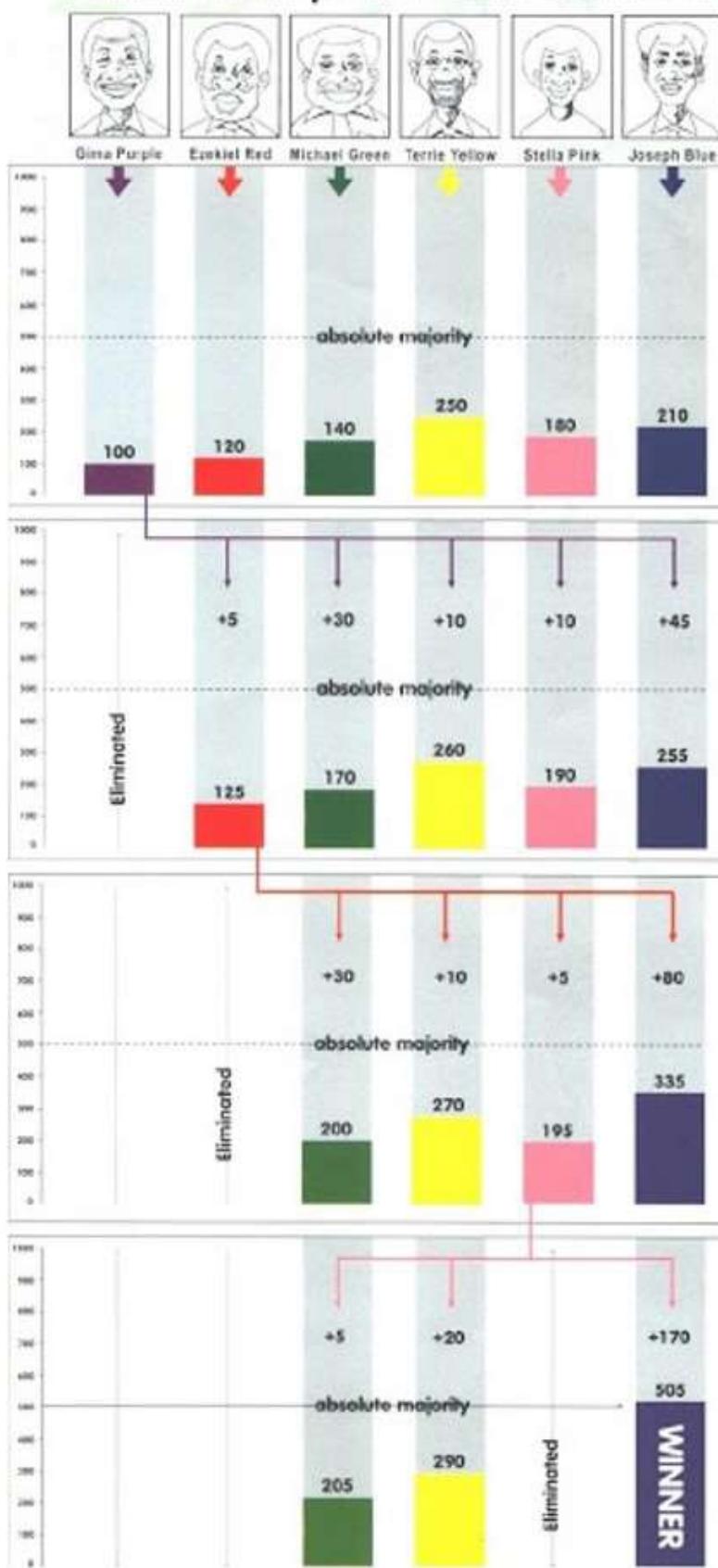


### Box 1: Using LPV “preference swaps” strategically

PNG has used the LPV system for two elections, and it is now becoming clear that LPV can have a major impact on who wins elections. Many cases have now been seen where a candidate was leading on first preference votes, but lost the election when the final vote tally came in.

For women, this can be a good thing; many women report that they find it hard to get voters to give them their first preference, as the first vote goes to their family or local wantok candidate. If women are strategic, they can make alliances with other candidates running in the same electorate and support “preference swaps”; this means that each candidate will encourage their supporters to choose the other candidates as their second preference. If a woman candidate can be chosen as voters’ second or third preference, this can have a significant impact on their ability to win at the end of the final count.

## This is how your vote is counted.



These six people are our candidates. A candidate can only be declared the winner when they have an absolute majority, which means more than half of all the formal votes counted. 1000 votes have been counted in our sample ballot, which means a candidate must get more than 500 votes to win.

First, all the number ones, or the voters first choice, are distributed and then counted.

If no one has reached an absolute majority the next step is the candidate who got the smallest number of votes is eliminated. The second choices shown on this candidates ballot papers are now counted by distributing them to the respective candidates still in the count.

Once again if no one has reached an absolute majority, the next candidate who has the least number of votes is eliminated, and the 2nd choices are now counted. If there are any votes here from the first candidate to be eliminated, the 3rd choices are now counted.

This distribution of preferences continues until one candidate wins with an absolute majority, which means more than half of all the formal votes counted. Joseph Blue is our winner, with 505 votes, which is more than half the votes counted.

## 2. Know yourself

*"Discover yourself and who you are. Leadership starts from within. Stay focused, be strong and engage in your community"*

– Rose Pihei, former ABG Minister and Member for South Bougainville, AROB

Running for elected office is not easy. It can take an emotional, financial and physical toll, especially in the months leading up to the actual vote. It is important to acknowledge that reality early and to seriously consider your own strengths – and weaknesses – as you embark on this journey, as well as the strengthen and weaknesses of the people you will be running against.

Knowing your own strengths and weaknesses will assist you to campaign more effectively. Consider your personality, public profile, networks, and history. Think about the specific knowledge, relationships or skills you may or may not have which will help you to win.

Campaigning in your community can be a really positive experience, but at the same time, it can be tiring, demoralising and sometimes even hurtful or risky.

### Reflections: Who are you?

Name: \_\_\_\_\_ Date of Birth: \_\_\_\_\_ Marital Status: \_\_\_\_\_

Place of Origin: \_\_\_\_\_ Where you lived most of your life: \_\_\_\_\_

Religion: \_\_\_\_\_ Educational Level: \_\_\_\_\_

Employment History: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Former candidate or First-time candidate: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If a former candidate, what did have you learned? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Provincial or Open Electorate or LLG: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Three main campaign issues: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Three main reasons why contesting: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

It is really important to spend some time seriously assessing whether you believe you are ready to take on the challenge of campaigning. Campaigning requires a considerable investment of time, money and personal energy. At this time, are you capable of giving what it takes?

***Self-Assessment Questionnaire: Are you ready to run for election?<sup>1</sup>***

**1. Why do you want to run for elected office?**

- I am already on a local council and want to move to the next level
- I want to serve the community
- I want to solve a particular problem in my area
- I think there should be more women in the National Parliament
- Other
- I want to get rich (*if you tick this box, think again about standing*)
- Don't know (*if you tick this box, think again about standing*)

**2. Can you talk about the big issues or challenges facing the people in your electorate?**

- Yes
- No

**3. Can you do as well as (or better than) the current Member of Parliament if you are elected?**

- Yes
- No

**4. Have you discussed nominating with your family and are they 100% behind you?**

- Yes
- No

**5. Can someone else help out with family duties during campaigning?**

- Yes
- No

**6. Can you ask friends family and people in your community for donations?**

- Yes
- No

**7. Can you withstand criticism and have your personal life closely scrutinised?**

- Yes
- No

**8. Can your family withstand criticism (of you or them) and having their personal lives scrutinised?**

- Yes
- No

**9. Can you work full time at your campaign? (You will need to take leave from your job.)**

- Yes
- No

**10. Do you get on well with other people, and can you make connections with other people easily?**

- Yes
- No

**11. Do you have a good character and good reputation?**

- Yes
- No

**12. Do you speak well in public and are you good at quickly responding to questions?**

- Yes
- No

**13. Do you make good judgements under pressure?**

- Yes
- No

**14. Can you handle frustration and/or defeat?**

- Yes
- No

**15. Are you in good health?**

- Yes
- No

**16. Do you think a large number of people will vote for you?**

- Yes
- No

**17. Do you know what you stand for and what you want to do if you are elected?**

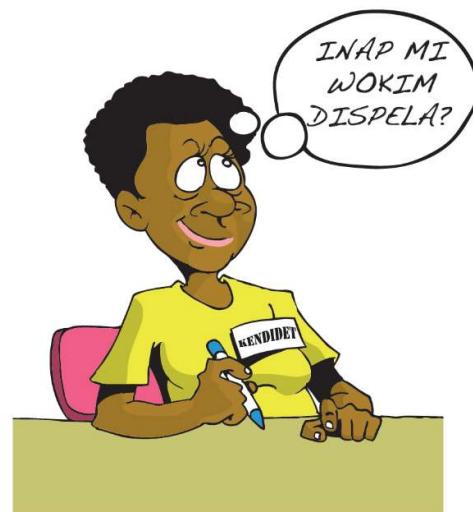
- Yes
- No

<sup>1</sup> This questionnaire is taken directly from the 2012 *Campaign Handbook for Local Level Government Elections*.

	<b>YES</b>	____ / 17	If you ticked YES more than you ticked NO then you can decide whether you are ready to campaign.
	<b>NO</b>	____ / 17	If you tick NO more than you tick YES, then you may want to reconsider whether you are ready to run at this time.

The Fiji Women's Forum *Women's Campaign Handbook* suggests that you may want to do a SWOT analysis (see Table 1 below for a template), which can identify your strengths and weaknesses, as well as opportunities you can leverage or threats that might undermine or hurt your campaign.

- **Opportunities** include such things as being able to access the networks you already have, for example, from your church, business contacts, old school, or civil society/community organisations that you know.
- **Threats** may require a deeper reflection on your own life. Unfortunately, in PNG it has been seen that women are often attacked for personal reasons, for example, for being divorced, having an affair, not having children, or simply for being a "loud", "pushy" woman. Are there incidents in your past that your opponent could exploit? Do you have strong enough connections in the community you are campaigning in or will people criticise you for not living there long enough? Such issues need not stop you from running, but you should be prepared for opponents to attack your weaknesses.



Consider asking family, friends and your campaign team to complete a SWOT analysis for you and then compare results.

