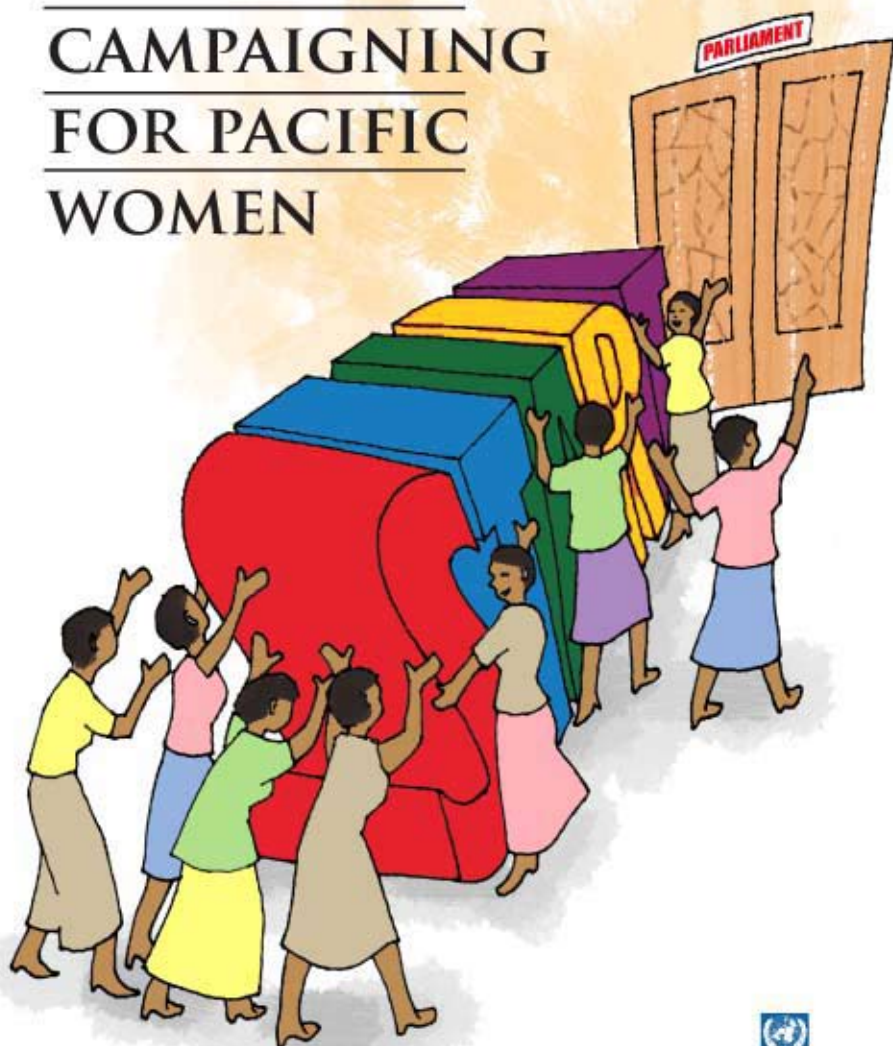


A GUIDE TO CAMPAIGNING FOR PACIFIC WOMEN



PACIFIC ISLANDS FORUM SECRETARIAT



Pacific Centre



This booklet, supporting the Advancement of Women's Representation and the Pursuit of Gender Equality in Pacific Parliaments Project, has been funded by the Australian Government Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) through the Women's Leadership and Development Programme.

For further information please contact:

Joanne Lee Kunatuba

Gender Issues Officer

Pacific Islands Forum Secretariat, Suva, Fiji

Ph: 679 3312 600 Email: joannelk@forumsec.org.fj

website: www.forumsec.org

© Copyright 2008 Pacific Islands Forum Secretariat



Foreword

Greetings women of the Pacific,

For women considering running for parliament, I hope that this guide will be a useful resource.

