

Filling the Vacuum?

An analysis of Labor's 18th May 2019
Election loss.

The Authors.

- Methodology used by Authors
- John Collins
- Vince O'Grady

- Harvard Business School Case Study
- Prepared July 2019.

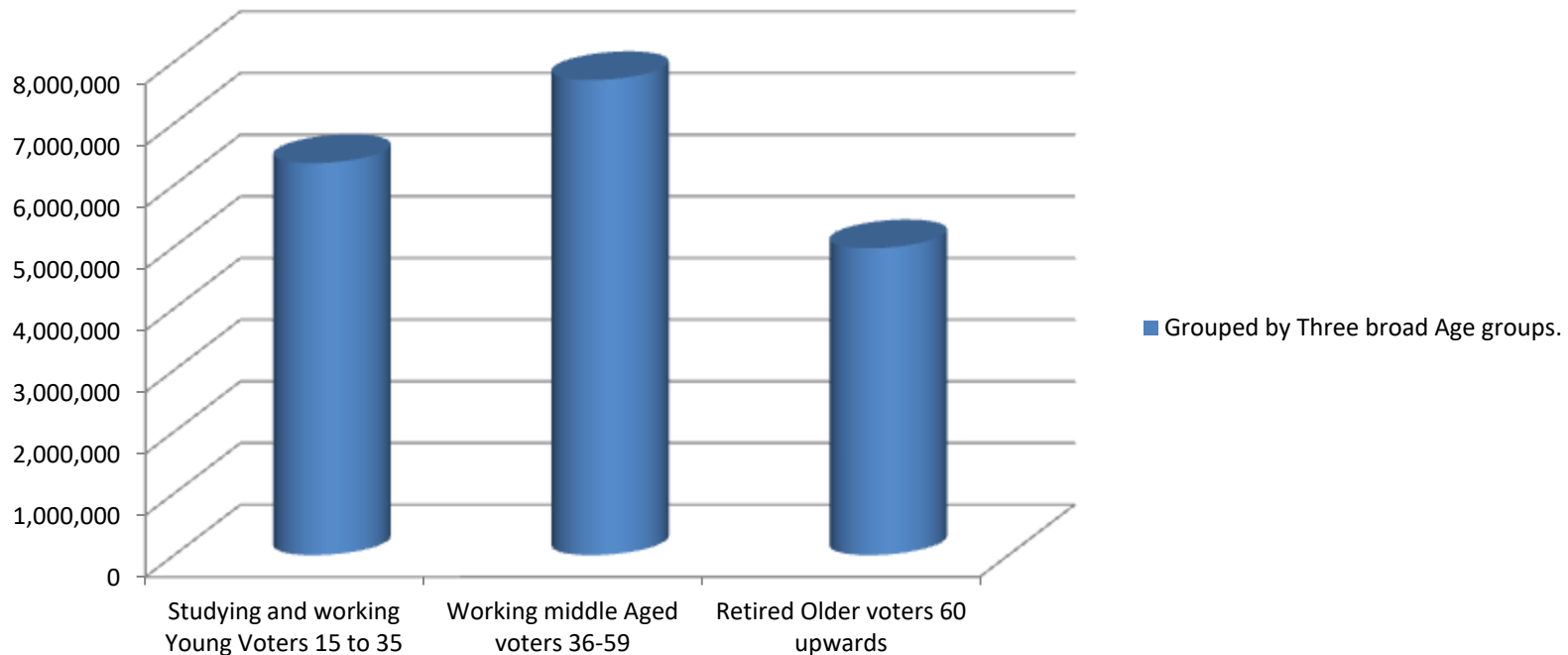
Harvard Business School case Study Methodology.

- **Product.** which is Labor's Policy platform
- **Price.** How it affects the Person and/or the budget
- **Promotion.** The messages to be distributed re the Policy and the Labor party.
- **Place.** The methodology of spreading the message. Particularly the medium used.

Market Segmentation

- Three Segments chosen after analysis.

