

MAXIMIZING YOUR VOTE THROUGH PREFERENCES

TOGETHER UNITY



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To win an election for single council wards you need to get 51% of the vote for your ward, obtaining this in the first count is highly unlikely. This is where preferences become your friend.

Preferences are determined by the voter, Voters rank candidates in order of their preference from their first choice (1) to their last choice on the ballot paper.

What is the real impact of preferences & why negotiate them!

The negotiation of preferences is the process of other candidates asking you (or you ask them) to attempt to sway your voters 2, 3, 4..... preference votes after placing you as their “first” choice through the use of How to Vote (HTV's) cards.

There is no hard and fast rule to negotiate preferences, your how to vote card can say anything you want. It may just be number 1 on the HTV for yourself. Or you can opt not to produce a HTV at all.

However, gaining a good mix of preferences from other candidates is often an election winning strategy even if you do not have a majority first preference of votes.

House of Representatives
Ballot Paper

State
Electoral Division of Division Name

Number the boxes from 1 to 8 in
the order of your choice

| | |
|---|-------------------------------------|
| 2 | SURNAME, Given Names INDEPENDENT |
| 3 | SURNAME, Given Names PARTY |
| 7 | SURNAME, Given Names PARTY |
| 4 | SURNAME, Given Names PARTY |
| 1 | SURNAME, Given Names PARTY |
| 5 | SURNAME, Given Names PARTY |
| 6 | SURNAME, Given Names PARTY |
| 8 | SURNAME, Given Names PARTY |

Remember... number every box to make your ballot valid

SAMPLE

Be cautious when making preference deals and ensure you have met all candidates before making any promises.

Please note: Nothing is lodged or given to the VEC to legalise the agreement you have made with another candidate, it is a simple gentlemen's agreement

However, your HTV must be **registered** with the VEC before it can be distributed & must contain the authorisation of "Registered by the Victorian Electoral Commission"

[Samples have been added to the g drive folder](#)

Understanding how the count works

Preferential votes are counted until one candidate gets more than half of all the votes.

The vote counters look at who everyone picked for their first choice.

They then add up all those votes and see if a candidate has more than 50 % of the votes.

If no-one has enough votes, the candidate with the least number of votes is eliminated.

The vote counters then go back to ballot papers that chose the eliminated candidate as the first choice and look at who they picked for their second choice.

Those votes are given to the remaining candidates. That process repeats until one candidate has more than 50 % of the votes.

This means that if a voter's first choice doesn't win, their second choice might.

Summary

1. Understand the voting system used in your ward.
2. Develop a strategic preferencing plan.
3. Engage with other candidates to determine their intentions and discuss potential preferences.
4. Consider sharing your preferences on campaign materials.

[By employing a well-thought-out preferencing strategy, you can optimize your chances of securing a seat on the local council.](#)

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Maximizing Your Vote Through Preferences v1

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Example

Let's say Tom lives in the municipality of Murrindindi Shire Council, and is voting in the Eildon Ward, there are four candidates to choose from: Buddy, Muffin, Rusty and Coco, and there are 30 votes to be had between them.

Tom's first choice to win is Coco, he gives Coco number "1" on the ballot paper.

But when all the votes are counted, no-one has more than 50 % of the vote and Coco only received 16.65% or 5 votes, Coco is eliminated.

First round of vote counting:

- Buddy: 8 (26.67%)
- Muffin: 10 (33.33%)
- Rusty: 7 (23.33%)
- Coco: 5 (16.65%)

Now the vote counters look at those ballot papers that put Coco as number "1" to determine who

they put as their number "2".

Those votes are then given to those candidates.

Tom's second choice to win was Rusty.

Second round of vote counting:

- Buddy: $8 + 2 = 10$ (33.33%)
- Muffin: $10 + 2 = 12$ (40%)
- Rusty: $7 + 1 = 8$ (26.67%)

But after the second round of counting, we still don't have anyone with more than 50% of the vote.

Rusty ended up with only 26.67% of votes and is eliminated.

The vote counters now look at all the ballot papers that put Rusty as number "1" to see who they put as number "2", those votes are given to the remaining candidates.

For those who put Coco as number "1" and Rusty as number "2" – like Tom – the counters see who they put as number "3".

Tom's third choice to win was Muffin.

Third round of vote counting:

- Buddy: $10 + 4 = 14$ (46.67%)
- Muffin: $12 + 4 = 16$ (53.33%)

Muffin now has more than 50% of the vote and is elected to council for the next four years.