

# **Campaign for Adam Bandt**



## **Australian Greens Victoria electorate of Melbourne**

PRN2123 Portfolio part 1  
Production of Written/Print Materials  
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This is a campaign proposal for Adam Bandt electorate of Melbourne for The Greens for the upcoming election.

This document will include:

**A strategy:**

1. The campaign's mission and value statement.
2. The political platform and 3 main key issues for the campaign to address.
3. The stakeholders of this campaign, their demographics and psychographics.
4. Key messages for these stakeholders.
5. Media to promote these key messages to the stakeholders.

**A postal flyer:**

6. A postal flyer about Adam Bandt and this campaign for residents.

**A five minute political speech:**

7. A speech introducing Adam Bandt, this campaign, and his core messages.

**Media conference preparation:**

8. Potential questions and answers for the media.



## STRATEGY

### Mission/value statement

Building a better world together, for humanity, the environment and the future

### Political platform - Campaigning for the 3 main key issues:

(Greens, 2021).

#### 1. The Climate crisis

Tackling the every growing climate change crisis by:

- Calling parliament to declare a climate emergency
- Achieving 100% renewable energy in Melbourne
- Creating a clean energy export industry to replace coal
- Stopping the waste crisis by growing the recycling industry removing single use plastics
- Ensure animal justice by ending live export and factory farming

#### One result objective for the electorate of Melbourne:

Eradicate single use plastics from cafes, restaurants, and other businesses throughout Melbourne by 80%, by January 2022. Measured by the percentage of single use waste recorded annually.

#### Process objectives - This result objective will be achieved by:

1. Supplying hospitality businesses with sustainable alternatives for single use plastics
2. Encouraging customers to bring their own sets of reusable cutlery or straws to venues
3. Encouraging hospitality businesses to use reusable cutlery where possible

## 2. The Jobs crisis

Tackling the Jobs and wage crisis by:

- Fighting for public ownership not privatisation
  - Break up big banks and cap executive pay
  - Reverse the privatisation of the public sector and restore public service jobs
  - Cap power prices and buy back essential electricity infrastructure
- Providing jobs and training for the future
  - Increasing minimum wage
  - Tackle job insecurity
  - Support small businesses
- Providing a home for all (tackling homelessness)
  - Affordable housing in Melbourne
  - Public housing (500,000 new public and community housing)

### One result objective for the electorate of Melbourne:

Increase the durability of small businesses through COVID19 in Melbourne, by 50% by 2022. Measured by the decrease in business closure annual report.

### Process objectives - This result objective will be achieved by:

1. Supplying payment benefits to small businesses for rent payment
2. Supplying insurance to small businesses for the remainder of 2021

## 3. The Inequality crisis

Tackling systemic inequality by:

- Public services
  - free child health care and better medicare including dental and mental health
  - Free TAFE and university education and fully funded public schools
  - Building safer, cheaper and more reliable public transport systems
- tackling inequality
  - Funds for single parents, paid parental leave
  - Funds for education and a liveable income for individuals under 30
- Fairer and equal community
  - Equal opportunity no matter our background, ability, gender, sexuality, income or postcode.

### One result objective for the electorate of Melbourne:

Supply students with free public transport across the Melbourne district by 2022. Measured by the number of students enrolled in both education and the free public transport program.

### Process objectives - This result objective will be achieved by:

1. Supplying a budget to cover the gap cost of student transport
2. Allowing students enrolled in education to access free public transport by giving them an access card



## Stakeholders - Demographics and Psychographics

(Australian Bureau of Statistics, 2016). (Target internet, 2021).

### Voters in Melbourne

#### New voters

- 16.5% of residents are ages 20-24
- Care about education and the future
- Concerned with paying for higher education, first home ownership or renting
- Concerned with minimum wage payment and student debt
- More active on social media than traditional media

#### Other party voters

- Victoria is the second highest state voter for greens at 11.9%
- Quite a progressive state and specifically district
- Concerns with policies and political advancements

#### Ineligible voters (underage)

- 15.4% under age of 18 cannot vote
- 6.1% of residents are between the ages of 15-19 becoming eligible to vote in the next 4 years
- Concerned with schooling education
- Active on social media
- More educated in the political sphere than previous generations
- Concerned with global warming, climate change and the environment
- Concerned with justice and knowledge discourse

### Residents of Melbourne/Potential Voters

#### Young individuals

- 65.5% of residents are between the ages of 20-50 in Melbourne compared to 42.4% in all of Victoria. There are many more young individuals than older in Melbourne
- Greater use of social media
- Greater concern with climate change, the environment and the future
- More progressive than older generations
- Passionate about the political sphere
- Work longer hours than older individuals
- First home owners or renting
- Many in debt (student debt, mortgage ect..)