I believe that all parliaments and each of our communities need to hear the voices of women. Democratic processes work best when both women and men are full participants. It is only when our interdependent voices are represented and heard, that a society's policies effectively reflect the needs of all its citizens.

If you love your country and your community, and want to see it well run for the benefit of all the people, you need to participate actively in politics. Whether or not you are successful in your election campaigns, I encourage you to raise issues, shape popular debate, and create a benchmark of political engagement to inspire future generations of Pacific women.

While Australia also has a history of women being underrepresented in political leadership roles, recent improvements are promising. Australian women now hold a marginal seat advantage (a woman is more likely than a man to be elected in a marginal seat), there are four women in federal Cabinet, seven in the Ministry, and for the first time in Australia's history, the Deputy Prime Minister is a woman. To a large extent, the representation of these women in Australia's federal Parliament has come about as a result of the determined efforts of the many generations of women before them.

Notwithstanding these positive advancements, Australia continues to share your challenge of improving women's representation in political leadership. With women constituting half the population, an equal balance of men and women in politics and leadership remains our ongoing challenge.

I wish you well in raising your voice, leading the debate, and running your country.

The Hon. Tanya Plibersek MP
Minister for Status of Women
Australia

Acknowledgements

The Pacific Islands Forum Secretariat would like to express our sincere appreciation to the Australia Government Office for Women and the UNDP Pacific Centre for supporting the advancement of women in national legislatures and for making funding available for this booklet.

We are especially grateful to the women whose experiences are reflected in the content and case studies of this booklet, Minister Fiame Mata'afa, Hilda Lini, Taufa Vakatale, Alisi Fotu, Janet Sape, Imelda Nakamura and Priscilla Singh; who agreed to participate at the consultation meeting in Nadi, Fiji in October 2008, to talk about their personal experiences. Their insights contributed immensely to this booklet. Without their experiences, generosity and knowledge, this booklet would have lacked a personal touch and Pacific realism.

We also thank Emele Duituturaga for facilitating the consultation meeting and George Rubine, Brendan Yee and Graham Taylor for capturing this experience on video. A big vinaka as well to the team at Pacific Reach.

This booklet has been a collective effort and sincere collaboration between the Forum Secretariat and the UNDP Pacific Centre: we wish to also thank Charmaine Rodrigues, the Pacific Centre Legislative Strengthening Expert, for support provided.

A message of Encouragement

Dear Pacific Sisters,

I am writing this contribution for this booklet from Jakarta, Indonesia, where I am attending a meeting of the International Council of Women on the theme: 'The Challenge of Achieving Gender Equality. The challenge of getting more of us into our Parliaments, Legislative Assemblies and local government bodies is enormous. We in the Pacific Islands have the lowest rate of representation by women in the world.

Decisions made at the national and local levels of government impact on all aspects of our lives. If we women are not involved at this level of decision making, then I believe the life of our society is diminished. We women are half the human resource that can be brought to bear on any issue. We women know the issues that require urgent and priority responses from our governments. We women have our own perspectives and approaches. All issues should have the benefit of our input. All our governments espouse democratic principles as foundations to our respective polities, yet the low rate of representation by women questions the integrity of those principles.

This booklet is a practical tool to assist women running for election to public office. It is a body of work that has been developed from a Pacific context and experience. I urge you all who have picked this book up to use it. I encourage you all to make a choice to work in this area and take the opportunity to effect development for your family, your community and your country.

I have a dream where women and girls all over the Pacific will wake up one of these days and decide that they want to be politicians and become agents for equality in development.

I send you my fondest alofa and best wishes for your endeavours to become political leaders.