***What strategies will you adopt to maximise your strengths and opportunities and minimise your weaknesses and threats?***

Table 1: SWOT Analysis template	
<b>Strengths</b>	<b>Weaknesses</b>
<b>Opportunities</b>	<b>Threats</b>

### 3. Know your electorate

*"When I stood I went through all the cultural hoops, I asked family permission, I asked an elder first that I thought would be sympathetic, then we asked the immediate family, then we asked the clan, after we asked the immediate family we went to Buri's grave and the elders spoke to Buri and said 'this is what's going to happen, please help her and support her.' Then we went to the clan and so on. Any woman who's going to go must go through those cultural hurdles. I guess the negativism of so many of my male colleagues inspired me to keep going."*

– Dame Carol Kidu, former National Minister and MP<sup>2</sup>

Running for elected office is a serious endeavour. It will consume enormous amounts of your time and energy, as well as money. If you really want to run in an election – and you are hoping win – it is important to recognise that you will need to be very focused and do your homework, if you want to be well-prepared and run an efficient and successful campaign.

To get started, it is advisable to start doing some basic research – including by reading this Manual! You are also encouraged to contact the PNG Election Commission and the Registrar for Political Candidates as they can offer you advice and guidance on election rules, political party rules and other issues that will help make sure you campaign legally and most effectively.

#### 3.1 Which electorate will you stand in?

When deciding to run for election, you will need to decide which electorate you want to stand in. At national elections, this means making a decision about whether to run for an Open Electorate or as a Provincial Governor. A Provincial Governor's seat covers a bigger area which will make campaigning more challenging. However, women candidates have successfully won both types of seats before.

Ideally, you should consider running in a seat to which you are closely connected at a personal level, for example, because you were born there, raised there, live there now or because your wontoks come from there. This will help you to connect with voters and tell a story that will speak to them.

Unfortunately, research suggests that when choosing which seat to run in, many women candidates have not been very strategic and have often ended up competing against each other. The analysis from the 2017 Election Observation Report is telling:

*...close to a third of all seats (35 of 111) were exclusively male contests.... In fact, just over a third of all women who contested the 2017 national elections ran in [just] 14 seats... Overall only ten of the 179 women (6%) who contested the 2017 elections achieved a primary vote share of greater than five per cent. Of these, all but one, had competition from other female candidates.<sup>3</sup>*

You should consider who you might be competing against before making a final decision on where to run. Ideally, you want to choose an electorate where you think the sitting member is weak and you will have a strong chance of beating them. You should also consider discussing where to run with your political party (if you have joined one) because each party is only allowed to endorse one candidate per electorate.

<sup>2</sup> <https://www.rnz.co.nz/collections/u/new-flags-flying/nff-women/carol-kidu>.

<sup>3</sup> [http://dpa.bellschool.anu.edu.au/sites/default/files/uploads/2019-04/png\\_report\\_hi\\_res.pdf](http://dpa.bellschool.anu.edu.au/sites/default/files/uploads/2019-04/png_report_hi_res.pdf)

## Exercise

- Can you describe the key demographics and issues in your electorate in 10 minutes or less?
- Are you visible or known in the other parts of the electorate? If not, what can you do as part of your campaign preparations to become more visible across the electorate?

### 3.2 Analyse what votes you need to win

When you are assessing which electorate to run it, it will be useful to do your research regarding how many voters are in the electorate you are running in and how many votes would be needed to actually win. A lot of people forget to gather this data and just “hope for the best”, but experience has shown that it is very important to:

- Know **how many voters are in the electorate**, broken down to the ward level if possible.
- Identify **how many votes you realistically aim to win in each ward**. This will help keep you focused on how many people you need to reach out to, if you want to gather enough votes for success;
- Identify **who else is running against you** in that electorate, because you should engage with them to try to get their second and third preferences in support of your campaign (see above for more on preference voting).



The PNG Voting Results Book put together by ANU can provide some basic voting data per electorate from 1972 to 2017 (see <https://devpolicy.org/pngelections/wp-content/uploads/2019/06/2019-Results-book.pdf>).

You can access more interactive information on the ANU PNG Interactive Elections Data Explorer (see <https://devpolicy.org/pngelections/data-explorer/>).

If you are endorsed by a political party (see next section for more), you should also find out how many votes your party received in that electorate in previous elections. The strength of the existing party vote will indicate the size of the challenge that you face. If tribal and clan connections are more important than political parties in your electorate, then you should also assess the strength of your connections.

Interestingly, PNG has a relatively high turnover of incumbent MPs, with voters tossing out their current Member almost 50% of the time. This is actually very encouraging, because it means that voters are willing to choose new/different candidates.

Even if you are running as an independent, past results and voting patterns can also assist you in planning your own campaign.

### **3.3 Know your support base**

Support base refers to a specific area or areas in the electorate that gives 100% support to a candidate and the candidate is aware that that is her base. In elections, candidates would have already know how many votes they would receive from his or her base. Having knowledge of your support base would also help you as a candidate to target areas in the electorate that would vote your way. And for you to spend more time and resources to campaign and become visible in those areas.

Commonly in Papua New Guinea, it is the villages where you come from and maybe the nearby villages that can be your support base. Or maybe areas that one of your parents is from or through other factors such as marriages or cultural links or ethnic links, or religious links.

The knowledge and establishing your support base is a must. It will be from your support base that would tell you how far you should go in seeking support from other parts of the electorate.

Exercise
<ul style="list-style-type: none"><li>➤ Can you identify your support base across the electorate? How many voters? In what parts of the electorate?</li><li>➤ What are some reasons that you know this is your support base?</li><li>➤ What percentage of voters you have in your base that would vote for you – 1st preference, 2nd preference, 3rd preference.</li></ul>

### **3.4 Know your opposition**

“Know your enemy” is frequently given advice, and it is very relevant in politics. As soon as possible after writs close, it would be useful to access the list of candidates in your electorate to identify which ones have the strongest chance of beating you, and which ones may be open to form an alliance with you.

Find out all you can about your strongest opponent, their past history, current activities, networks and the strength of their support base. If your opponent is a current elected official, you may also be able to use information about their conduct during their term to critique them.

Ideally, you should focus on your opponents’ professional and policy weaknesses and avoid buying in to gossip or smear campaigns. That said, corruption and personal bad conduct (such as excessive drinking or family violence) may be issues you feel comfortable raising when critiquing the conduct of your opponent and demonstrating your superior strengths as a candidate.

Undertaking a SWOT analysis of your 1-2 strongest opponents may reveal or confirm useful information. You can then use this information to inform your own campaign.

## 4. Consider joining a political party

*"We support both men and women. Numbers are important to form Govt, we are looking for winnable candidates. Come and learn about our party policies and platforms. Tell us about you and what you are standing for - do you align with us, do you have qualities to be a winnable candidate."*

– PNG Political Party Official (2021)

In PNG, political parties are a hugely important vehicle for electing women into the National Parliament. At the 2017 elections, only 14 independent MPs were elected – the remaining 96 MPs were all endorsed by political parties.

Forty parties fielded candidates in the 2017 elections and 27 of those endorsed one or more female candidate. The 2017 Electoral Observation Report found that of the 179 women who contested the 2017 elections, 117 ran as independents, while only 62 were party endorsed. In 2017, party-endorsed female candidates typically performed better and placed higher than their independent counterparts.<sup>4</sup>

The statistics suggest that women who are members of political parties do better at elections. While early independence women MPs in PNG did not always join a party, since 2000, the four women elected to the National Parliament were all members of a party. In 2017, of the 7 female candidates who secured a vote share of more than 10%, six were party endorsed. It is also the case that independent candidates were 7.5 times more likely to have finished in the bottom five places of the seat they contested

The Registry of Political Parties encourages women candidates to affiliate or be a financial member of a political party. There are a number of advantages to becoming a member of a political party:

- Party members and volunteers can campaign for you;
- The Party executive and other Party candidates can give you advice;
- The Party will have policies already in place for you to campaign on;
- The Party can provide support in terms of funds and other resources such as posters, banners, loud hailers, transport, etc; and
- Studies have shown that women candidates supported by a political party performed better in the elections.

### ***Box 2: PNG Registrar for Political Parties has worked to connect aspiring women candidates with political parties***

The Registrar for Political Parties has been holding Political Party Expos across the country since 2017, in order to help members of the public – and women candidates in particular – to get to know the policies and priorities of PNG's many political parties.

You are encouraged to contact Registrar for Political Parties to access more information about the political parties which will be running in the 2022 national election, so that you can identify whether there are particular parties whose policies align with your own beliefs and priorities. You can then contact those parties to discuss your options for joining as a member and being endorsed as a candidate. Ideally, you should join a political party well in advance of trying to get their endorsement as a candidate, but in PNG it is very common for aspiring women candidates to "party shop" until they find a political party willing to endorse them.

<sup>4</sup> The confusion concerning the number of women who stood in 2017 arose because 15 female candidates were officially recorded as men, while three male candidates were recorded as women.

When you are discussing your nomination with any political party, you could remind them that the *Organic Law on the Integrity of Political Parties and Candidates* (OLIPPAC) includes provisions specifically aimed at encouraging political parties to nominate more women as candidates. Specifically, in accordance with s.83:

- Where a registered political party endorses a female candidate in an election; AND
- Spends an amount as election campaign expenses on her behalf, THEN
- As long as the female candidate obtains at least 10% of the votes cast in the electorate in that election, the party is entitled to receive 75% of the K10,000 that is otherwise only payable to successful candidates.

These provisions have been rarely used to date. To be entitled to receive this funding, the Registry needs to receive paperwork requesting the reimbursement and showing that the party actually did expend funds on behalf of a female candidate.

Notably, in 2021 the Government is considering legislation to amend OLIPPAC to require that political parties nominate a minimum percentage of women candidates to be eligible to run in national elections. At the time of writing, the amendment has not yet been passed.

### Exercise

- What do you think are the benefits or drawbacks for joining a political party?
- Have you already been in contact with a political party or reviewed any party's policies?
- Do any party's seem attractive to you – based on their policies, the history of the party, the party's leadership, past performance in the elections?

