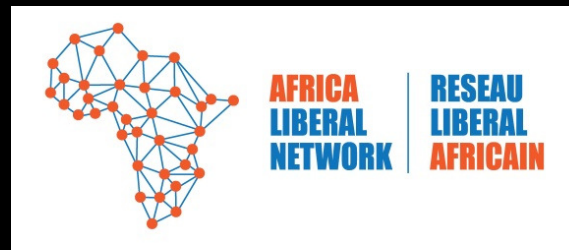


BEST PRACTICE IN MANAGING A PROFESSIONAL POLITICAL OPERATION

Presentation to ALN General Assembly: 27 November 2014



Professionalising Politics

- As political parties, we exist to realise our respective visions
- To realise our visions, we need to get into government
- To get into government, we need to win elections or be big enough to form or be part of coalition governments
- To win elections, form or be part of a coalition government, one needs to win **VOTES!**

Professionalising Politics

- Successful parties and campaigns have professional organisations set up along corporate lines focused on maximising votes
- The winning of votes (and electoral growth) is founded on a defined value proposition (brand), good strategy, comprehensive market research and the delivery of the right message *in volume, over time* to the electorate
- All elements need to be in place – only way to do this is to put in place an effective, professional political organization that focuses on vote winning as its core mandate

The DA Example

- In 2006, the party recognised it needed a professional operation that worked in tandem with and is accountable to the political structures of the party
- Yet, the operation is *separate* and headed up by a Chief Executive who is accountable to the Federal Executive (Executive Committee) of the Party
- Since re-engineering, the party has doubled in size, become a party of government and has positioned itself as a government-in-waiting
- So what does a professional political organization need to do?

Elements of Professional Political Operation

1. A defined brand
2. Good strategy
3. Comprehensive Market Research
4. A permanent “campaign operation”

A PERMANENT CAMPAIGN OPERATION

Key Elements

1. Fundraising
2. Finance
3. Human Resources and Organisational Development
4. Information Systems and Data Management
5. Market Research
6. Communications (“The Air War”)
7. Field Operations (“The Ground War”)

MOVING INTO CAMPAIGN MODE

Campaign Elements

- Clear Objectives
- Vote Targets
- Market Research
- Core Offer and Message
- Campaign Design
- Execution, Monitoring and Evaluation (Via “War Room”)

QUESTIONS AND DISCUSSION