Yours in sisterhood,

Fiaame N. Mataafa
Minister for Women, Community and Social Development
SAMOA

Table of Contents

Foreword i

Acknowledgement..... ii

A Message of Encouragement..... iii

Introduction 1

Getting STARTed..... 2

Sign up! 5

Talk about it!..... 9

Act now!..... 11

Resource yourself! 14

Tick the box!..... 15

After the elections 16

Introduction

Throughout the Pacific, women are active and respected members of their communities. However, representation of women in Pacific parliaments and congresses is still very low. Pacific Island legislatures have only on average 3% of their members who are women. Ten Pacific Islands countries have less than 5% women members. Five of these countries have no women in their legislature at all.

Many women have little opportunity to seriously think of standing for parliament, due to their busy lives. Even when women do take the big step of standing for election, they have reported that they get very little support and have to take a “trial and error” approach to the process, trying to work out what to do along the way.

This booklet aims to help women who want to get involved in their own local, national and regional governance to get STARTed to take on the challenge of elections. The START strategy has been developed as a quick reference point, to help women remember some of the key issues they will need to consider and key activities they need to undertake when running for elections. It is based on the experiences of Pacific women themselves who have stood for election, drawing on their successes and the lessons they learned along the way.

This booklet has been designed to help individual women work through the issues in a systematic way. At the same time, it is important to remember that there are many individuals and organisations around the Pacific working to support women standing for election. Drawing on the diversity of experiences in our region, we can all work together to ensure that women are able to be properly represented in their own legislatures.

Getting STARTed

This booklet provides tips on how to get STARTed on the road to elections. “START” is a quick and easy way of remembering the key issues and processes you will want to consider when you are running for election. The START steps do not necessarily need to be undertaken in order – but each different START element will draw to your attention key issues you need to consider and activities you may want to undertake.

Sign up

Nominate to be a candidate. Consider whether to join a party or be an independent. Read the Electoral Act.

Talk about it

Get tips, ask questions, collect information about your constituency. Develop and talk through your campaign plan.

Act now

Get out into the community. Meet with people. Let them know who are you and what you stand for.

Resource yourself

You don't need to do this on your own. Tap people who can help out. “People power” is important. Draw up a budget, raise money, and spend it carefully.

Tick the box

Encourage people in your constituency to get out and vote. Tradition is not a barrier. Men and women need to vote for the best candidate.

Before you take the plunge and decide to run for elections, it is understandable if you have some doubts. Women throughout the Pacific have highlighted a range of worries they have about running for elections:

- ✧ Discriminatory attitudes towards women. Some people think women are not capable of acting in leadership positions. Others argue they are too young or too old, if they are single, that they are unstable, or if they are divorced, that they are unfit to hold public office.
- ✧ No support from immediate and extended family.
- ✧ The need to put the welfare of the family first.
- ✧ Bickering, jealousies and infighting with other women.
- ✧ No support from churches and other religious bodies. Women's involvement in politics is seen as 'ungodly'.

- ✧ Corruption makes politics a "dirty game" that it should only be played by men.
- ✧ Lack of money to contest the election (and the problem of "gifts" to voters in many countries).
- ✧ The attitude that Parliament and decision making is a 'man's domain'.
- ✧ The belief that women are not eligible because they do not hold a chiefly title or because their culture says they should stay in the home.
- ✧ Low esteem among women, who feel inferior to men.

It is to be expected that you will face obstacles when you run for a seat in the legislature. In many Pacific countries, the election of women to positions of leadership in the legislature represents a major change in the way things have been done in the past. Change often brings resistance.



**Imelda Nakamura,
1991 Palau
National Elections
Candidate**

"As an attorney, every two weeks there were domestic violence cases and I realized that since 1994, even though our government had ratified the Convention on the Rights of the Child, there was still no implementation. It is not about why I ran for elections but why women [in general] need to run. It is not about personal gain. Women need to be there to represent the needs of women and children."

**"It is not
about why
I ran for
elections
but why
women
[in
general]
need to
run."**

However, women throughout the Pacific have proven for decades their ability to tackle complex challenges. Women have considerable expertise to contribute in the service of the public, not only drawing on their experiences as wives and mothers and daughters, but through their experiences as government officials, business-people, teachers, doctors, lawyers, accountants, and the like.