# 5. Developing Your Message

*"As a survivor of violence who took her kids and left her violent partner, I...encourage women and the society not to accept and take part in violence against women. I am very public about my experience. What better person to use as an example than yourself? It's about leadership. Using your own example to make a change in other people's lives. I don't use other people's stories, I use my own. I am out there, in the front and I tell people: I am where I am today because of the decision I made to leave a violent relationship. I am walking the talk."*

– Francesca Semoso, Former AROB Deputy Speaker and Member for North Bougainville<sup>5</sup>

When running for an election, your “message” is the thing that sets you apart and helps voters understand who you are and what you stand for. It is really important that you spend time thinking about what your message to voters is. Can you tell them what you stand for and what you want to achieve if you are elected? It is absolutely essential that you can do this, so take time to work with your team to make sure you have a clear message to share with voters.

To run a good campaign you need:

- ✓ **A message** - explaining what you stand for;
- ✓ **Be organised** - a Campaign Manager and Campaign Team can make a huge difference;
- ✓ **A network of supporters** - to help you spread your message.
- ✓ **A plan** - to help you make each day of the campaign count;
- ✓ **A budget** - so you can pay for all your campaign expenses;

## 5.1 What issues are important to your electorate?

The whole purpose of getting elected to National Parliament, a provincial assembly or a local council is to get into a position where you have the power to make changes that benefits the people in your community. To do this, it is critical to understand the issues that are most important to the people you hope to represent. This will help you develop your message and clarify what you stand for (see Section 2 below for more on that).

Knowing what is important to your community also help you identify which issues will most influence voters. You can draw on your own local knowledge and networks, and media stories. You also may want to organise local meetings to talk with the public and community leaders about what matters to them. This is also a good way of starting to raise your profile and strengthen your networks with people who might help your campaign later on.

Common issues that voters are often concerned about include:



<sup>5</sup> <https://pacificwomen.org/news/deputy-speaker-of-the-house-women-leaders-vital-for-bougainville/>

- The state of the health system
- The quality and cost of education for their children and themselves
- Finding and keep a good job, which is often a particular issue for young people
- Community safety, including protection from family and sexual violence
- The impact of climate change and environmental issues on their community
- Corruption and the impact it has on service delivery.

## **5.2 What do you stand for?**

Your message sets out the reasons why voters should support your campaign and vote for you.

Effective campaign messages will:

- Be clear and concise
- Be relevant to voters in your electorate
- Reflect your values
- Make clear how you are different to other candidates.

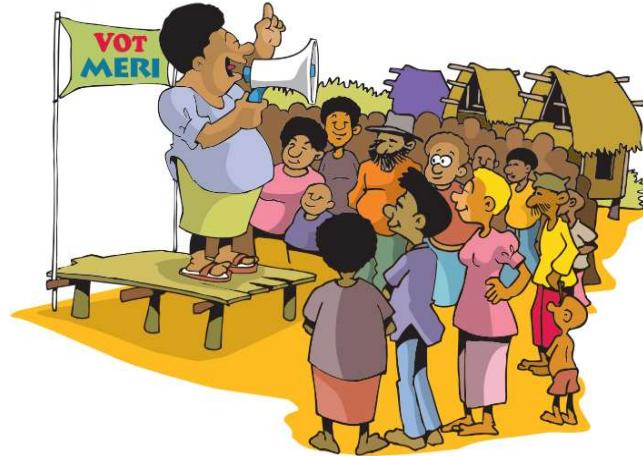
<b>Who are you? What are the top 5 things you think voters should know about you, that would make them think you would be a good leader?</b>
<b>Why are you running for election?</b>
<b>What national and local issues do you want to prioritise in your campaign?</b>
<b>Why should voters support your campaign and vote for you?</b>
<b>How are you and your Party different from other parties and candidates? if you are an independent, how is your message different from those of the political parties?</b>

### 5.3 Developing your campaign slogan & messaging

A campaign slogan sums up your message in 4 or 5 easy to remember words. If you are an endorsed political party candidate, you should use your Party slogan, but you can localise it to make it mean something to your voters. Independent candidates will need to develop their own slogan to distinguish them from political parties.

Slogans will be used on posters, banners, flyers and all other advertising materials, so keep it simple and clear. You should think about developing a slogan that sounds good in Tok Pidgin, English and in your local language. Workshop the slogan with your Campaign Team – do they understand what it means? Do they like it? Could it be misunderstood? Your Campaign Team can help you “test” the slogan before you start using it with voters.

Your campaign message will build on your campaign slogan, and can take different forms depending on who you are speaking to and how much time you have to communicate. When speaking at rallies or with smaller groups, think about how you can incorporate your message into your speech using stories and personal examples. If possible, repeat your message in different, but reinforcing, ways.



Successful political parties and candidates are able to build “Brand Identity” that electors can recognise and support – securing and growing their voter base. Political brands can appeal to a wide range of voter groupings, with the brand being designed to appeal to different groups, for example, at national and local levels, across different age demographics and according to people’s different interests (e.g. the economy, the environment, women’s rights, youth rights, people with disabilities).

When developing your message, you need to identify the “Unique Selling Point” about you or your party that can be converted into a simple message. If you are a member of a party, it is important to avoid developing a Political Party Brand based on a single MP’s personality. It is much more important to develop messaging related to key policies. Examples of issues-based slogans include:

- Economic Growth: “A Strong New Economy” or “Backing Small Business”
- Social Services: “Helping Families Get Ahead” or “Putting People First”
- Health: “Providing World Class Healthcare” or “Providing Health Services for All People”
- Education: “Putting Students First” or “Ensuring All Children Can Go To School”
- Conservation: “Protecting Our Environment” or “Taking Action on Climate Change”
- Security: “Protecting Our Communities”

You should be able to give your message in a 90-second “sales pitch” to voters, when you are doing face-to-face voter engagement activities. Your goal is always to give voters compelling reasons to vote for you, rather than for your opponents, and you also want to motivate the voters to act. You can practice your 90-second pitch with your Campaign Team. Do they find it compelling or is it boring? Did you remember to cover all your key issues? Is your message clear?

Your message to undecided voters may change depending on who they are and what is important to them. Undecided voters need to be persuaded to vote for you based on what is important to them. Your message will also vary for women and men, young people and the elderly and will demonstrate that you understand their concerns and values and will fight to provide what they need.

Exercise
<b>What is simple personal your slogan – your message to all voters? What do you want to achieve if elected?</b>
<b>What are the issues you want to prioritise for women? (including young women)</b>
<b>What are the issues you want to prioritise for men?</b>
<b>What are the issues you want to prioritise for people?</b>
<b>What are the issues you want to prioritise for older people in your community?</b>
<b>What might opponents criticise you for – and what will you say in response?</b>

# 6. Setting up your Campaign Team

*"My husband would say I was a leader and that people listened to me when I talked... I could see how the women felt the pain of losing children, of no infrastructure, no health services...no one was concerned about these women...You must have a heart for these people and understand how they feel. Talk for the women of your community."*

-- Carol Mayo, Provincial President, Women in Politics, West Sepik

It is a lesson learned from previous successful campaigns, that having an organised campaign, rolled out with the help of committed supporters, can make a real difference. Successful campaigning depends not only on the skill of the candidate to reach voters. It also needs skills such as people management, fundraising and effective communications and engagement. You may not have all of these skills – so think about who in your team can help fill these roles.

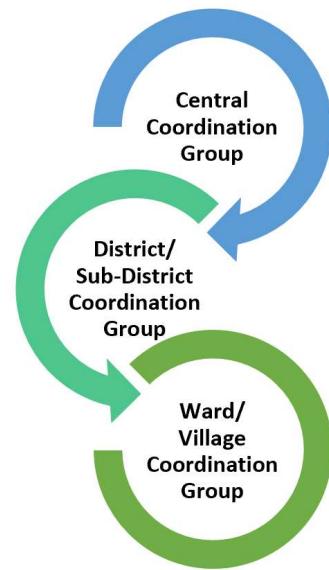
## 6.1 Forming your Core Campaign Team

Your campaign team is critical for success. You need a team that is loyal and hardworking. It must be made up of a mix of people with the necessary temperament, skills and knowledge and headed up by a respected and effective campaign manager.

It is also important that you as the candidate understand your own role. You are the team leader – you need to inspire, motivate, encourage and value your campaign team and volunteers by both your actions and words. Your primary task is face-to-face voter contact – persuading undecided voters to cast their vote for you and enlisting more volunteers from your support base. Engaging with the media to get your message out is also a key role of the candidate – nobody else can do these jobs as effectively as you. Avoid getting bogged down with a million administrative tasks – that is what your team is for!

Depending on how big your electorate is – and especially if you are running to be a Provincial Governor, and will therefore need to cover your entire province – you may need to divide your campaign team up across the different levels/areas of your province.

Figure 1: Campaign structure



### Choosing a Campaign Manager

Campaigning is hard work and you will need help. Most candidates choose a Campaign Manager to help them. It is important to choose the right person. Your Campaign Manager should be someone who:

- You trust and can work well with;
- Is capable of representing you well with others, including voters, donors and leaders;
- Has good political judgement, knows how to analyse situations and can make quick but sensible decisions;
- Has good networks, including with leaders in your electorate and the media;
- Is a good fundraiser and funds manager;
- Has strong abilities to organise events and people;
- Can build consensus and manage conflict (with campaign staff and supporters)'
- Is honest, hardworking and reliable and can work in teams.

Your Campaign Manager may be a member of your family, a close friend, or, if you are a member of a political party, a colleague from the party.

Even though you might be able to do the tasks of a Campaign Manager yourself, it is better to spend your time talking to voters and let someone else do the organising. Having a Campaign Manager means you can rely on them to worry about transport, budgets, and other issues – leaving you to concentrate on getting your message out.



### ***Choosing a Finance Officer***

Fundraising is critical to any campaign (see Section 6.3 for more), as you need money to pay for your campaign expenses, but it is also absolutely essential that you can account for every cent that you raise and spend. Financial accountability is important because you want to role model the good behaviour you will need to demonstrate if elected. But it is also important because there are rules that cover how you must account for money raised and spent during an electoral campaign.

In order to ensure proper accountability, it is important therefore to identify someone in your team who can be your Finance Officer (whether a paid position or a volunteer). This person should ideally have basic accounting expertise, but at the very least, they should be trustworthy, good at managing money, and understand how to use excel spreadsheets.

The Finance Officer can also help you develop and manage your campaign budget (see Section 5 for more). They should also provide you with weekly updates on fundraising and expenditures.

### ***Choosing a Communications & Outreach Officer***

Many campaigns focus almost solely on face-to-face voter engagement, but the rise of social media has democratised the ability for every campaign, even those without a lot of money, to try to use different forms of communications engagement to reach more voters.