2016 Data.
Grouped by Three broad Age groups.



The Segments Chosen (1)

- 15 Years to 35 Years.
 - Characteristics.
 - Being Educated
 - Looking for part time Employment (whilst Studying)
 - Looking for full time employment (after Study)
 - Aspirations. Family/Home/good job/Hope/expectations

The Segments Chosen (2)

- 36 Years to 59 Years.
 - Characteristics.
 - Educated
 - In part time Employment
 - Underemployed.
 - Looking for full time employment (after Study)
 - Aspirations. Family/Home/good job/Hope/expectations

The Segments Chosen (3)

- 60 Years plus.
 - Characteristics.
 - Educated
 - Retired
 - Enough to live on and also support children
 - Super as a bank.
 - Busy with Children and grandchildren
 - Travel
 - Aspirations. Family/Home/good job for children/Hope/expectations

The Segments Chosen (4) Extra.

- The female population.
- In the 2016 census the female population of Australia was 50.7%
- Important because of
 - Inequality with wage parity
 - Retirement income
 - Domestic violence.

Labor Policies.

- 173 Policies
- In no Order
- Color coded (in No order)
- Too Many?
- Large Target?

Policy Example.

- Confusing Electorate by too many messages.
- Not negating Coalition Negative messages.
- Not negating Perception driven messages.
- Keeping it simple.

SWOT.

- **Strengths..** Excellent policy developed.
- **Weaknesses..** Policies not related to segments and no ongoing message. Too complicated.
- **Opportunities..** Fix the specific weakness in the ongoing message and the targeted Policy messaging. Align with defined segments.
- **Threats..** If Labor don't do this then forget changing society. Doesn't happen from Opposition.

Messages relating to Segment 1.

- Segment 1 15 to 35 years.
- Newstart.
 - Inquiry not enough (\$3.3Bn a year was affordable)
 - Represents approx 1million people or 6.6% of voting population.
 - A conservative estimate.

Messages relating to Segment 1.

- This segment consists of 6,356,837 persons and represents 33.38% of the voting population of 19,039,287.

(Data from ABS 2016 Census and AEC website 2019 Election).

Messages relating to Segment 2.

- Segment 2 36 to 59 years.
- Newstart.
 - Sons and daughters
 - Have to support own adult children
 - A conservative estimate would be another 10% of voting population who would have to look after their kids. (Via Census).

Messages relating to Segment 2.

- This segment consists of 7,704,274 persons and represents 40.46% of the voting population of 19,039,287.

(Data from ABS 2016 Census and AEC website 2019 Election).

Messages relating to Segment 3.

- Segment 3 60 Years plus
- Retirement incomes.
- Franking Credits
 - Pensions
 - Super (Industry and financial)
 - SMSF.
- Confusing Message
- Lies told.

Messages relating to Segment 3.