Preparation and a readiness to face problems energetically and innovatively can help to make sure you are in a good position to overcome any obstacles you might come across. Prepare yourself mentally. It also helps to prepare your family, as the stress of a campaign can have an effect on them too.

With commitment, courage and a willingness to try and try again, Pacific women can break through any and all barriers to leadership and reach the centres of power.

“ I find it particularly interesting that people focus heavily on reasons why women should not stand for elections rather than why they should. ”

Hon Mathew
Batsiua, Minister for
Justice, Nauru

ign Up!

When you make the decision to run for election you will need to sign up and nominate yourself.

Think long and hard about why you want to stand for elections. In discussions with women, one of the biggest problems identified is that women often sign up to run for election very late and have not fully considered WHY they want to run. Before you nominate yourself, you may want to talk to your family and friends about your ideas and see what they think. As a member of a community, you also may want to discuss your plans with those close to you, before you actually take the step to nominate.

Before signing up to run, consider whether you are really prepared. Have you been active in your community? Do you think people know you – or will you have to start from scratch? People often ask nominees, what have you done for the community to demonstrate your commitment to the community rather than just being hungry for power?

Read the Electoral Act. Every country has legislation and regulations that govern all aspects of elections, from nomination, to campaign financing and disclosures, to polling day to vote counting and so on. To ensure that you

are not tripped up by small procedural mistakes, it is smart to get a copy of all the relevant electoral laws from your Electoral Commission as soon as you decide you want to run in the elections. Read the documents carefully to make sure you follow the right processes. If you do not understand anything, feel free to contact the Electoral Commission and ask them for guidance.

Decide which constituency you wish to represent. Electoral laws usually determine where you are allowed to run for election. However, if you have a choice of constituency, to be most effective, you should consider running in an electorate that you either have grown up in or where you are well known.

You may want to take into account the following issues:

- ✧ How well do the people know you?
- ✧ What have you done for the community for which they will support you?
- ✧ Do you attend church, temple, mosque or another faith based organisation in the area?
- ✧ What are your traditional, family and/or business ties to the area?
- ✧ How well do you know and identify with community needs of the area?
- ✧ What previous leadership roles have you played in your community?

Consider whether to stand as an independent candidate or to join a political party. There are advantages and disadvantages of joining a political party or running as an independent candidate.

Running as an independent

Advantages:

- * Freedom to develop strategies and policies and not be restricted by party policies or practices
- * No need for negotiations with party officials
- * You could end up holding the balance of power in government if the numbers are tied
- * If you are popular and have a reputation that helps, then you are not stuck with a party that might be unpopular

Disadvantages:

- * You have to build your support from scratch as there is no support base
- * Could be very expensive running a campaign on your own
- * The probability of losing is higher except in a non-party system
- * You can find yourself ineffective if elected, in countries where parties are dominant in the legislature

Running with a political party

Advantages:

- * Support from the party for campaigning
- * Party support for fundraising
- * Ready made supporters who will work and vote for the party regardless of who is the candidate (in most cases)
- * Professional media support and advertising

Disadvantages:

- * Selection process can take too long or may not happen
- * Disagreements about party policies can lead to conflict and resignation
- * Male dominated party politics
- * You may have to compromise your own views/policies to fit into the party platform

Excerpt: UNIFEM Women and Political Empowerment Manual for the Pacific, p.67

If you are considering joining a party, then you need to learn all that you can about what the party stands for and decide if you agree with their views. Find out whether the party

supports special measures to increase the numbers of women in the legislature because this could help you to get nominated. If you decide you want to join up, then you need



Taufa Vakatale, Former Deputy Prime Minister and Cabinet Minister, Fiji.

“You could say the timing was right for me to run for parliament...I had reached the highest level within the civil service and therefore running for parliament was a natural progression. So when I was approached by a chief to actually run – I decided to go for it!”