Although many voters may still not have access to mobile phones, nonetheless, the internet is increasingly reaching more voters, many of whom are on social media, where you can engage them directly and/or share your own media statements and simple videos. Young people are particularly savvy at “new media” – and young people are a key cohort of voters that need to be reached.

In order to most efficiently harness the (free) power of the media, you should consider identifying a specific communications and outreach officer within your campaign team. If you have enough volunteers, this job could be split up, but at a minimum, you should identify a dedicated person who can manage all of your media work.

<b>Position</b>	<b>Name</b>	<b>Role / Skills Needed</b>
Campaign manager (essential)		The campaign manager coordinates the campaign and ensures that team members complete their tasks as set out in the plan. They should have political knowledge, good management skills and campaign experience if possible.
Communications & Outreach Officer (priority)		The Media Officer helps you write and issue media releases, liaise with journalists about campaign events and monitor media comments about your campaign. They must be good writers. Good relationships with local media are important. You might also include in your team a second person with particular skills using social media for outreach.

Finance manager (priority)		the Finance manager is responsible for keeping accurate records of campaign income and expenditure. they should ensure that procedures for authorising expenditure are followed and they advise on the state of the campaign finances to ensure the campaign operates within budget. accountancy or bookkeeping skills are essential.
Voter database coordinator		this coordinator uses the electoral role to track voter intentions based on local knowledge and/or voter contact activities so as to identify the number of votes you could expect on polling day.
Fundraising coordinator		the Fundraising coordinator works with you and the volunteers to identify donors and undertake events to raise the necessary campaign income. experience with fundraising for ngo's is useful.
Volunteer coordinator		the Volunteer coordinator will recruit volunteers and organise them to undertake voter contact activities. a patient organised person with good communication skills is needed for this role.
Social media / website manager		if you have enough voters with access to the internet, and can get a campaign website designed, it is a very useful tool. You will require someone who knows how to input data and keep it current.
Postal Vote/Pre-poll coordinator		Postal votes and votes cast before polling day can determine the result of a close election. this coordinator ensures that your supporters know how and when to cast a vote for you.
Polling day coordinator		the Polling day coordinator is responsible for ensuring your supporters turn out to vote and will also organise trained volunteers for each polling centre to observe the voting and counting and report any irregularities. knowledge of the election rules and organisational skills are required.

## 6.2 Drawing on a Campaign Mentor

Having a supportive campaign mentor can really help. There is no need for you to reinvent the wheel – if you can learn from someone who has run for election before, it can save you time and money.

Family, friends, colleagues and your community will encourage you and provide support as you run your campaign, but if you want more targeted and intensive advice, finding an experienced campaign mentor is way of getting great support. Mentoring can include, but is not limited to:

- Sharing knowledge and providing advice on specific issues, political or personal
- Helping with networking, fundraising and raising your profile
- Giving strategic support and helping with problem solving
- Boosting self-esteem and confidence, especially when the going gets tough

When choosing your mentor, consider your own strengths and weaknesses and find a mentor who can assist you to address the areas where you think you need help. Some people may want a political mentor, who can help navigate the politics of campaigning. Other people may want someone who is good at community organising and can provide advice in that area. Alternatively, you may be able to identify someone who has a broad set of skills in multiple areas.

Your mentor doesn't need to be another woman. In fact, you may benefit from drawing on advice from a man you respect, who can help you to reach out to male voters.

You can meet with your mentor in person for support and advice, but these days, you could even chat through online tools such as WhatsApp or Facebook messenger. Such tools can sometimes make communications easier – you can ask your mentor questions and get quick responses.

### **Case Study: Papua New Guinea – Communicating your Message and Mobilising Support**

“Never try to stand without family support. Melanesian society is based on relationships and if this is expanded on and utilized and treasured, it can beat bribe money,” says Minister Carol Kidu, three times elections winner and Moresby South candidate.

For Minister Kidu, her decision to stand was borne not only out of anger over the sudden death of her husband, former chief Justice Sir Buri, but also for her life-long concern for issues of social injustice. Nor was her decision to enter politics a flippant one. On the contrary, Dame Carol (as she is affectionately known) got a job as a Research Officer for a then Minister to ‘survey the scene’ and learn more about the intricacies of being in government before deciding to run for the first time in 1997.

According to Dame Carol, there is no one style when it comes to campaigning. “Campaigning and being a politician is about leading. As a leader, there is a need to develop various strategies, whether it is leading from the front, the back or in circles. As a woman it is important to try not to campaign like men. We need to develop our own style and stick to it in principle but adapting where necessary.” For Dame Carol, the message was clear – in outlining what her platforms were, she promised nothing but honesty, hard work and consistency.

No stranger now to campaigning and elections, Dame Carol says that campaigning in PNG is not cheap. Whilst money is good to have, your people support is very important. “During the 2007 campaign, I faced a very tough battle against two candidates with lots and lots of money. I had to get smart. I used five different styles of campaign strategies. Open rallies, general community campaigns, coffee and cordial campaigns with special target groups, power point presentation nights, house to house campaigning with ‘bags of knowledge’. We literally took around bags filled with leaflets and awareness materials to give to people. I even involved people in my electorate and support team to make the bags. When you have a good support team, you CAN win, even if other candidates have so much more money.”

During every election, Dame Carol moved into the village house a month before voting to manage the campaign. From there, she eats, sleeps and moves with her team as much as possible. Her message to other women, “work hard, stay as focused as possible under the pressure. Use every opportunity for public exposure and media but be careful and manage this well and above all, be genuine.”

### **6.3 Harnessing the support of campaign volunteers**

A good team of volunteers is essential for any campaign. You may feel uncomfortable drawing on the free services of family, friends and supporters, but volunteers are the backbone of any successful campaign.

To be most useful, volunteers need to be managed well and be given proper support. You should consider identifying one or more people in your team (either paid or volunteers themselves) who can operate as your **Volunteers Coordinator/s**, to make sure that you get the most out of your volunteers. You don’t want to waste their time by not being organised enough to use your volunteers for maximum impact. Your Volunteer Coordinator/s needs to have good organisational skills, as well being a “people person”.

To make the most out of your volunteers, you can:

- ✓ Ensure all volunteers have contact names and numbers for their Volunteer Coordinator
- ✓ Provide a clear, achievable set of tasks (including deadlines) for each volunteer
- ✓ Develop a database of volunteers, including their contacts details, skills set and set of tasks (tracking whether they are ongoing or completed tasks)
- ✓ Provide office support and a space for the volunteers to leave their personal belongings
- ✓ Produce a special badge, hat or T-shirt for active volunteers.

- ✓ Offer some assistance with travel or meal costs, if you can
- ✓ Hold regular volunteer meetings which briefly update the group about campaign activities.
- ✓ Put the volunteers on the campaign mailing list so they receive regular updates on the progress of your campaign and know what's going on.
- ✓ Invite volunteers to key events, so they can meet you and other key campaign members.

Sometimes volunteers don't work out. But as you can't sack a volunteer, giving them another task to do is a good way to handle this problem. It is important that both you and your campaign manager set the right example and let it be known that it is everyone's job to be courteous to volunteers.

Always remember that volunteers are not paid staff. They are there because they want to help you win! Whether you win or lose, ensure you regularly and warmly thank them for the assistance they provide. You can also send your volunteers thank-you notes after the election or hold a "Gratitude Party" to celebrate the effort the whole team put in.



### Exercise

- How many people will be involved in your campaign?
- How are you going to organize your campaign in terms of your campaign structure?
- Do you know who you will appoint as your Campaign Manager? This is very urgent!

# 7. Developing your Campaign Strategy

*“Many felt they had launched their campaigns too late to be influential. One candidate who ran third said that while she had a great deal of community support for her campaign, a number of people had told her: ‘You came too late, you should have been here a year ago.’”*

– 2017 PNG Electoral Observation Report

Once the campaign period starts, it will run for less than two months, so it is important that you already have a campaign strategy in place well in advance of the election being called and can hit the ground running. Although the rules prohibit you from “campaigning” for votes before the election is called, you can certainly start developing your campaign plan once you decide to run.

Many successful candidates have started preparing more than a year in advance, to make sure they are raising their profile in their communities and building their networks. Your Campaign Strategy will set out how you plan to win. It will include your analysis from previous chapters on your messaging and the votes you need to win. It will also include an Activity Plan and Fundraising Plan, each of which should have timetables.

## 7.1 Develop a simple Campaign Activity Plan

Developing a comprehensive campaign plan a major task that can be done by you and your Core Campaign Team. The Campaign Plan should describe the different activities you and your Campaign Team will implement in order to win over voters.

Your Campaign Plan must answer these questions:

- **What:** What activities needs to be done? This should include some of the issues discussed in later chapters such as producing campaign materials, fundraising and organising events to meet voters.
- **Who:** Who in your Campaign Team will implement each different activity?
- **When:** When will each activity take place? Are there clear activity deadlines?
- **How much:** How much each activity cost? Is that a reasonable and justifiable cost, noting that campaign funding is a very limited resource? Are you getting “bang for your buck”?
- **Why:** Is this activity necessary? Is it really likely to increase the votes you will get? If not, why are you spending money on this?

There are many different ways of putting together a Campaign Plan. It does NOT need to be long or complicated. You just want to make sure that it is clear and that everyone in your Campaign Team can use it to be clear on WHO is doing WHAT and by WHEN.

Be sure to think about all of the different activities you will need to do over the course of your campaign. Be as detailed as possible to begin with, and you can cut things out later on if you realise you are trying to do too much.

Below is a list of activities you may want to include – a number of which are discussed in more detail later in this section:

- Designing and printing posters, fliers and materials
- Putting up posters – where and when
- Setting up your social media accounts and posting regular updates

- Voter engagement activities – e.g door-knocking, market days, church activities, activities at sports days, festivals
- Major community events you want to speak at
- Fundraising activities – events, letter-writing, phone calls

Your Campaign Plan must respond to the issues discussed in this chapter and the next, but should also be flexible to account for changes as your campaign progresses. The Campaign Plan must make room for unforeseen factors such as bad weather, violence, less funds and less personnel than anticipated.

## **7.2 *Include a Campaign Budget***

Unfortunately, it is well-known challenge for many women candidates that finances are very limited and often limit how effectively women can campaign across their electorates. Limited funds do not need to be a roadblock however. If you develop a disciplined, well thought out campaign budget – which also includes funds that you are anticipate raising through well-targeted fund-raising efforts – then you can make your limited funds stretch further and have the greatest impact.