#### Retiree individuals

- 19% of residents are between the ages of 50-100 in Melbourne compared to 33.4% in all of Victoria. There are less older individuals in Melbourne
- Few older individuals located in central Melbourne unless working
- Use traditional media sources (tv news, newspapers ect..)
- Less concerned with the future of politics or the environment

#### All individuals

- 51.5% female residents and 48.5% male residents
- 46.8% are currently in university or tertiary education compared to 17.8% in all of Victoria, Many residents are students
- 44.8% of individuals have a bachelor degree or above considering Melbourne an area with high education
- 45% are not religious

- 59% of individuals work full time and 49.1% work over 40 hours a week. 40.2% are professionals in the work force compared to 23.3 in all Victoria therefore individuals have a higher income
- 31% of individuals catch public transport compared to 12.6% in all Victoria
- As highly educated and mostly younger individuals Melbourne is considered a more progressive area
- Many have lost jobs due to COVID19 and no longer earn enough to pay for education, rent, mortgage, and other daily spending
- Tend to use many forms of media channels, social media and traditional media.
- Prefer convenience as individuals have a busy schedule and live in a condensed area

## Party Members

### Greens party members

- Work closely together and support each other
- Agree with Greens policies and values
- Attempting to gain more votes
- Put money towards campaigning towards elections
- Responsible for maintaining a certain image

### Other Victoria district electorates

- very similar policies
- Supporting each other
- Sharing budget for campaigning

### Volunteers for campaign

- believe in the Greens cause, values and mission
- In support of Greens and electoral candidate



## Media

### social media reporters

- Usually viewed by younger audiences therefore tend to be either more progressive or looking for clickbait
- Spreads information targeted for the viewer
- Looking for simple and direct statements

### Traditional media news reporters

- usually viewed by older audiences
- Spread information through traditional mediums such as tv, newspapers ect..
- Usually viewed by loyal followers who use these platforms for daily information
- Traditional news reporters are looking for sit down interviews

## Businesses of Melbourne

### small businesses in Melbourne

- struggling after COVID19 lockdowns
- Tight on money
- Looking for support from the government
- Like the Greens small business policies
- Like any media attraction

### Corporate businesses centered in Melbourne

- less struggle through COVID19
- Want to avoid large taxes
- Not a fan of the Greens public ownership not privatisation policy

## Key messages for stakeholders

### 3 key messages tailored for ages

#### Climate Crisis:

*Young:* 'Fight climate change with us, it's your future.'

*Older:* 'Invest in a better world for you and future generations.'

#### Jobs Crisis:

*Young:* 'Save small businesses they are the heart of our city, stop the living in the shadow of big privatised companies.'

*Older:* 'The privatisation of companies has monopolised the market, join us in supporting small businesses again.'

#### Inequality Crisis:

*Young:* 'Paying a student debt is enough, don't pay for your transport too.'

*Older:* 'students today have a higher education debt than ever before, support them in giving them free transport.'

### Voters in Melbourne

'Fight climate change with us, it's your future.'

'Stand up for what matters, have your say.'

'Education should be free for all, you have the right to learn.'

#### Key messages focused on:

- Students and young adults future concerns with education.
- Young individuals concerns for climate change.
- Young individuals active in wanting to express their voice.

### Residents of Melbourne/Potential Voters

'The future is fast approaching, and you choose what it looks like, what do you want it to be?'

'We will cut the uni debt, education is free for all.'

'Invest in a better world for you and future generations.'

#### Key messages focused on:

- Individuals wanting to invest in their future
- Individuals with education debt.
- Older individuals living in Melbourne.

### Party Members

'A better world, a cause worth fighting for.'

'Join us on a path to a better world.'

'Supporting the future of humanity.'

#### Key messages focused on:

- Encouraging volunteers to join.
- Encouraging people to get involved and reach out for information.
- Staying in alignment with other members values/mission statements.

### Media

'We are keeping Melbourne running on 100% renewable energy.'