Ms Vakatale goes on to say however, that one does not necessarily have to reach the top of the civil service. It really is about how prepared you are and making that decision to run. “I knew I possessed the relevant skills to run for parliament. My time with the Young Women’s Christian Association (YWCA) prepared me for my role in politics. It taught me to open my eyes to the injustice happening around me and more importantly to be proactive,” she says.

When I decided to run for parliament I had already made in-roads into the party system. I was involved with political parties whilst I was in the civil service and even when still a teacher, I took part in helping out in elections. As a result I learnt about electoral processes and party politics.”

“It really is about how prepared you are and making that decision to run.”

to become a member of the party. You should also find out what they look for when choosing candidates to run for election.

Many women who have run for election observe that if you want to run as a member of a political party, it’s important to be involved in a party well before elections. You cannot expect the election to be called and to then simply ask a party to endorse you. If you hope to be selected by a party then the party needs to know who you are. At the time of the elections, you will need to convince the party that you are the right person to be selected. It is more likely that a party will nominate a loyal party supporter, who has been working for the party for a number of years, than a newcomer that they do not know.

Even if you can’t get a party to nominate you, you can always run as an independent candidate. In any case, this is what many women choose to do. It may be harder – because you won’t have the party machinery and funds to help you – but in many Pacific countries, parties are weak. You may prefer the freedom of running on your own and being able to say what you want and talk about ideas and issues that are important to you personally.

If you get selected to join a party, play a role in the development of its manifesto. Ensure your party commitments are gender sensitive and address issues concerning women and children. Lobby your party members on the benefits of being inclusive and addressing the needs of 50% your voters.



Case study: Fiji - Harnessing the political party system



Priscilla Singh, Suva Councillor & 2006 Fiji Elections Candidate

Priscilla Singh is not new to campaigning and standing for elections. She has stood for the local government elections since 1996 and is now serving her third term. More recently she stood for national elections in 2006. Prior to this she was involved with the National Federation Party for 15 years.

Priscilla says “The biggest hurdle can be party politics, the male dominance and a total disregard for a woman’s perspective. This obstacle is not something you just get over but something you have to work through. Dialoguing and listening to how men work, what they do and really just listening to the male perspective and using this opportunity to talk to them and for them to hear a woman’s perspective. Take time to have a bowl of grog (kava – traditional Fijian drink) with them.”

“I had to make inroads into the party structure itself. I organised the women’s movement of the party, became secretary, vice president and an executive board member, member of the selection committee that chose candidates for local and national elections. I went to all the party meetings and sometimes was the only woman there but I made myself heard and was assertive during meetings, demanding seats and positions for women. One must get very involved within the party itself. Get involved in the party right from the start. You cannot stand on the outside. You have got to get inside and get involved in the party structures by attending meetings conventions, rallies, campaigns and even working in the sheds and crossing off names from the voters rolls.”

Although Priscilla was unsuccessful in 2006, she continues to be actively involved in her party. “For me, the biggest joy came on a day when I was not actually campaigning. I was attending the ‘reguregu’ (funeral gathering) of a Fijian colleague. When I got to the house I heard the Fijian women who were there busy preparing the food for people, whispering, “Priscilla Singh, Priscilla Singh the NFP lady that stood for elections.” I was welcomed and women discussed their issues with me again.”

The fact that Priscilla did not win was not the issue. What was important was that she made herself known by speaking up and advocating for her party’s issues and people remembered this. There will be another election and with that another opportunity.



alk about it!

You need to talk about your ideas with the people around you and really get started planning and preparing to run a campaign.

Know your voters. Women who have run for elections before have observed that it is essential to really understand the needs of the constituency. You can start by collecting some basic information:

- ✧ What is their social and economic situation?
- ✧ How are their households made up – size, age, sex, occupation?
- ✧ How many registered voters are there?

- ✧ Who won the last election and what was their platform? How have they performed during their term?

