

MEDIA RELEASE



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Campaign equality essential for Labor to win in 2022

A comprehensive women's equality policy platform taken to the 2019 federal election by Labor was stifled by the lack of expertise and diversity in selling the positive message to Australians.

The EMILY's List Australia submission to the Australian Labor Party's Federal Election Review, "*Target the Message: Gender Learnings from the Federal Election Campaign 2019*", collected feedback and comments from ELA members and supporters.

The report finds that the Australian Labor Party, particularly its Federal Parliamentary Women's Caucus, delivered a strong policy plan for women's equality including:

- \$400 million to boost women's' superannuation and retirement
- \$660 million to ending family violence
- Public gender pay gap reporting and banning pay secrecy clauses
- National sexual and reproductive health plan.

However, Labor failed to deliver their message to the electorate on any of these initiatives with 72% of survey respondents rating the campaign as ineffective.

"The Labor Party presented arguably the most comprehensive plan ever for Australian women, but it continues to underestimate and under resource campaigns that communicate directly to women and therefore win their vote" says Tanja Kovac, National Co-Convenor of ELA.

The report recommends full retention of the women's policy position taken to the 2019 election and investment in expertise required to develop gender-based campaign strategies for the next election. It also calls for increased greater diversity and more women in decision-making positions of campaigns and in leadership roles within national and state/territory Labor offices.

The principles of gender diversity also extend to the Election Review. *"While we respect the leadership of both Jay Weatherill and Craig Emerson, not having a woman in this role fails to meet the Party's commitment to affirmative action"*, stated Ms Kovac.

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EMILY's List Australia is a financial and political support network for progressive Labor women candidates, providing financial support, training, mentoring and gender gap research.

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