'Change needs to happen now, climate change stops for no one.'

'Stop waiting for a superhero, what are you going to do to change the world?'

#### Key messages focused on:

- being factual for news media.
- Being direct with clickbait nature for social media
- Calling for action and interaction from viewers.

### Businesses of Melbourne

'Save small businesses, stop the privatisation of big companies.'

'Don't let your business be crushed in the corporate world, we are keeping small business taxes down.'

'Small businesses are the heart of our city.'

#### Key messages focused on:

- appealing to small business owners.
- Addressing the importance of small businesses and how much the greens care.

## Mainstream media channels for each stakeholder

(Target internet, 2021). (Deloitte, 2020).

### Voters in Melbourne

- Social media sites (Instagram, Facebook, Twitter, Snapchat) - for young demographics.
  - Utilise short, factual videos or picture posts to capture immediate attention.
- TV news (9 news, 7 news, 10 news) - for all demographics.
  - Utilise video speeches and debates for in depth information.
- Streaming services (YouTube, Spotify). - for young demographics
  - Utilise short factual video/spoken ads to avoid 'ad skips'.
- outdoor street advertising with billboards and street signs. - for traveling demographics
  - Utilise minimal writing (easy to read) with bright eye capturing simple pictures.

### Residents of Melbourne/Potential Voters

- Social media sites (Instagram, Facebook, Twitter, LinkedIn). - for young demographics
  - Utilise short, factual videos or picture posts to capture immediate attention.
- TV news (9 news, 7 news, 10 news). - for all demographics.
  - Utilise video speeches and debates for in depth information.
- Radio stations (abc radio, 3AW, Nova 100, Fox FM, KIIS 101.1, Tripple M Melbourne).  
For older demographics
  - Use podcast style spoken factual sit ins and interviews.
- Newspapers (Herald sun, The age, the Australian). - for older demographics
  - Utilise news story headings, report style writing and photos to capture attention.
- outdoor street advertising with billboards and street signs. - for traveling demographics
  - Utilise minimal writing (easy to read) with bright eye capturing simple pictures.

### Party Members

- Social media sites (linkedin, twitter).
  - Utilise short, factual videos or picture posts to capture immediate attention.
- Newsletters/emails/flyers.
  - Utilise colourful and well placed, graphics and information on newsletters and flyers.
- Mail letters to party members.
  - Keep information short and factual.



## Businesses of Melbourne

- Newspapers (Herald sun, The age, the Australian).
  - Utilise news story headings, report style writing and photos to capture attention.
- TV news (9 news, 7 news, 10 news).
  - Utilise video speeches and debates for in depth information.
- Radio stations (abc radio, 3AW, Nova 100, Fox FM, KIIS 101.1, Tripple M Melbourne).
  - Use podcast style spoken factual sit ins and interviews.
- traditional flyers/notices/newsletters/Mail letters to businesses.
  - Utilise colourful and well placed, graphics and information on newsletters and flyers.

## Media

- Reaching out directly.
  - Ask for sit in interviews or meetups.
- Social media posts.
  - Reach out to social media sites to place ads or update social media posts targeted at getting attention from other media.
  - Utilise short factual information that has a call to action.

## Mainstream media consumer statistics for all stakeholders

(Deloitte, 2020). (Target internet, 2021).

- 55% of people have at least one paid video streaming service. 46% of those have two.
- 14% of people livestream music and 10% live stream talks and conferences
- 50% of people keep up with breaking news
- Young individuals obtain information and news primarily from social media.
- Middle aged individuals obtain information from both social media and traditional media.
- Older aged individuals obtain their information primarily from traditional media.





**VOTE 1**

**ADAM BANDT**

**MELBOURNE**



### **ENVIRONMENT**

Eradicating single use plastics, phasing out coal, and bringing 100% renewables by 2030



### **EDUCATION**

Cutting all uni fees for free university and TAFE. Education support for all students



### **TRANSPORT**

Free transport for all students. Building safer and more reliable trains and trams.



### **SMALL BUSINESSES**

Supporting small businesses through COVID19 by cutting rent.



### **YOUR RIGHTS**

Supporting LGBTQ rights and outlawing racial and sexual discrimination in the constitution, fighting systemic racism.



### **LOWER ENERGY BILLS**

Stopping the privatisation of corporate companies and regulating electricity prices.