If you really want to be a good representative of the people when you get to parliament, you need to know who they are and what they are most concerned about. Take the time to talk to voters and find out more about them:

- ✧ What are their concerns?
- ✧ What are their key priorities?
- ✧ How do your policies fit in with their aspirations and their hopes for the future?



**Hilda Lini, Former
Parliamentarian, Vanuatu.**

“For me, it was many years of build up before I won the elections. For eight years we strategised. I won because by this time women were committed to having a woman in parliament and there was a lot of support from the Women’s Wing of the Liberation Movement.

For me, my key was having a very influential person behind me. She was the late Grace Molisa. She was the private secretary to the then Prime Minister. This helped me strategise my campaign. In addition to this, I had a very strong NGO background and was able to articulate my issues clearly.”

“I won because by this time women were committed to having a woman in parliament and there was a lot of support from the Women’s Wing of the Liberation Movement.”

Talk through your campaign strategy and plan. Preparation and planning are essential when you are campaigning, to maximise your resources. Talk to your family members – they can help you. Talk to your friends, associates, church members, work colleagues and professional associates who can be counted on for support and find out what they can offer to your campaign.

- ✧ Is there someone who can be trusted to take on the role of campaign manager?
- ✧ What possible difficulties may arise and how can you deal with them?
- ✧ Is there someone (like an experienced politician) whose advice will be valuable?

✧ What are the key issues you will highlight in your campaign?

Get tips from those you trust. Ask questions when you don't know something. Talking about your ideas and listening and learning from others is important especially if you are running for the first time. See if you can make contact with other women who have stood for elections, because they may be able to give you useful tips – what worked for them but also lessons learned. Some political parties may also have a “women's caucus” that brings women in the party together to talk about their special challenges or concerns.



“...find yourself a ‘go to’ person... someone who knows everything about where you will be standing”

Minister Fiaame Mata'afa, Minister for Women, Community and Social Development, Samoa: “Ask yourself, why are you doing this? Is this for the right reason? When you decide, find yourself a ‘go to’ person. Someone who knows everything about where you will be standing and can assist you in terms of developing tactics and finding information. This person will also help you profile your constituency and your competitors.

Getting to know my constituency was important. I decided to live in the village where I was going to stand as I had been in NZ. So I lived in the village for seven years before running. This enabled me to get broad support from the extended family.”



ct now!

You need to act quickly and effectively to get your campaign moving. Elections are usually held within 4-6 weeks of being called. You don't want to waste time that you could be using to get out into the community talking to voters.

Share your ideas with voters and ask them for their feedback. Think about attending seminars, meetings and workshops at which you can talk with voters. People won't vote for someone they don't know. People need to know who you are and what you stand for.

Remember that in the Pacific, there are lots of opportunities to talk to people about your ideas and why they should vote for you. You can meet people at local sporting events, at village meetings, at music concerts, at church or even at meetings you organise yourself. Make the most of these opportunities.

Get comfortable speaking in public. Be active in introducing yourself to people at meetings so everyone gets to know you. Develop confidence but do not be boastful or over-confident – that can be off putting. Learn to be gracious, listen to others and

take note of what people are saying. Prepare yourself for public speaking and making speeches. If you get nervous speaking in public, prepare notes from which you can speak so that you are clear, coherent and what you say is meaningful. When preparing your speaking notes, ensure you have some good solid facts and prepare yourself mentally for questions from voters.

Develop communication materials to distribute when you are talking to people. Any materials you produce need to be in simple language so that ordinary people can understand what you stand for. If you are proposing policies, describe your ideas clearly but simply. Keep written documents short because voters often do not have a lot of time to spend reading campaign materials. Short flyers and posters can be very effective.

Work with the media. It is important to increase your public profile. Try to tap the media so that your policies are communicated to as many voters as possible. Get to know reporters and some key people in the media - they can help with your media profile. Your community needs to see that you are active.