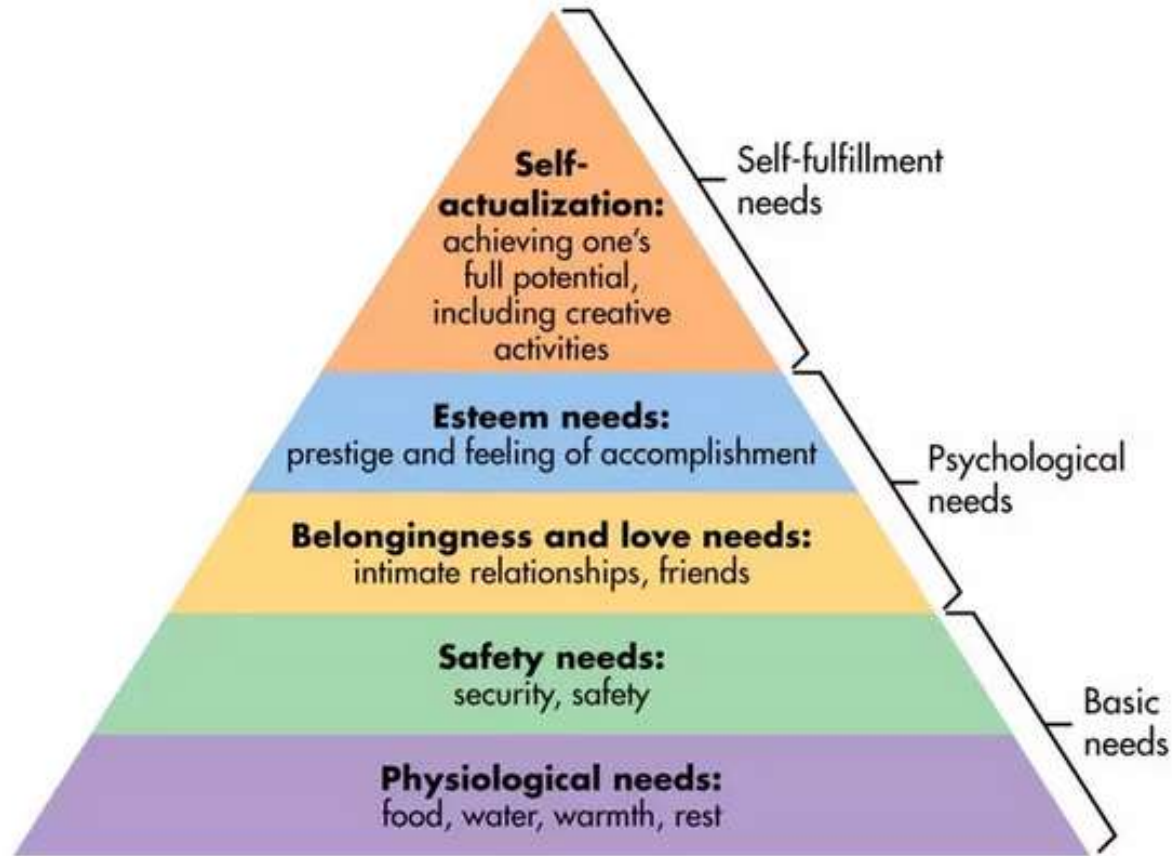
- This segment consists of 4,976,160 persons and represents 26.13% of the voting population of 19,039,287.

(Data from ABS 2016 Census and AEC website 2019 Election).

Messages relating to segment 4.

- Female Voting Population
 - Domestic Violence
 - Wage parity
 - Retirement incomes
 - Supporting children on Newstart.
 - Segment 4 Represents 51% of voting population.

Maslow's Hierarchy of Needs



Perception of Unions and Labor.

- Continual Coalition Message re Unions and Labor
- Liberal “Stock” message of Thuggish Unionism.
- Association of Unions with Labor. (Therefore thugs)
- Union Control of Labor
- Coming for your money/Can’t control money
- Labor’s debt.

Perception of Unions and Labor.

- Unions and Labor's response to Liberal message of thuggish behaviour and not able to control money.
- Q. What is that response?
- A. Less than optimal.

Perception of Unions and Labor.

- Newstart. Unions and Labor don't care about those unemployed....directly contrary to Labor values.
- Franking Credits. Badly explained and with Coalition messages running interference and telling lies.....directly contrary to labor Values.
- Adani Mine. Labor against Jobs.....directly contrary to Labor values.

Fattening the Pig before the Fair



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Two Message types missing.

- A general message of who we are (Unions and Labor)
- Specific messages about individual policies which reinforce who we are.

Specific Diet of

- Who we are
- What we do

Tasty snacks of

- Individual messages for policies
- Congruent with special diet.

Outcome.

- We now have a fattened Pig ready to sell at the fair (Federal Election)

Some Suggestions

- Labor Party and ACTU develop a series of media for their members.
 - The story of the working class (1700's)
Agricultural Revolution.
 - The story of the Landowning class
Making Laws in the Parliament
 - The continuing story of the working class
Industrial Revolution.

Some Suggestions (contd)

- The Making of the combination Laws of 1799 and 1800
Repression of the working class.
- The control of the Parliament and laws by the Landowners.
Enclosure of the common Lands and disenfranchisement of the Working man.

Some Suggestions (contd)

- The lack of any Social Justice.
Poverty, crime and punishment.
- Reduction in wages etc.
- Formation of Unions (reasons for)
- Formation of Labor Party (Representation of Unions in the Law making body Parliament)
- Achievements for all Australians.
- Blow trumpet.