**Building a better world together,  
for humanity, the environment and the future**

"We're in a jobs, economic and climate crisis. Instead of going 'back' to normal, we can transform our society to build a better normal and set everyone up for a good life. I hope you will join our movement to fight for a Green New Deal."



## HOUSE OF REPRESENTATIVES SMALL GREEN BALLOT PAPER

Number all the boxes from  
1 to 7 in the order of your choice.

3 RYAN, Judy  
REASON AUSTRALIA



1 **BANDT, Adam**  
THE GREENS (VIC)

5 BLAKE, Dave  
INDEPENDENT

2 POPE, Lawrence  
ANIMAL JUSTICE PARTY

7 SHERSON, Lauren  
LIBERAL

4 CREASEY, Luke  
LABOUR

6 PECORA, Tony  
UNITED AUSTRALIA PARTY

VOTE

1

**ADAM BANDT**

**MELBOURNE**

Invest in a better future.



## The Greens Blog

### The Climate Crisis is Here and You Can Save Us



Photo: The Greens policy agenda appeals to its base on issues like climate change and immigration (Tom Lowrey, 2016).

In this upcoming election, we the Greens want to press our emphasis on the ever increasing climate change issue that threatens not only our country but the world. The climate crisis has been an issue that we have been fighting to address in parliament for many years now, desperately calling upon parliament to declare a climate emergency. Now we also call upon Australia to stand with us and demand action.

#### Our Principles:

The climate crisis is effecting us all negatively. Countless studies have shown not only proof but the massively damaging effects of climate change “contributing to disruption of ecosystems, biodiversity and human societies through sea level rise, extreme weather events, desertification and changing weather patterns, and threatening food security, water, the economy, social cohesion and the well-being of humans and other living things” (The Greens, 2021). These impacts are expected to increase in the future if we do not do something to create a cleaner planet.

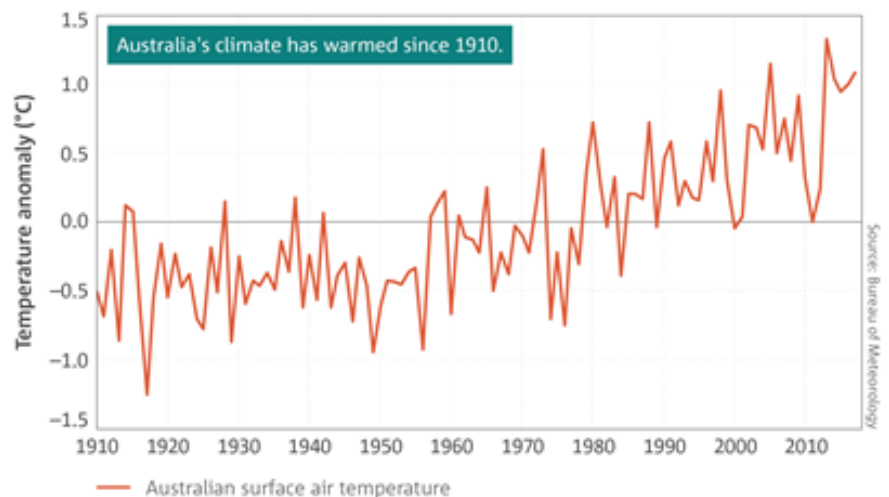


Photo: A study from CSIRO on Australia's changing temperatures (CSIRO, 2018).

We recognise that this climate crisis is human-induced and one of our worlds greatest threats with already catastrophic impacts that requires urgent local, national and global action immediately (The Greens, 2021). Greenhouse gas emissions are extremely high in our modern world, Victoria continues to be one of the worlds largest per-capita emitters of such due to the burning of brown coal (The Greens, 2021). “The lack of effective global (or Australian) climate action must not prevent Victoria from taking immediate and comprehensive measures” (The Greens, 2021).

## Our Adaption Plan:

To tackle this crisis we aim to achieve 100% renewable energy in Melbourne by creating a clean energy export industry to replace the burning of coal. We are stopping the waste crisis by eradicating single use plastics and growing the recycling industry. We are ending live export and factory farming ensuring animal justice and investing in a better world.

We call for the government to support our adaptive actions to protect both us and the environment and manage key public risks. We ask them to implement through public and private action the Victorian Climate Change Adaption Plan which will include assisting the agriculture sector to adjust to reduced water availability and become self-sufficient as well as ensure that costal zone planning regulations allow for expected impacts of climate change (The Greens, 2021).