You may wish to issue press releases the media can use in their stories.

These should usually be no more than one page long and could include quotes from you which the press can use. This assists the press with their own work load and means they are more likely to print your story. Try to arrange to speak on radio, as radio in the Pacific has a very extensive reach. Talkback shows are popular.

Profile the candidates running against you.

Who else is contesting the same seat as you? What are their strengths and weaknesses? What are their policies? What is the difference between you and them? Will this difference make people vote for you or for them? It is useful to help voters understand what is different about you and your policies because this will help them decide on why they should choose you and not someone else. Make sure to highlight what you think the strengths of your campaign are.

Stay active. It is important to keep your campaign constantly moving forward. Campaigning will be stressful and tiring but you need to stay active so that people remember

who you are and why they should vote for you.

Throughout your campaign, it is important to take time to reflect on your actions, strategies, progress and problems encountered. Your campaign strategy should be constantly reviewed and revised to take account of any new developments. Do not be discouraged or be distracted by unexpected or negative situations, this is all part and parcel of politics and campaigning.

Have regular debriefing meetings with your support team. It is almost survival of the fittest – so make sure you are fit and healthy enough to handle the stress, pressures and physical exhaustion.



**Imelda Nakamura, 1991
Palau National Elections
Candidate**

“Prepare, plan and perform. Prepare a strategic plan, profile your constituents and your opponents. Creating a platform that you can pull candidates together who fight for the same issues. Know where your constituents are and make sure you have the finance to get to them. In my case I had to fly to Guam, Saipan and Hawaii. In the past elections the outside voters made the difference.... Whether you win or lose – you need to have a plan.”

“Know where your constituents are and make sure you have the finance to get to them.”

Case Study: Papua New Guinea – Mobilizing for Support



Dame Carol Kidu, Minister for Community Development Papua New Guinea

“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 election 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 not to try to campaign like men. We need to develop our own style and stick to it in principle but adapt 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 “bag 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 moves into the village house with her extended family a month before voting to manage the campaign from there. She eats, sleeps and moves with her team as much as possible, always ensuring that at least one of the family elders slept on the mat beside her to give her moral support and strength.

Her message to other women, “Work hard, stay as focused as possible under the pressure. Remember elections are about numbers – check the rolls, keep consolidating your bases but also cast your net wider and wider for more numbers. Use every opportunity for public exposure and media but be careful and manage this well and above all, be genuine.”



Resource yourself!

Running a campaign requires resources. Not just money but also people.

Harness your “people power”. You can’t be everywhere all the time and you can’t try to do everything yourself. You need to think about who you know that you can rely on to help you. Even if you don’t have a lot of financial capital, use your “human capital”.

Rely on your personal networks - your family, your friends, your fellow church-goers, people you know who are in community groups and sporting mates. Mobilise women and communities at the grassroots level. Many women candidates have been heavily involved in the church, their children’s school and/or NGOs. Get in touch with people you know from these groups and see if they would be willing to help you out – by handing out fliers, helping to organise meetings or inviting you to speak to their own networks.

Get a support team together. This is not easy because your volunteers will need to commit to the time required to assist you throughout your campaign. They need to be people you know you can rely on. Ensure your team includes men and women. Diversity in ideas and feedback is helpful. Ensure your team is balanced in their strengths – perhaps one member is well known in the community, another in researching

policies, facts and figures, while another is good at writing speeches and press releases.

Start fundraising as early as possible. When you know you have support and have identified those who can help, your other big challenge will be campaign finance. Having funds to run a successful campaign is critical. Campaigns are quite expensive but if you prepare well and manage carefully, you can keep your costs to a minimum.

