

## WHY become a Candidate?

Do you have a desire to stand for Christian values in Government? Then become a Candidate with CDP, and aspire to become a Member of Parliament. Even if you are not elected, you will exert a significant influence throughout the whole Local Election Campaign. Besides standing in your own right, you will draw the community's attention to the need for competent, talented and responsible Christians in our Federal Parliament. You will also be a significant part of assisting our CDP Upper House Candidates to become elected, as you work together.

## Who does the work?

Not just you! The secret is to gather a team around you from each part of the Electorate. Form a CDP Branch or Campaign Committee to help. Don't do it alone – you will burn out and become disillusioned. Appoint a Campaign Manager and a fundraiser. Ideally a Candidate starts campaigning 12 months before an election, which helps build your name in the community. You will want to get all the polling booths staffed all election day.

## How much will it cost me?

The cost of your campaign will vary from approximately \$1000 to \$2500. It will cost \$1000 to register as a Candidate. CDP pays two thirds of the cost of producing 30,000 "How To Votes" (your portion is approx \$600), and 100% of your A1 Election Posters (approx \$800). Ads in newspapers add to the cost so organize some fundraising. CDP can reimburse your election expenses if you poll 4% of the first preference vote. All expenses are personally tax deductible as a Candidate.

## Do I need a leaflet about myself?

Absolutely Yes! You **must** tell the whole Christian community that you are standing – and why. Letterbox leaflets are a proven useful tool. If people do not know about you, they cannot vote for you. CDP has samples of leaflets from other Candidates to help you with layout and content.

**Learn how to campaign!** With assistance from CDP Head Office, research the names of past supporters in each town/suburb and work with them **first**, then with their support start building profile.

## Remember...

Be realistic – you may not be elected, but you'll meet wonderful Christian people who will support you. In some electorates, your preferences will determine who will become elected. That makes your opinion as a representative of the Christian community very valuable to the other major parties.

There are two vital pre-requisites for becoming a CDP House of Representatives Candidate:

- (a) You must be registered on the Electoral Roll.
- (b) You must be a financial member of CDP.

## What resources are available?

The CDP Head Office is here to help you through the Candidate selection process and how to run a Campaign. Paul Green is the CDP Candidate Trainer. Federal Director Greg Bondar will be holding **regional** Candidate training and Booth training meetings prior to the Election. Plan some training meetings with your team.

*The following resources are available upon request:*

1. CDP Candidate Manual and Guidelines
2. CDP Branch Policies and Guidelines
3. Information on Candidate Training



PO Box 8456, Parramatta Westfield, NSW 2150

E: [headoffice@cdp.org.au](mailto:headoffice@cdp.org.au) W: [cdp.org.au](http://cdp.org.au)

Ph: (02) 9633 3255 or 1300 667 975

Fax: (02) 9687 5848

# BECOME A CDP CANDIDATE



## What do I do now?

- (a) Commit this venture to God in prayer and ask for His guidance. Ask advice from other Christians.
- (b) Fill out the CDP Application Form for Candidature. This form is available on the CDP website or can be obtained by phoning the CDP Head Office on 1300 667 975. This form will need to be approved by the CDP Management Committee before a prospective Candidate may proceed any further. This should be done at least 2 months before an election (earlier if possible), to give the Candidate sufficient time to build a profile in the electorate. A period of 12 months before an election would be preferable.
- (c) At this point you should gain an understanding of the election funding return you will have to fill out at the completion of the election. You should ensure that you keep all relevant receipts and log items such as campaign related phone calls, car trips etc. as you proceed.
- (d) Produce a Candidate Profile for Media Release. This should include a good digital photograph and a short profile (approximately 200 words) of who you are and why you are standing.
- (e) Contact your local media to determine the contact for the upcoming election. At a minimum the local newspapers should be contacted, but you should also contact local radio or TV stations if available. NB. You will need plenty of prayer support for your contact with the media.
- (f) Determine who the election contact is at your local newspaper/s and send your profile and photo.
- (g) Attempt to get yourself interviewed on local radio, or even television if available.
- (h) Update profile, if required, to make it suitable for display on the CDP website and letterbox leaflets. This should be forwarded to the CDP Head Office at least 6 weeks before the election.
- (i) Regularly write letters to Editors of local and national newspapers. Letters can either be directly on issues relevant to the upcoming election or address issues of interest (see stories in the newspapers and letters from other people) based on CDP Policies.
- (j) Make sure you read your local papers to keep abreast of the issues in your electorate. This should be done on an ongoing basis, not only in the weeks leading

up to an election.

- (k) Send information in the form of Media Releases to local newspaper election contacts. Try to build rapport with the election journalist and make it clear that you would like to provide comment on all related issues.
- (l) If at all possible, make sure you are present for the ballot draw. This is when the order of names on the ballot paper is drawn out by the local Returning Officer. You will be advised of when this will take place. It is highly likely that journalists and photographers from the local press will be present so it is an ideal opportunity to at a minimum get your picture in the local newspapers.
- (m) Obtain and study the information on the previous election results in your electorate – available from [www.aec.gov.au](http://www.aec.gov.au) – to ensure you understand the voting patterns of your electorate. Download a map of your electorate from this same website.
- (n) Get out and meet the constituents of the electorate. Possible methods for doing this include door knocking, handing out leaflets at railway stations or major bus / ferry interchanges, setting up stalls in shopping centres, attending and setting up stalls at major community events, visiting and speaking at declared institutions. This should be taken as an opportunity to clearly communicate CDP policies to the general public. You should also use this time to gain a greater understanding of the issues that are important to your electorate and how to pitch your communications.
- (o) Encourage the team that you have supporting you for the election. Communicate CDP policies to your helpers. Pass on to them any information you have received from the CDP management and head office team. Motivate them to have a keen interest in relevant issues and to get others interested. Provide people with prayer points for the election, form prayer chains – a regular prayer update would be useful here.
- (p) Assist CDP head office and your Coordinator in setting up a local CDP rally. Ensure that all church leaders are notified and use any method available to advertise the rally. The local newspapers will normally advertise this in the community events column for free. Get in touch with the CDP head office for fur-

## The Essentials

1. Desire to stand as a Christian in Government.
2. Apply to become an endorsed CDP Candidate.
3. Organise a campaign team around you.
4. Promote yourself throughout your electorate.
5. Prepare and distribute a leaflet about yourself.
6. Download your booths list from [aec.gov.au](http://aec.gov.au).
7. Fill in the bulk-nominations form (from CDP).
8. Aim to staff **all** of the polling booths all day.
9. Seek to receive election funding by polling 4%.

ther advice and help.

- (q) Approach local churches and try to meet the local pastor / minister and key lay people. Also try to meet the leaders of local Christian organisations. Note that you will get some knock backs. Expect it but do not let it get you down. Jesus had many knock backs too!
- (r) Encourage local pastors to approach the Australian Christian Lobby to set up a **Candidates Forum** in your electorate. This will give you the opportunity to present CDP policies and your merits as a candidate to local Christian leaders, church attendees and other interested people.
- (s) If your funds / financial position permit then it would be beneficial to place an advertisement in your local papers. However, seek advice and approval from CDP Head Office first.
- (t) Assist with delivery of letterbox leaflets.
- (u) You should not be afraid to approach more experienced CDP candidates for advice during your election campaign. They will only be too willing to provide guidance.
- (v) If you do not have a team or Coordinator in your Electorate, be realistic about what you can achieve. You will poll in direct proportion to the support you can raise to help throughout your area.
- (w) Download lists of your booths from [aec.gov.au](http://aec.gov.au).

Greg Bondar  
CDP Federal Director