Photo: costal flooding in New South Wales (Kirezci & Young ,2020).

## What we have Achieved:

Our call to action has been heard before and we have no plans to stop now. “After years of campaigning by the community and the Greens, the 2020 budget included a huge \$1.6 billion investment in new renewable energy projects for Victoria. This includes many of the initiatives the Greens took to the 2018 state election and called for as part of our Green New Deal Renewable Energy plan for Victoria. Victoria will get a new big battery, more wind and solar projects, energy efficiency upgrades in many homes and minimum energy efficiency standards in rental homes - something we first introduced legislation for in 2009!” (The Greens, 2021).

## Our Call to You:

The first and most important duty of our government is to keep its people safe and Scott Morrison and the Liberal and Labour Parties have been failing to do so. It is time to act on the climate emergency. We are in the mids of an existential climate crisis that is threatening everyone and our world and we must start paying attention (The Greens, 2021).



Photo: The Greens march (Nini, 2019).

When the livelihoods of Australians was threatened by coronavirus the government took immediate emergency action. It is time to treat the climate crisis with the same urgency. We are calling on the Australian Parliament to act and you can too (The Greens, 2021).

Join us on a path to a better world, support the future of humanity and invest in a better life for you and future generations. The future is fast approaching and you choose what it looks like. Fight the climate crisis with us. Support a green future.

For more information visit:  
<https://greens.org.au/vic>

## Statement

Shared on Facebook, instagram, twitter and Greens.org



Statement from Adam Bandt regarding Victorias Autumn Hazard Reduction Burns.

The Greens recognise the concerns of our supporters in regards to the hazard reduction burns taking place this autumn. These burns occur each autumn and spring to reduce the impact of unprecedented bush fires. These are guided by scientific, ecological and emergency service expertise and we The Greens support these methods.

Although we are ecologically aware that these fires create environmental damage, we understand that uncontrolled bushfires cause much greater damage and destruction, not only to our environment but also our residents and economy.

“The overwhelming scientific consensus is that Australia's fire season is growing longer and more intense due to the effects of climate change. Climate change has seen an increase in extreme heat events and drought around the country. Droughts are going to get longer and come more often, increasing the impact of fires and creating dangerous conditions for fires to burn more intensely and spread fast” (The Greens, 2021).

These policies and plans from the Greens are made with close consultation with First Nations peoples as we acknowledge they have always led the way in caring for Country. We ensure that the Government will be working with First Nations peoples regarding decisions on land management and the environment.

As the Greens we aim to protect both the people of Australia and the environment. Therefore, with executive decisions approved by specialists we continue to support the bi-annually hazard reduction burns.

## Social Media Post

Shared to instagram



Joe Biden is hosting the leaders summit on climate with 40 world leaders, representing some of the biggest carbon emitters around the globe.



### Climate Targets

Uk 68%  
Eu 55%  
US 50%  
JP 46%  
AU 26%

The focus of this summit is to limit global warming to 1.5°C by 2030 with emission reduction targets. Many countries have already announced strong 2030 targets.



### Comment:

We are facing the collapse of our world as global warming continues to threaten our lives. The rest of the world is taking action and moving ahead as Australia gets left behind, we cannot let our planet down! We need to make a better 2030 target and ensure a better future for all of us.

## **Q&A for Website and Social Media**

### **Commonly asked Questions**

#### **Do The Greens support hazard reduction burns?**

Yes. To reduce the damaging impact of unprecedented bushfires, The Greens support carefully planned hazard reduction burns “guided by the best scientific, ecological and emergency service expertise” (The Greens, 2021). While this issue is a double edged sword, we recognise that this is the best policy for Australia and we continue to support this policy.

#### **What is The Greens stance on animal justice?**

The Greens actively fight for animal justice and work towards eradicating animal cruelty. We believe “animal welfare should be considered in terms of the five freedoms:

- freedom from hunger and thirst
- Freedom from discomfort
- Freedom from pain, injury and disease
- Freedom to behave normally
- Freedom from fear and distress” (The Greens, 2021).

We aim to accomplish these rights by putting an end to animal farming practices that are against animals natural behavioural needs often seen in intensive animal farming practices. We will be providing incentives to farmers transitioning from intensive farming to sustainable and cruelty free farming. Cosmetic and fashion animal industries will be abolished.

