



AEU Parliamentary Brief

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PUBLIC EDUCATION CAMPAIGN GOES TO THE MARGINALS

The AEU's Campaign is focused on marginal electorates in the final weeks of the Federal Election Campaign. Local TV, radio, newspaper, direct mail, handout and letterboxing is underway. Activities to give voters the chance to evaluate the education policies of the parties are being held. Now that the ALP policy has been announced, it is clear that three of the four parliamentary parties will make public education a national priority. Only the Howard Government has failed to do so.

Running again on TV after its first outing early in 2004 is the highly successful "browser" ad highlighting the Coalition's unfair schools funding model. This is the second round for this ad which tested as highly influential in focus groups in July. It will be run on Adelaide NWS9 and ADS10, Prime and Win NBN Maryborough, Rockhampton, Townsville, Gippsland, Newcastle, Wollongong, Canberra, NTD9 & Darwin 7.

Schools have been adorned with "Public Education: It is our future" signs since school resumed in January and the message went out around Public Education Day in May when more than 1.2 million leaflets explaining schools funding were distributed to public education parents. Now the AEU has placed the ABC (Anyone But the Coalition) ad (below) to run prominently in local weekly newspapers in marginal seats over the final weeks in *Bundaberg News – Mail*, *Gladstone Observer*, *Townsville Bulletin*, *Launceston Examiner*, *Byron Shire Echo*, *Tweed Daily News*, *Northern Territory News*, *Latrobe Valley Express*, *Traralgon Journal*, *South Gippsland Sentinel Times*, *Leader Messenger (Adelaide)*, *Parramatta Advertiser*, *Penrith Press*, *Macarthur Chronicle*, *Berwick Pakenham Leader*, *Canning Times*, *Stirling Times*, and *Comment News (Perth)*.



For all the campaign news, views and analysis go to:
www.publiceducation.org.au

The TV ad can also be viewed there. Below is a summary of activities in the states and territories:

- ACT:** Focus on the Senate and assisting with the campaign in Eden Monaro, joint leaflet with ACSSO, campaign video/CD in all schools, dovetail with ACT election on October 16.
- NT:** Final lobbying and joint work before school break, TAFE enrol to vote, stalls at polling booths, school remote booths in Lingiari, Stateline program; public debate in Solomon on 28/9, TV/Media coverage, all schools feature signs.
- NSW:** Electorate Public Education forums, 11 target seats advertising schedule, radio ads, 4 stations TV ad over 6 weeks, 50 highway billboards, including TAFE issues, tri-fold leaflet out to schools in target electorates, special election Journal to members.
- Qld:** Campaign launches in electorates and forums in marginals, QTU leaflet "School Funding Share" in all electorates, letterboxes and railway stations, six specific leaflets on issues on funding and the Coalition, including TAFE, direct mail to members re values and coalition attack on teachers and public education, mobile billboards, Journal wrap-up and TAFE forum for candidates.
- SA:** Direct mail and phone to members in marginals, local content in local papers, community forum on public education. Direct mail and rail station distribution of pamphlets, Journal wrap-up, public meetings and rallies in target seats, parent leaflet in Makin.
- TAFE:** Campaign with ACTU highlighting skills shortage under Coalition, campaign launches in states, TAFE funding leaflets.

Tas: Letterboxing and special journal to members, local papers strip ads, billboards, flags.

Vic: Paid letterboxing to 82,000 households on federal funding in areas with highest public ed enrolments, phone contact/mail to AEU members in marginals, handouts at key booths, website campaign, special Journal to members.

WA: Special edition of Journal, TAFE leaflets, target Kalgoorlie for cinema ads, member mail-out, and phone polling work with unions WA.

AEU FEDERAL WOMEN'S CONFERENCE 2004

Annual Federal Women's Conference "*Our A(gender): Demanding Equality*" will be held on the weekend before the Federal Election, (Sat 2nd and Sun 3rd October) at the AEU Federal Office in Melbourne. Women educators from across the country will take the opportunity to consider the Howard Government's track record on the denigration of the profession, the under-funding of public education systems, the inherent sexism of the Government's recruitment policies, the inability to foster or promote family flexible workplace cultures and the tokenistic manner in which this Government is addressing the massive issue of violence towards women in Australia.

IT'S NOT TOO LATE TO FLY A PUBLIC EDUCATION FLAG!

The "*Public Education: It is our future*" flags have been selling well – in fact a second print run has been ordered.

It's not too late to "fly one" for public education - these 900mm x 1800mm weatherproof flags can be ordered from the Federal Office and cost a mere \$37.20 including postage and handling! To order, please contact Tom Freeman at tfreeman@aeufederal.org.au.