Fundraising should begin as soon as possible after you decide to run. Do not wait for the election to be announced. Funds are needed for:

- ✳ Registering your nomination
- ✳ Transport
- ✳ Communications
- ✳ Food and refreshments
- ✳ Traditional protocol
- ✳ Stationery
- ✳ Paying allowances to your campaign team and volunteers

Many women who have run for election have noted that their campaign budget is smaller than that of male candidates. Women often do not have access to loans and donations because they may not have a secure independent income or the same network as men. This means you will need to be even more active in trying to get donations from people. This is also one of the reasons why some women join a political party. You can take advantage of political party fundraising and the party outreach machinery.



ick the box!

When you are campaigning, it is essential to always remember that the end result you want is for voters to actually get out on voting day and tick your box on the ballot.

Make sure your supporters get out and vote! In the Pacific, it is generally not compulsory to vote. This means that it is up to you to make sure that your supporters feel committed enough to you to make the effort on voting day to go to the polling booths, wait in line and then cast their vote for you.

Even if people like you and agree with what you stand for, in today's Pacific, experience has shown that many people instinctively think they should vote for a man. Culture, tradition and habit all contribute to this. You need to be aware of this and make sure that people are reassured that if they vote for you, they will get a representative who understands them and will represent their interests effectively.

Target male voters as well. It is very important that women candidates don't forget to work with men too. It doesn't mean that because you are a woman you won't also represent the men in the community if you get elected. Men make up half of the voting population. If you want to get elected, you need men as well as women to vote for you!

Youth have significant voting power.

They can be prompted to take part in elections if you respond to their needs.

Get involved in major youth concerns such as the environment and youth unemployment. Ensure your messages support a more inclusive society which respects diversity. Target universities and youth groups in faith based organisations to get your message across.

Know the laws governing casting and counting of votes. Unfortunately, in the Pacific, one of the problems women have reported is that despite people voting for them, vote buying or vote rigging occurs and they still don't win.

You need to be aware of the electoral laws and regulations that govern voting day and vote counting. Although such regulations can be complicated, make the effort to read them, and make sure you comply with the law and also protect your interests on voting day.

Most election laws in the Pacific let a candidate appoint someone to observe the voting and counting on their behalf to make sure that it's all done properly. These people are usually called "scrutineers". If scrutineers can be appointed in your country, make sure you nominate someone to do this job because in small countries, elections can be won or lost by only a handful of votes.

If you feel that something has not been done right by election officials, make sure to let the Election Commissioner know. You can always lodge a complaint. Be sure to carefully read the elections manual or rule book that also contains important dates.



After The Elections

Getting through the campaigning and election process is only the first step in reaching the goal of making a difference – to your community, your province and your country.

Once you get elected, you must live up to all the promises you made and the policies you said you would pursue. Although daunting, it is an honor and a challenge to be elected as your people's representative and this is why the burden of such leadership can feel heavy.

One of the first things you will have to do when you are elected is to make an inaugural speech at the first sitting of parliament or congress.

This is a big opportunity for you to tell your other legislative colleagues as well as your constituents what you plan to do during your term in office. Plan your speech carefully. Think back to the policies you proposed and the issues you told voters you would pursue when you were campaigning.

Increasingly, Pacific legislatures are running training workshops for new members of the legislature, called Induction Workshops. Look out for such opportunities, as this training could be helpful in clarifying for you how the legislature works, how you can engage in debates, what rules apply in the legislature, how

Bills are passed, how parliamentary committees operate and how you can more effectively use legislative processes to make a difference.

Once you are elected as a member of parliament or congress, there are people around who can help you achieve your goals. The parliamentary staff, your party, community groups and your local supporters are good sources of assistance and advice. Use your networks for support and information. Ask them to help research issues and provide their opinions. Keep them informed of upcoming issues.

Working in parliament can be tricky. Trying to improve and enact legislation and making sure that money is spent efficiently and effectively can be a complicated process. But if you attack these challenges as systematically as your campaign, you will be successful in making a contribution to the welfare of your constituents and your country.

Your effort, engagement and accomplishments will be an inspiration to women throughout the Pacific. Best of luck!