#### **How do The Greens plan to execute their climate policy?**

The Greens have four major plans in place for our current climate action policy.

- Government support will be used to protect the environment and key public assets to manage major public risks.
- Through public and private action, the climate change adaption plan will be monitored with continuous review from community and expert involvement.
- The Greens will be “assisting the agriculture sector to adjust to reduced water water availability and to make itself more energy self-sufficient” (The Greens, 2021).
- The Greens will be ensuring that costal planning regulations are monitored with expected impacts of climate change including aspects such as rising sea levels and extreme weather events that may effect residents

#### **What is The Greens new energy policy?**

As climate change continues to threaten our lives we believe that our energy strategies need to be “based upon principles of ecological sustainability and social equity” (The Greens, 2021). The climate crisis requires a sustainable energy industry that does not rely on the consumption of fossil fuels. We we be implementing greenhouse gas emission targets in Victoria with a reduction to zero or net negative greenhouse gas emissions before 2030. Fossil fuels will be replaced using a combination of renewable energy techniques.

#### **What is the Greens stance on the mental health crisis?**

The Greens believe “people who experience mental illness should live free from stigma and discrimination with maximum opportunities for inclusion in society” (The Greens, 2021). Mental health services and public health services should be fully funded and accessible for people of all ages. Mental health therapies should be evidence based and cost effective as well as supported by the government to encourage the health support of all individuals regardless of income or accessibility.

# ELECTORAL OFFICIAL SPEECH

(Greens, 2021).

Spoken by Adam Bandt: 10am, Melbourne City Centre.



Good morning Melbourne and what a fine day it is. My name is Adam Bandt, and I am your electorate running member for The Greens in this upcoming state election.

This is your time. Your time, to voice your opinions on what is important. You have the power to create change. To demand better for our community and Australia as a whole. There is a great injustice in our political sphere. Not enough honesty, accountability, or concern is being taken to make a better world for you and future generations.

The Labour and Liberal parties are not listening, nor looking ahead at the problems the are spiralling out of control around us. They ignore the clear signs that scream for intervention, people that march for change. We the Greens are fighting for that right for change. That demand for better. The climate, jobs, and inequality crisis are worsening. Matters that members of this community should have security and comfort in.

As a member of your election, I will insight change. Your voice will be heard. And this community will see a better world.

Many members of our city are young adult individuals, fighting for their place in the world. However, these unprecedented times have resulted in a loss of jobs, and a great impact on our economy. Students now struggle to pay, or expect to pay back, expensive education fees. If that wasn't enough, no concern is taken for the fact that many of these individuals live across or out of our city, paying additional prices for transport to attend a higher education.

We all deserve an equal chance at opportunities in life. The greens will always advocate for equality and a life free from discrimination. For this reason, I will be providing all students and young individuals with free public transport, no more additional fees. (Pause for applause)

As well as the young members of our community, all of us have been impacted by this pandemic. We have a severe jobs crisis on our hands. The government has tried to support us in these times, but not enough has been done. Even before Covid19 swept our city, small businesses have been struggling. Nearly half of all working people are employed by small businesses. These businesses generate 40% of new jobs. Labour and Liberal parties have restricted our ability to protect our rights at work and continue to ignore the importance of small businesses.

As a member of the Greens, we will support small businesses. (Pause). Small businesses are the heart of this city. (Pause). We will make sure it remains that way.

Nothing however can truly be changed without first addressing an issue that affects the humanity and every species on this planet globally. It is a monster that now stands at our door whispering extinction. (Pause). The climate crisis must be acted upon now.

We forget, in our small worlds that this danger is approaching ever faster. The climate crisis is here and it needs to be addressed (great emphasis) now! Our world is under threat more than ever before.

For decades, the Labour and Liberal governments have allowed corporations to get away with trashing our planet. The greens recognise that to fix this climate crisis, we must first eradicate the cause of it. We will be stopping the issue of over waste at the source, by eradicating single use plastics from cafes, restaurants and all businesses throughout Melbourne. These will be replaced by other materials, with no extra expense for businesses.

It is 2021. The demand for change is greater than ever before. Our government is not listening, and if they are they are acting far too slow. It is time to let your voice be heard. Demand change. Fight for life. Build. A better world together, for humanity, the environment, and the future!