### **Campaign Expenditure**

You will need to spend significant funds (expenditure) in order to run your campaign. Ideally your income and expenditure will be equal. Some of the items below could perhaps be provided by friends and volunteers, such as hosting a morning tea event to meet voters, helping with website design, or campaign transport. Before you spend any money on your campaign, discuss your campaign budget with your Party officials so that you are very clear about what they will and will not pay for.

Item	number needed	cost
Nomination fee	1	
Promotional materials		
Posters		
Leaflets (printing and distribution)		
T-shirts and hats		
Other materials for voter contact activities and events (business cards, stickers, banners etc)		
Administrative costs		
Campaign office rental		
Phones/internet		
Allowances for staff and volunteers		
Advertising		
Website design		
Facebook/Twitter – boost stories		
Local newspaper/s		
Radio		
TV		
Campaign events		
Morning teas/community events		
Hire of facilities for public meetings		
Refreshments		
Fundraising expenses		
Transport		
Security services (candidate, ballot boxes)		
<b>Total</b>		

## Campaign Income

You need money coming in (income) to fund your campaign. Before you start to raise this campaign income, make sure you check the electoral rules to confirm who can and cannot contribute funds to your campaign. In PNG, you can receive donations from individuals (both in-country and living overseas), businesses and NGOs. Political party candidates should also speak with their Party Executive to find out what funding and in-kind support they will receive.

All candidates will also need to contribute some personal finances to the campaign. This is a really important issue that you will need to discuss with your family.



It is better to underestimate, rather than overestimate, how much campaign income you expect to receive and you should ensure that you do not have any debts to repay after the campaign.

Fill out the table below to estimate how much income you might raise from all your potential sources:

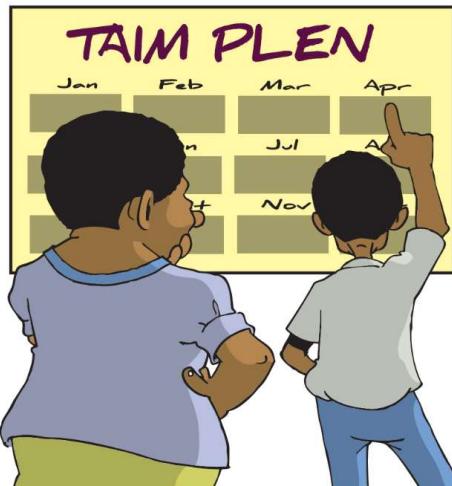
Source	Amount
Personal funds	
Donations from friends and relatives	
Donations from other individuals	
Donations from organisations (businesses and NGOs)	
Party (income may be in kind e.g. production of posters)	
Party members (your Party should have a list)	
Fundraising events (eg. trivia nights, raffles etc)	
Any others sources?	
<b>Total</b>	

### 7.3 Include a Campaign Timetable

The Campaign Strategy should include a Campaign Timetable, so that you can track what you need to be doing and the milestones you need to be reaching as you move closer and closer to Election Day. This kind of campaign timetable can help you to make sure that your plan is realistic and reflects the amount of time left until voters hit the polling booth.

Your own personal Candidates Campaign Diary will give you and your campaign team a timeframe to plan for events and travel ahead of the election. It should include key election dates such as close of nominations, voter contact activities, production and distribution of election materials, fundraising events, visits by senior Party leaders, newspaper advertisements, media releases, meetings of your campaign team. Review your diary each week and make changes as necessary. If you have a campaign office put the campaign diary up on the wall on butcher paper or use a white board so that

If you have started campaigning then the following is a checklist which sets out all the key tasks in the campaign. Going through this checklist will enable you to assess how your own campaign is going.



Your Campaign Plan should be connected to your Fundraising Plan and you may develop them as one single document. How much money you raise will impact on what activities you can implement. You also need your

#### **7.4 Include an Electoral Violence Mitigation Plan**

Unfortunately, many women candidates in PNG have reported feeling threatened or being intimidated while on the campaign trail – by candidates or their supporters – and the threat of physical violence is very real, particular in areas where electoral violence has been common before.

When you are developing your Campaign Strategy, it will be useful to include information for you and your volunteers about what to do if they feel unsafe, are threatened or (heaven forbid) experience violence. It is useful to acknowledge this reality and to have a proactive plan in place.

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*"...high levels of insecurity in some regions, most notably the Highlands, has a particularly negative impact on women, who can be more vulnerable to threats and intimidation in the campaigning and polling periods"*

-- 2017 Commonwealth Election Observer Report

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You should include contact numbers for the person in your Campaign Team who people should contact if they are threatened or hurt while campaigning for you. Your Campaign Plan will include activities in wards around the electorate – it would also be useful to include contact numbers for the local police post, just in case.

You may also want to include a short training session of your volunteers on how to most effectively engage in communities to reduce threats (e.g. make contact with local community leaders and explain what they are doing), and what to do if they are faced with threats or violence.

#### **Exercise**

- Have you developed a Campaign Plan yet?
- Do you know what you need to do from now to the time the writs are issued? (e.g. formulate your campaign message, design your materials, set up social media, start fundraising)
- Have you started thinking about the activities you need to do when the campaign starts?

# 8. Developing your Fundraising Plan

*"Women need to prepare well in advance. You cannot do early campaigning but you need to prepare and come and engage with us parties if you want support. Elections are very costly, plan well, parties are well advanced in our planning and women must do the same".*

-- PNG Political Party official, 2021

Fundraising is a crucial part of any campaign and funds can come from a range of sources. You will need to ensure that you comply with any rules in regard to donors and donations. This means thoroughly checking all of your staff are also complying with the electoral rules, and ensuring that you record all donations and their source and keeping copies of receipts.

Standing as a candidate in the elections in Papua New Guinea is expensive. The geography of the electorate is such that candidates need funds to travel throughout the electorate to conduct their awareness and their campaigns. It is therefore important for the candidates to look at various options on how to generate their own funds. The following are some options that are available to the women candidates:

- Personal funds;
- Party funding assistance;
- Donations from family, friends, supporters, businesses, community groups, etc;
- Organising specific fundraising events.

It is important therefore to take your fundraising seriously. You are not begging. If you appear to be begging, it damages your credibility. The work you do is important and by asking someone to contribute, you are giving them an opportunity to participate.

## 8.1 Follow fundraising laws and rules

The *Organic Law on the Integrity of Political Parties and Candidates* requires all donations be reported to the Integrity of Political Party and Candidates Commission (IPGCC) by both the donor and the recipient (i.e. you, as a candidate). Parties and candidates have to submit their financial returns to the IPPCC after the election and every year thereafter if they are still fundraising.

### Basic fundraising rules

- ✓ Keep full records of all donations and expenditure.
- x Do not accept a donation from someone whose views you disagree with.
- x Do not accept donations which are intended to obtain your support for specific actions or attitudes unless you agree with those actions and attitudes.
- x Do not accept a donation if you do not know where it has come from.
- x Do not accept a donation if you think it has been obtained illegally.
- x Do not accept donations from someone who will expect favours in return.

## 8.2 Direct requests for campaign donations

Target individuals, businesses and other organisations within your networks who are prospective donors. Certain people are more likely to donate than others – identify these people and assess their potential contribution.

When you are campaigning as a woman candidate, you have strong messages to share about women's representation in decision-making. Women who might be too shy to be active in politics may be willing and able to donate support women candidates, either by providing financial or in-kind donations (for example, by volunteering, by doing their own small-scale fundraising on your behalf).

Think hard about who you might ask for donations. Even amongst your circle of friends and acquaintances, there are a lot of people you might consider asking to support your campaign, including: immediate family; extended family; personal friend; classmates; colleagues from social clubs; church friends; in-laws; ex-spouse; ex-in-laws; neighbours; parents of your children's friends; old friends that you haven't spoken to in years; co-workers (though be careful to check if your workplace has rules about fund-raising on their premises); business associates; friends of your family; people whose businesses you patronize people on your Christmas card list.

People you ask for donations do not have to be from your electorate. They just have to be people who you think might want to support your campaign.

Make sure your donors know that they are giving a "donation", not a "loan". If you are elected you cannot "pay them back" with government money. Donors should donate because they believe you will do a good job for the community – not because they expect to receive some direct benefit.

The most important thing is to ask – a personal phone call from the candidate is worth more than you'd think. However, there are a few important steps:

- **Establish a rapport with the donor** - Acknowledge who they are and how you know them. ensure they know how you obtained their contact details.
- **Deliver a customised fundraising message** - Establish why they might give to your campaign and tailor your message accordingly.
- **Demonstrate you have a viable campaign** - Donors are often unwillingly to donate to lost causes. Use endorsements, media coverage, and your voter contact plan to show your campaign is well planned and credible. Correct any misinformation about your campaign.
- **Let them know how their contribution will be used** - They will want to know their contribution will be helpful and will be used responsibly.
- **Ask for a specific amount and specify when you need it** - But be prepared to negotiate down and/or to ask for multiple smaller amounts
- **Make sure to thank donors to encourage additional donations** - If they agree to make the contribution thank them and arrange to collect the contribution. Send them a handwritten thank you note.

#### Why do people give money to political campaigns?

There are different reasons that people give money to campaigns. Many campaigns proceed from the false assumption that people give for charity or out of altruism. In fact, people usually give money for much more specific, self-interested reasons:

- They know you or the person who is asking.
- They believe that what you say or stand for serves their needs.
- They have worked with you on important issues or campaigns.
- They like what you have to say and what you stand for.
- They encouraged you to get involved.
- They know someone else on your campaign.
- They dislike the other candidate.
- They think you are the candidate most like them.
- They have been well-courted by your.
- They were asked – no amount of PR and public education will help unless people are asked and given an opportunity to say yes.

### **8.3 Fundraising activities**

Many small donations can add up to as much as a few large ones and may be easier to get. ‘Crowd funding’ using social media is based on this principle and is being used very successfully in political fundraising. You can use your Facebook account to encourage people to donate and can thank them publicly on your social media, if they would appreciate that.

