



# Student Resource Book

## Year 9 & 10



# Module 2

## Pick Me! Pick Me!

ACHCK076: How Citizens' Choices are  
shaped at election time.

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**ACHCK076: How Citizens' Choices are shaped at election time.**



Have you ever noticed that whenever an election is drawing near, there is a big increase in the number of opinion polls, advertising, public debates, talk back radio discussions and phone calls to your mobile or landline from different political parties and interest groups.

Not to mention the amount of campaign material that finds its way into your letterbox? Some candidates (those running for Parliament) and their supporters also undertake extensive doorknocking campaigns to meet the voters personally. Every vote is crucial at election time and that's why so much money, time and effort is used by all the candidates and their supporters in getting

In Western Australia, citizens exercise their right to vote every four years in an election that decides who will form government. Although you may sometimes get tired of the saturation coverage, it is really important to remember that whichever party wins the election, they will be making decisions that may have a huge impact on your life. Political parties today run highly targeted and professional campaigns based on lots of research in order to capture every vote they can. Before they get a person's vote, each candidate needs to let people know who they are, what they stand for and how hard they will work for the issues that the voter really cares about.



Not only is it important for the voter to know what the candidate stands for, more importantly the candidate needs to know what issues her or his electorate cares most strongly about.

**To have a truly representative democracy, we need to ensure that community members are involved in decision-making processes. One effective way that independent candidates, minor and major political parties can do this is through community consultation. This can be achieved through polling, surveys, questionnaires, and in the case of minor and major parties by also talking with their party members.**



# Class Activity: What Do YOU Want?

**In this activity, imagine you are a candidate running for election. Your task is to find out what your student community cares about. This activity can be completed individually, in pairs or in groups.**

1. Select four issues that interest you as a young adult and design a table that requires ten respondents (the people answering the questionnaire) to rank them as most important to least important.

**Example:** Rank the following issues from 1 most important to 5, least important

<b>Issue</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
Cheaper food in canteen										
Healthier food in canteen										
Free dress Fridays										
Trade in lunch break for earlier finish										

2. Once you have completed your poll add up the total numbers for each issue. The issue with the lowest number will therefore be the issue that your respondents feel most strongly about.

**3.** Select the three most popular issues and design a campaign brochure that informs your community that these are the issues you will campaign on. This brochure needs to include the following components:

A) Candidate's Name and Party. **Example: Bree Carson, Food for Thought Party**

B) Brief biographical information to develop a sense of familiarity with your community.

*Example: Dear Resident,*

*My name is Bree Carson and I have been a resident of Morecombe for ten years, I am now in Year 9 at Morecombe Secondary College and my favourite subjects are English, Civics and Citizenship and Sport.*

*On weekends I like walking my dog in the local park, playing netball with the Morley Magic and am also a member of my local Youth Advisory Council.*



C) A reason why you are running for parliament. (In this section you can use your findings from your survey to show the voters that what matters to them also matters to you.)

*Example: I really care about eating healthy and affordable food and I think every student has the right to be able to afford healthy options in our school canteen. There have been numerous studies that suggest that foods that have a low GI content result in sustained energy and concentration over a longer period of time. If we had these healthier options at school we would be able to concentrate and participate more energetically in our afternoon classes.*

D) A Campaign Commitment. Let the voter know what you are committed to doing if elected.

**Example:** *My Three Point Plan:*

- 1) *Healthier Food in School Canteen*
- 2) *More affordable options in School Canteen*
- 3) *Introduce a Free Dress Friday Policy*

E) Finish with a catchy and memorable campaign slogan that connects you with the policies you are promoting.

**Example:** *'A Vote for Bree Carson and the Food For Thought Party is a vote for a healthy future.'*

F) Include graphics, logo and contact information and then present to class.



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