# **MEDIA CONFERENCE PREPARATION**

## **5 counter arguments to our policies and answers to them**

(Greens, 2021).

### **1. How do you plan to eradicate single use plastics in all businesses without adding additional expenses to those businesses?**

#### **Answer 1:**

We will have a yearly budget to support businesses in the price difference between single use plastic supplies and more sustainable supplies. We will supply hospitality businesses with sustainable alternatives to single use cutlery as well as encourage customers to use their own sets of reusable cutlery in venues.

#### **Answer 2:**

We will be offsetting the cost for businesses during the switch to sustainable supplies. We understand our society has become dependant upon the convenience of plastics however it is a major impact to our environment that needs to be addressed and we fully support addressing this matter in a way that will not impact any businesses.

#### **Answer 3:**

The price difference between purchasing single use plastic supplies and sustainable supplies will be offset by our yearly budget dedicated to supporting businesses in this transition. This in turn will help eradicate the production of single use plastics and support sustainable supply industries.

### **2. What is your plan to save small businesses and why is it better than Labour and Liberals?**

#### **Answer 1:**

We will be supplying payment benefits to small businesses to offset the cost of rent. This will allow small businesses rest assure during any further lockdowns they will not loose their leases to their business locations.

#### **Answer 2:**

Insurance will be supplied to small businesses on behalf of The Greens to ensure these companies are not affected by the uncertain pandemic lockdowns. Labour and Liberal are not supplying these businesses with any major insurance.

#### **Answer 3:**

Labour and Liberal parties have attempted to keep small businesses afloat during this time however it is clear what they are doing is not enough. Many small businesses have gone out of business or been majorly affected. Our insurance and payment benefits plan for small businesses will ensure that they will remain in business and avoid any further damages.

### **3. You say there is an inequality crisis, why do you choose to focus on student transport?**

#### **Answer 1:**

There is a very clear inequality crisis. While Australia has been improving this over the years we have backslid in many areas. One of these areas was when we started charging students for higher education again. Many students can barely afford education, as well as the travel fees to attend education on top of that. Therefore we are supplying students with free travel fees so no matter where you live, you have an equal opportunity to attend higher education.

#### **Answer 2:**

We are focusing on student transport as young individuals are finding it more difficult and more expensive to reach the inner city and the universities here the further out from the city they live. It is unfair that some students must pay great amounts on top of their tuition to access a higher education, therefore we are supplying all students with free transport.

#### **Answer 3:**

Young individuals are situated not only in the city but also across Victoria as a whole. As the main universities and higher education centres are situated in the city centre, the further students live the more expensive their transport is to attend their education of choice. This deters individuals living out of the city. Therefore we would like to support all students with free transport so no matter where you may live, you have an equal opportunity to attend university.

### **4. The Greens are renowned for climate change activism at the forefront of their party. Why is that still the focus during a global pandemic?**

#### **Answer 1:**

While we aim to address every issue at hand, we recognise that without a planet, these many issues will never be resolved. We address every issue with equal importance, and we address climate change the same way.

#### **Answer 2:**

The pandemic is a major issue which we are not taking lightly. However it is important to remember that many issues exist at once and all are equally valid and should be addressed. Other parties don't address climate change to the degree in which it should be. We aim to bring light to its importance as well as all other issues.

#### **Answer 3:**

It is important to not forget about the existence of all concerns and issues throughout this time. We take the pandemic very seriously and have many plans in action to address it. However we also have plans in action to address the many other issues of our society. We listen to all concerns and act on all of them. Climate change continues to exist and be an ever growing issue even through this pandemic. It is imperative we are not blinded to all concerns.

## 5. Many argue that they will not vote for the Greens as this is a waste of a vote and that your policies are focused on only climate change, what do you have to say to this?

### Answer 1:

The voting system in Australia allows every vote to be valid, regardless of how many people are voting for each party. While as the Greens we address the climate crisis greatly, we are not blind to all other issues and concerns. We listen to what the community has to say and act accordingly.

### Answer 2:

No vote is a waste. Voting for The Greens does not mean you are only voting for climate change action. We address all issues and crisis with equal concern.

### Answer 3:

While Labour and Liberal are our current two most popularly voted parties, this does not mean a vote for the Green will be wasted. We encourage all people to vote for the policies they want focused on and implemented. While we focus greatly on the climate crisis, we do not focus on it alone. We address all issues and listen to what the community wants.



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