There are many different ways to fundraise for your campaign within your community. When you run a fundraising event always make sure that you:

- Keep costs to a minimum, to maximise the amount raised for your campaign
- Do a budget before the event and stick to it
- Let people know early about the event, and keep letting them know

#### **Fundraising ideas**

- ✓ Setting up a stall at local markets, selling food or small handicrafts made by you and your supporters
- ✓ Local raffle, with prizes donated by some of your supporters. Prizes could even be gifts of time (e.g. to clean someone’s house or babysit their children)
- ✓ Hosting special events, perhaps a trivia night for young people or a film night in your local community hall, with tickets sold or donations made at the door
- ✓ Approaching local businesses, to request donations (but making it clear that you cannot give them special treatment if they donate and you are successful)
- ✓ Asking for donations via your social media page, with donations sent to your bank account, transferred using mobile money or dropped in to your campaign office.

Fundraising events can not only raise money but they are also important because:

- They enable people to meet you – the candidate
- They give you an opportunity to reinforce your message
- You can recruit more campaign volunteers at your events
- They provide an opportunity for you to thank your donors, supporters and volunteers

Activity	Function coordinator/team	date	anticipated Revenue	Actual revenue

#### **Exercise**

- As part of developing your Campaign Plan, have you worked out how much money you will need to fund your campaign?
- Do you know how much money you can commit to your campaign?
- Have you started fundraising yet? If so, are you keeping records of your finances? You must!
- Have you started thinking about who you can ask for money to support your campaign? Who do you think are your most likely contributors?

# 9. Developing campaign materials

*"We women should not use our gender as the reason to be voted. Go in to your community as the alternate leader. Tell your votes what you bring and how you can make a difference. Money politics is always a barrier to women candidates but we can find alternative means. We know our people, we know their needs. The issue is to strategize, know your electorate, know your opponents."*

– Aspiring PNG woman candidate, 2021

Campaign materials help you to raise your profile and deliver your message, even if you cannot deliver it in person. All of your campaign materials should therefore always include your name, party (if you joined one), candidate election number (if you have a number) and slogan.

If you are running as a political party candidate, your Party will produce materials and may provide some of them to you at no cost, while others you will have to purchase. If you are running as an independent, you will need to produce these materials yourself.

As a candidate you will want to produce campaign materials such as electoral advertisements, handbills or pamphlets. You must:

- include the name and address of the person authorizing the publication at the end of it.
- include the name and place of business of the printer.

## 9.1 Deciding what materials to produce

Campaign materials like posters, banners, t shirts, caps, and balloons may not persuade voters, but they are still an important ways of raising your profile and reinforcing your message.

Make sure you leave enough time to get all the materials produced before you need them. The cost should be included in your Campaign Budget.

Item	Production company	Number Required	Date needed	Where to be used
Posters				
Banners				
Leaflets				
T-shirts				
Badges				
Caps				
Car bumper stickers				
Balloons				
Other items				

## 9.2 Designing your campaign flier and poster

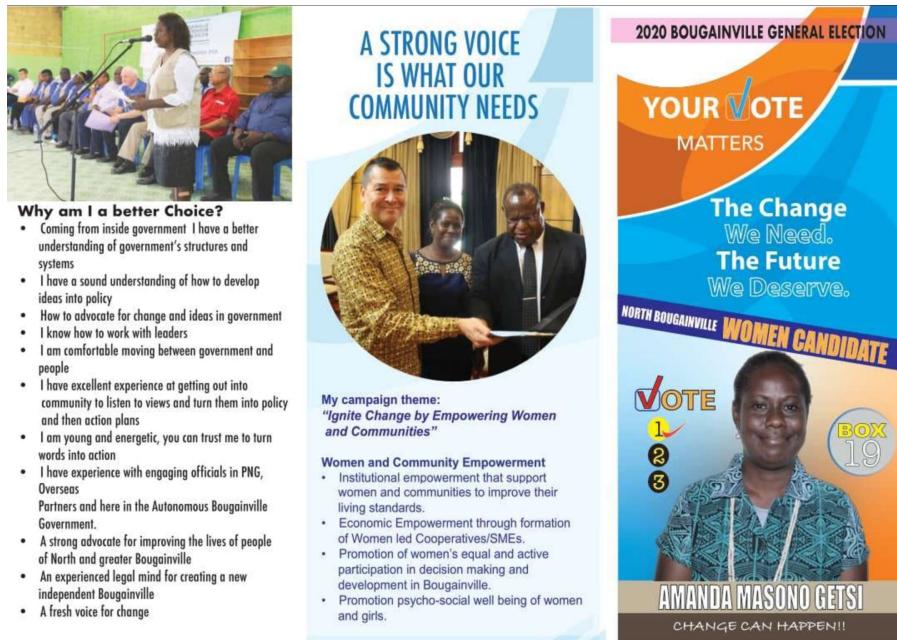
Most campaigns produce the same basic materials – namely, a poster which can be put up around the electorate, and a flier which can be shared by you and your campaign supporters.

Your flyer must create a positive impression, be interesting and grab voters' attention. You should balance photos and text. The photos should tell a story about you, so think carefully about the photos you choose. Keep the text simple and clear. You should include at least the following:

- Your name – as it will appear on the ballot paper for voters
- Your electorate

- A reference to your Box Number on the ballot paper
- Your election slogan
- If you are running for a party – their name and symbol
- A simple and clear list of your policy priorities
- Your contact details – and encouragement for voters to contact you.

*Figure 2: Example flier from a real candidate*



In PNG, posters are also a very important promotional tool. You should definitely have these designed and ready to go, so you can print them once you know what your Voting Number is.

Be careful about not making them too messy – because they are big, there is a temptation to include too much information on a poster. Ideally, you want to make very clear:

- Your name – as it will appear on the ballot paper
- Your electorate
- A reference to your Box Number on the ballot paper and your number 2 and 3 preferences
- Your election slogan
- If you are running for a party – their name and symbol

Some people also include their top 3 policy priorities on their poster, but if you do this, you should use short, punchy text.

Your Campaign Manager should have overall responsibility for the production of your campaign materials, but you should still be involved in the design of your flier. You can provide ideas on simple but compelling text and on photo selection.



### Exercise

- Which campaign materials do you need to develop as a priority? Why?
- Can you start developing your poster and flier, to highlight your slogan and the key policy issues you want to prioritise with voters? What are the top 5 topics to put on your materials?

# 10. Delivering your Message

*"I am a woman leader from a resource rich province. We hear of millions being generated from our land to support the national economy. The very sad reality like many places in PNG is all our services have broken down. We don't have schools, we don't have medicine, mothers die in child birth, yet my province is generating millions for PNG. I want to stand to turn this around."*

– Aspiring PNG woman candidate, 2021

Getting your message out to the people is the most important part of your campaign. To win, you need to get as many voters as possible to decide that you are the best candidate for the electorate (or at least in the top 3, because of the LPV system). You will begin the campaign with some supporters but you MUST grow your base to win. To do this means reaching as many voters as possible and convincing them to choose to give you their 1, 2 or 3 vote on voting day. You can use a range of different strategies to do that.

## 10.1 Engaging voters one-on-one

Making personal contact with potential voters is the most powerful way of engaging with your target voters and locking in their support for you. Complete the table below to show how you will have quality individual and small group conversations with voters to persuade them to vote for you.

What do voters already think about you?	
1. Do voters know your name?	<input type="checkbox"/> Yes
2. Do voters have a good impression of you?	<input type="checkbox"/> Yes
3. Do voters believe you understand what is important to them?	<input type="checkbox"/> Yes
4. Do voters think you will do something about it?	<input type="checkbox"/> Yes
5. Do voters believe you are the best person for the job?	<input type="checkbox"/> Yes
6. Will your supporters and enough swing voters turn out to vote for you on polling day?	<input type="checkbox"/> Yes
7. Are they enrolled to vote in your ward?	<input type="checkbox"/> Yes
8. Do they know how to cast a formal vote?	<input type="checkbox"/> Yes

You can meet voters face-to-face in many different places. As part of your Campaign Plan you can identify when you will engage in these kind of activities. For example, door knocking is most useful on weekends or in the evenings when people are not working. You may want to do some or all of the activities listed below:

- Go house-to-house door knocking and speaking with people who are interested
- Organise house meetings, at your place or a friends place
- Set up a market stall and use it to talk to voters (as well as to do fundraising)
- Make phone calls to people in your electorate
- Use social media, especially Facebook, to engage individuals

**Once you are a candidate you must not:**

- tell an elector during the election period that he or she is not enrolled or entitled to be enrolled for a particular ward or entitled to vote, if they are entitled to be enrolled or to vote;
- corruptly provide food, drink or lodging to bribe people to vote for you before, during or after an election;
- mislead voters;
- improperly interfere with a voter in relation to the casting of his or her vote.

## 10.2 Speaking to groups of voters

One of the most important ways to convey your message and to encourage people to vote for you is through speeches to small or large groups. Reaching out to groups can be a more efficient way of making contact with voters, as it lets you engage lots of voters together. You can:

- Set up meetings with community organisations and their members
- Engage with local prayer groups that you may already be a part of
- Contact local sporting groups and ask if you can speak before a local game or practice
- Network with youth groups in your area, who are a good connection to new voters
- Organise village meetings in cooperation with local leaders
- Participate in political party rallies.



Speaking to large groups of people can be scary and stressful, but don't let that hold you back. If you want to represent people you will need to have the confidence to talk to people about difficult issues. Talking to groups of potential voters will be good practice.

### The Five "S"s – Principles of Speaking with Confidence<sup>6</sup>

- (1) Stance – A firm stance is the basis for a great presentation. Stand naturally. Lower your shoulders to reduce stress. Keep your arms at a mutual position at your sides. You can use your arms to gesture during your speech whenever appropriate.
- (2) Sound – Your firm stance will allow you to speak from your diaphragm. Make sure you speak in a slow and clear pace. Have variations in your sound and tone to catch your audience's attention.
- (3) Smile – People who are smiling while speaking likely sound better. As long as smiling is appropriate to your topic, it will make you look friendly and confident. The potential nervousness inside you won't show when you smile!
- (4) Sights – Making good eye contact with your audience shows that you are a confident speaker. It helps to build rapport with your audience and enables them to get involved and engaged during your speech. Keep eye contact with people seated in all parts of the room.
- (5) Silence – Remember “less is more”. A confident speaker can pause and have silence after a sentence during a speech. Avoid to fill up the time between sentences with “and, um, uh, like, you know ...”

<sup>6</sup> Tips to Improve Speaking Skills (Dalhousie University dal.ca/sfs) studying for success (2018)

The suggestions below might make it easier for you to talk to large groups and that will make it more likely that your speech will have an impact and actually encourage people to vote for you:

- Speak for 5-10 minutes maximum, to make sure you focus your speech and people don't get bored and tune out.
- List the 3 main points you want to make in your speech. Illustrate each point with at least one concrete example or story.
- Tie in a local issue where possible. Speak directly about the concerns that people have rather than giving them a generic speech.
- Be clear on what you want your audience to remember about you – in 25 words or less, write out the objective of your speech. There must be a ‘take home’ message that is simple, clear and convincing.
- Write the closing part of your speech to end with a clear call to action.
- Know the program for the event at which you will speak. Are you the only speaker? What is the order of appearance? Will you be first or last if there are several speakers?

*“Be strong, respect others, don’t make promises you can’t keep and support other women”*

– Theresa Johnson, Community Organiser & Former Ward Councillor, Western Province

Practice your speech on friends and supporters until you feel confident. You might also get them to sit in when you give a speech and ask them to provide you with feedback. Remember, everyone feels a little bit nervous prior to making a public speech, but it does get easier with practice!

### 10.3 Reaching voters through the media

Whilst personal contact with individual and small groups is the most powerful way of persuading voters to support you, there is not enough time to meet every voter. Engaging with the media enables you to contact those you cannot meet personally.

Having a good relationship with the media and a compelling story are the keys to getting your message out, but remember that since the media is on the lookout for a good story – if you make a mistake they will use it, despite your good relationship.

You can pay for advertising in the media, but if you are strategic, you can also try to get “free” media coverage, for example:

- Radio – interviews, news story, talk back call in
- Newspapers & Magazines – Interviews, news story, press release, letters to the editor
- Television – Interviews, news story
- Social media – Facebook, Twitter etc

As a first step, you should **compile a media contact list**, which includes contacts at all of the main media outlets that have coverage in your electorate. You should get the name of at least one journalist at each media outlet, their phone number and their email address. Email in particular is a cheap way of contacting media people to send them information about your campaign.



One of the easiest and cheapest ways of engaging the media with your campaign is through **Press Releases**. You can email Press Releases to all of your media contacts. There are some simple tips for writing Press Releases that are more likely to be published:

- Try to write the story about a local or national issues readers are interested in. Don't make the press release only about you – the media don't want to give you free coverage. They will only publish if your Press Release shares new information or analysis or perspectives which will be of interest to readers
- Include an eye-catching head line that might interest ordinary readers
- Make the first paragraph catchy – with a “hook” that will make a reader want to keep reading.
- Include two quotes if possible – one from you and one from a supporter
- Include a photo if possible, and preferably one with you in it
- Always include the date of the Press Release, a contact name and telephone number in case the journalist wants more information.

You can also consider getting one of your volunteers to **call media contacts directly** to offer them an interview with you. You can do this every couple of weeks. Again, you will need a “hook” for why the media should want to talk with you – what is special about you, your campaign or your viewpoints that the media might want to share with the public?

If you do any **media interviews**, go back and read the public speaking tips from the section above. Be short, clear and focused when talking to the media, because they rarely publish stories longer than 500 words or interviews more than 1-2 minutes long.

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*Remember: Think about the top 3 things you want voters to remember about you – when you engage with the media, make sure you talk about those 3 things clearly, succinctly and passionately.*

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#### **10.4 Reaching voters through social media**

These days, social media is an excellent way of reaching out to the public, and it is free. Hundreds of thousands of PNG voters are now on social media – in particular, Facebook. If you can reach them, that could be a huge group of people that you can talk to, for no cost.

Facebook now allows for targeting of different audiences, by sex, age and geography. Do some initial research and identify whether there are any Facebook groups set up which bring together people from your province or in your local area. If not, there may still be Facebook groups of likeminded people that you can identify and join.

Consider setting up a Facebook page for your campaign. This costs nothing and takes less than 10 minutes. You should include your contact details and short summary of what you stand for. Include a good picture – and eventually add your poster or flier, including your Voting Number, so that your followers know what number they should be choosing when they go and vote.

Encourage your friends to “Like” your page and to share the page with other friends. Facebook’s algorithms respond to numbers of likes and page activity, so you want to keep an active page.

Ideally, you should post every few days on social media, to keep your profile visible and to reach more people. You can post your policy ideas on the page, share photos of your interactions with voters and community leaders and share Press Releases, when you issue them.

Ask your Campaign Team if anyone has skills to help you to tape videos that can be uploaded on Facebook to reach voters. All you need is a decent mobile phone, capable of taking video, and enough data to upload your video to Facebook.

Any campaign video should be no more than 2 minutes long. You should end with a statement that the video is official authorised by you.

You can make video about different topics:

- Who are you and what is your background?
- Why are you running for election now?
- What are the policies most important to you?
- What is your response to local issues – for example, issues being raised in the media?
- Why should voters choose you?

### **10.5 Producing regular written updates**

You should maintain a contacts list, which includes emails for everyone who has shown an interest in your campaign. This list can be used for fundraising purposes as well as for information-sharing.

You can send out a daily or weekly email, which lets your key contacts know what is happening in the campaign. This not only raises your profile, but is a free way to share your ideas with more people. If people forward your emails, you will reach even more potential voters. You may want to put your regular volunteers on your mailing list too and encourage them to send it to their friends and networks.

#### **Exercise**

- How would you rate your public speaking skills?
- List the areas that you need improvement to assist you in public speaking.

# 11. Election Day and the Next Steps

*"Don't make promises you can't keep because people will remember. Sit with your community to plan for a better future... We, as leaders, must be one. If one of us [women] stands for election, we must all support."*

– Saberth Yengis, President, Provincial Council of Women, Enga

Election Day is the most important day in your Campaign Timetable – this is when all the hard work of you and your Campaign Team will come to fruition. It is important that you are well-prepared for Election Day and your team is ready to support the public to engage in free, fair and safe elections.

## 11.1 **Polling Day**

Voting is not compulsory, which means that even if people SAY they want to vote for you, you will need to ensure that your supporters get to the right polling station and know how to cast a valid vote for you. You also need a strategy if your team observes any behaviours that they believe to be illegal.

Your Campaign Team should include volunteers who are at each polling station on election day to observe the voting process and the counting of votes, to ensure it conforms to the electoral rules. and is free and fair. These volunteers are usually referred to as your agents, observers or scrutineers.

You will need to organise a training session for your volunteers to help them understand what will actually happen on Election Day, what their role is, what they are allowed to do and what not to do. The PNGEC has produced a *Scrutineers Handbook for National Elections and By-Elections*, as a resource to help candidates and their supporters ensure they follow the Rules. You can get in contact with the PNGEC to request a copy of the Handbook.

Exercise
<i>Which polling booths will you staff with your polling agents or observers?</i>
<i>Have you ensured that your agents, observers and scrutineers have been trained? do they understand the correct procedure that should be followed at the polling station for casting and counting of votes? How many scrutineers will be at each polling station? is it enough?</i>
<i>Have you a strategy in place to remind your voters when and where to vote?</i>
<i>How will you get your voters to the polling station if they need assistance with transport?</i>

*Do your supporters know how to cast a valid vote for you? if not what do you need to do?*

*How might your agents assist voters who are non-literate, have a disability or who are elderly to cast their vote?*

*Do your agents, observers and scrutineers know how to respond if they see illegal activity at the polling station? What should they do?*

PNG's election rules allow voters to cast a postal vote if they cannot get to a polling station on election day. There are rules which govern when such voting is allowed – including if a voter is outside the electorate for the entire polling period and/or travelling and unable to reach a polling booth in the electorate, is seriously ill, is infirm or preventing by their religion from attending a polling booth or is a citizen residing abroad. In these circumstances, a voter needs to apply for a postal vote once the election is called but before polling starts. You need to ensure your supporters know when and how (i) they can apply for a postal vote and (ii) they can cast their postal vote.

### **11.2    *What if you're not successful?***

Although you will not doubt be very disappointed if you are not elected, the most important thing is to know that you have given it your best shot. You've developed many new skills, made lots of new friends and learnt lots more about your community. and you might even go on to run again at the next election.

Whatever the result, make sure you personally thank all the people in your campaign team, including all your volunteers.

Review your campaign strategy and see what you could improve upon for the next time if you choose to run again. Even if you decide you don't want to run again, you can always encourage others to stand.

### **11.3    *What if you win and are elected?***

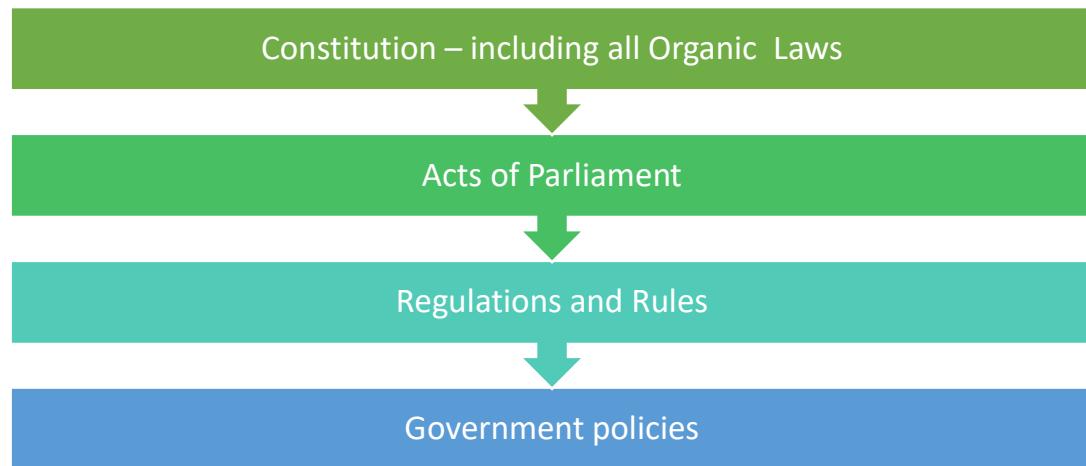
After the celebrations and recognition of your campaign team and volunteers, take stock for the next stage of your life as an elected representative. If you have been elected for the first time you will face new challenges and your family life will never be the same again.

Whilst life as an MP is very rewarding it is also very demanding and you will have to develop new skills and become thick skinned to cope with all the criticisms that you will have to endure. A mentor in the form of a past MP or more experienced MP (male or female) could be invaluable. But at the end of the day your personal integrity should be your most treasured possession so that you can look back at your time as an MP with pride.

## ***Being an effective MP means knowing PNGs laws and institutions***

As candidates, it is important that you must be well versed with the laws of the country. Being a candidate, is the first step towards being a leader in Parliament. If you become an MP, it is important that you must have a good understanding of the laws which will guide you in your conduct.

The legal system comprises the set of laws that are enforceable in our country. The hierarchy of our laws are as shown in the diagram:



If you become a Member of Parliament, there are some important laws that you must know:

- Constitution;
- Standing Orders of Parliament;
- Parliamentary Procedures;
- Organic Law on Duties and Responsibilities of Leaders;
- Organic Law on National and Local Level Government Elections;
- Organic Law on the Provincial and Local Level Governments;
- Organic Law on the Integrity of Political Parties and Candidates;
- Guidelines on PGSIP;
- Guidelines on DSIP;
- Procurement Process and Procedures;
- Guidelines on Public Investment Program; and
- Taxation Laws.

## ***Some basic facts about PNG's system of government***

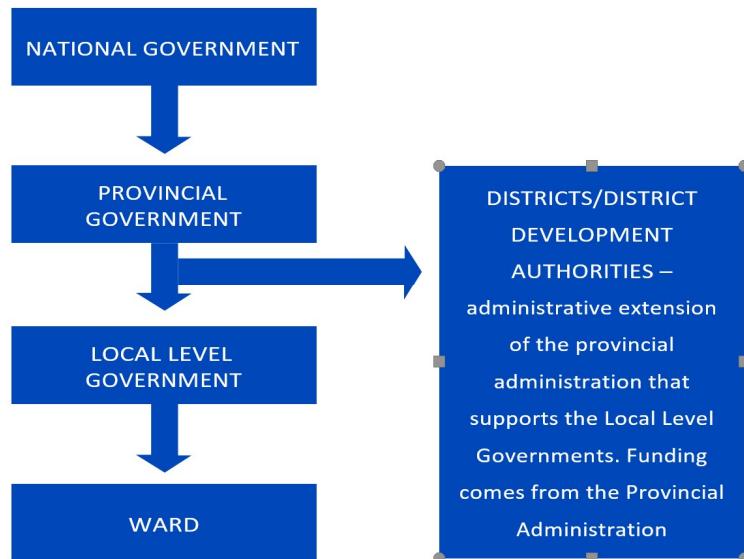
- Constitutional Monarchy;
  - Head of State – Queen head of State represented by Governor General
  - Head of the Executive – Prime Minister
- Westminster Parliamentary Democracy;
  - Unicameral Legislature vs Bicameral Legislature;
  - 5-year term;
- Three arms of Government – Legislature, Executive and Judiciary;

PNG has a decentralised system of government, based on a Unitary System. This means that the final powers lay with the National Government (though a different system is applied to AROB).

- 22 Provinces with their own Provincial Administration (PA)
  - PA reports to the National Department of Personnel Management for human resources Matters and the National Department of Provincial Affairs and Local Level Governments
  - Funding for provinces comes from the National Government through annual appropriation.

- Internal Revenue is generated by Provincial Governments but given to the National Government for redistribution
- Provincial MP becomes the Governor of the Province
- Provincial Assembly is elected by the people at separate elections
  - Open MPs become members of the Provincial Assembly headed by the Governor
  - Presidents of Local Governments are members of the Provincial Assembly
  - Three appointed members of the Provincial Assembly – Women, Youth and Churches.
  - Provincial Executive Council appoints the Women’s Representative in accordance with an Act of Parliament (Section 10- Provincial Government and Provincial Legislature)

*Figure 3: Structure of PNG decentralised government*



#### Exercise

- Are you well-versed with the laws listed above? If not, you should start reading them
- Do you think the system is adequate for the effective delivery of services?
- How would you contribute to making the decentralized system effective and to deliver the much needed services to your people?

# Annex 1: Form 23 - Nomination of a candidate

## *Electoral Laws (National Elections)*

Law Sec.85  
Reg.Sec.4S(1)

Form 23

### THE INDEPENDENT STATE OF PAPUA NEW GUINEA.

#### *Organic Law on National and Local-level Government Elections*

#### NOMINATION OF CANDIDATE FOR ELECTION AS MEMBER OF NATIONAL PARLIAMENT.

- To: [ ] The Returning Officer  
[ ] The Assistant Returning Officer  
[ ] Provincial Returning Officer  
[ ] Person authorized by the Electoral Commission  
*(Tick whichever is applicable).*

\_\_\_\_ Electorate.

I hereby nominate as a candidate to the National Parliament for the \_\_\_\_\_  
Electorate.

Name (to appear on candidate poster): \_\_\_\_\_

Place of Nomination: \_\_\_\_\_

Occupation: \_\_\_\_\_

#### Qualifications

1. I am [ ] enrolled on the electorate Roll for the said electorate; or  
[ ] am entitled to enrolment on the electorate Roll for the said electorate  
and I have submitted a claims for enrolment or transfer of enrolment  
together with this nomination.
2. I have [ ] I was born in the electorate on the date and place stated below.

- Born on \_\_\_\_\_ at \_\_\_\_\_.

- I have [ ] resided in the said electorate for a continuous period of two years  
immediately preceding this nomination; or  
[ ] resided in the said electorate for a period of five years during the  
periods and at the places stated below; or
- Resided for continuous period of 5 years -

- \_\_\_\_\_ between \_\_\_\_\_ and \_\_\_\_\_  
- \_\_\_\_\_ between \_\_\_\_\_ and \_\_\_\_\_  
- \_\_\_\_\_ between \_\_\_\_\_ and \_\_\_\_\_

***Electoral Laws (National Elections)***

3. I have [ ] not nominated for another electorate; or  
[ ] nominated for the electorate named but that nomination has been withdrawn.

(Name of electorate nomination made and withdrawn:) \_\_\_\_\_

4. I am not under 25 years of age, having been born on the date and at the place named below.

Dated of birth: \_\_\_\_\_  
Place of birth: \_\_\_\_\_

5. And I declare that: -

- I am a citizen of Papua New Guinea. Yes[ ] No[ ]
- I am entitled to vote in elections to the Parliament. Yes[ ] No[ ]
- I am not under sentence of death or sentence of imprisonment for a period of more than nine months. Yes[ ] No[ ]
- I have not, in the last three years, been convicted of an offence relating to elections prescribed by an Organic Law or an Act of the Parliament for the purposes of Section 50(1)(b) *Constitution*. Yes[ ] No[ ]
- I have not been dismissed from office for misconduct in office under Division 111.2 of the *Constitution* within the three years immediately preceding the date fixed for the return of the writ for this election. Yes[ ] No[ ]
- I am not insolvent. Yes[ ] No[ ]
- I have not been convicted for an indictable offence after 25 June 2002. Yes[ ] No[ ]
- I am of full capacity. Yes[ ] No[ ]

6. I declare that I am otherwise qualified under the laws of Papua New Guinea to be elected as a member and I consent to act if elected.

**Nomination Fee.**

7. I submit payment of the required K1,000.00 nomination fee: -

- [ ] in bank check; or  
[ ] attach the original of bank deposit receipt evidencing payment of the fee into bank account approved by the Electoral Commission.

**Candidate Status.**

8. I am [ ] not endorsed by a registered political party and therefore the word "independent" is to be stated beside my name on the candidate poster; or  
[ ] endorsed by the registered political party named below.

(Political Party name)

# Annex 2: Form 29 - Candidate Information

*Electoral Laws (National Elections)*

Law, Sec 125  
Reg. Sec.56(3)

Form 29

INDEPENDENT STATE OF PAPUA NEW GUINEA.

*Organic Law on National and Local-level Government Elections.*

## CANDIDATE INFORMATION

To: The Electoral Commission

1. I will nominate as a candidate in the election named and I provide my personal particulars as required.

- (a) Name: \_\_\_\_\_  
(as will appear in candidate poster)
- (b) Occupation \_\_\_\_\_
- (c) Date \_\_\_\_\_ of \_\_\_\_\_ Birth: \_\_\_\_\_ Age: \_\_\_\_\_
- (d) Place of birth: \_\_\_\_\_
- (e) Address: \_\_\_\_\_
- (f) Contact: \_\_\_\_\_ Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_ Facsimile: \_\_\_\_\_

2. I will nominate as a candidate in the \_\_\_\_\_ electorate in the general election/by-election.
3. I will meet the residential qualifications for election in the named electorate in that I either:

- [ ] will have resided in the said electorate for a continuous period of two (2) years by the date of nomination; or
- [ ] will have resided in the said electorate for a period of five years by the date of nomination; or
- [ ] I was born in the electorate.

4. I declare that I meet the other qualifications to nominate as a candidate as set out below: -

***Electoral Laws (National Elections)***

- |   |         |        |
|---|---------|--------|
| • I am a citizen of Papua New Guinea.   | Yes [ ] | No [ ] |
| • I am not under sentence of death or sentence of imprisonment for a period of more than nine months  | Yes [ ] | No [ ] |
| • I have not, in the last three years, been convicted of an offence relating to elections prescribed by an Organic Law or an Act of the Parliament for the purposes of Section 50(1)(b) <i>Constitution</i> . | Yes [ ] | No [ ] |
| • I am over 25 years of age.  | Yes [ ] | No [ ] |
| • I am entitled to vote in elections to the Parliament.   | Yes [ ] | No [ ] |
| • I have not been dismissed from office under Division 1112 of the <i>Constitution</i> within the three years immediately preceding the date fixed for the return of the writ.                                | Yes [ ] | No [ ] |
| • I am not an insolvent.  | Yes [ ] | No [ ] |
| • I have not been convicted for an indictable offence after 25 <sup>th</sup> June 2014  | Yes [ ] | No [ ] |
| • I am of full capacity.  | Yes [ ] | No [ ] |

5. I have/haye not contested an election in the past.

(Complete following if you have contested an election before)

Election	Year	Successful/Unsuccessful

6. I will [ ] not seek endorsement from a registered political party and therefore the word "independent" is to be stated in the candidate poster beside my name: or seek endorsement from a registered political party, namely: - \_\_\_\_\_  
[ ] seek endorsement from a registered political party, namely:- \_\_\_\_\_
7. I attach a recent photograph of myself, which photograph meets the requirements specified by the Electoral Commission.

(Signature)

(Name)

Dated the \_\_\_\_\_ day of \_\_\_\_\_ 20 \_\_\_\_\_

Attachment: - Photograph.