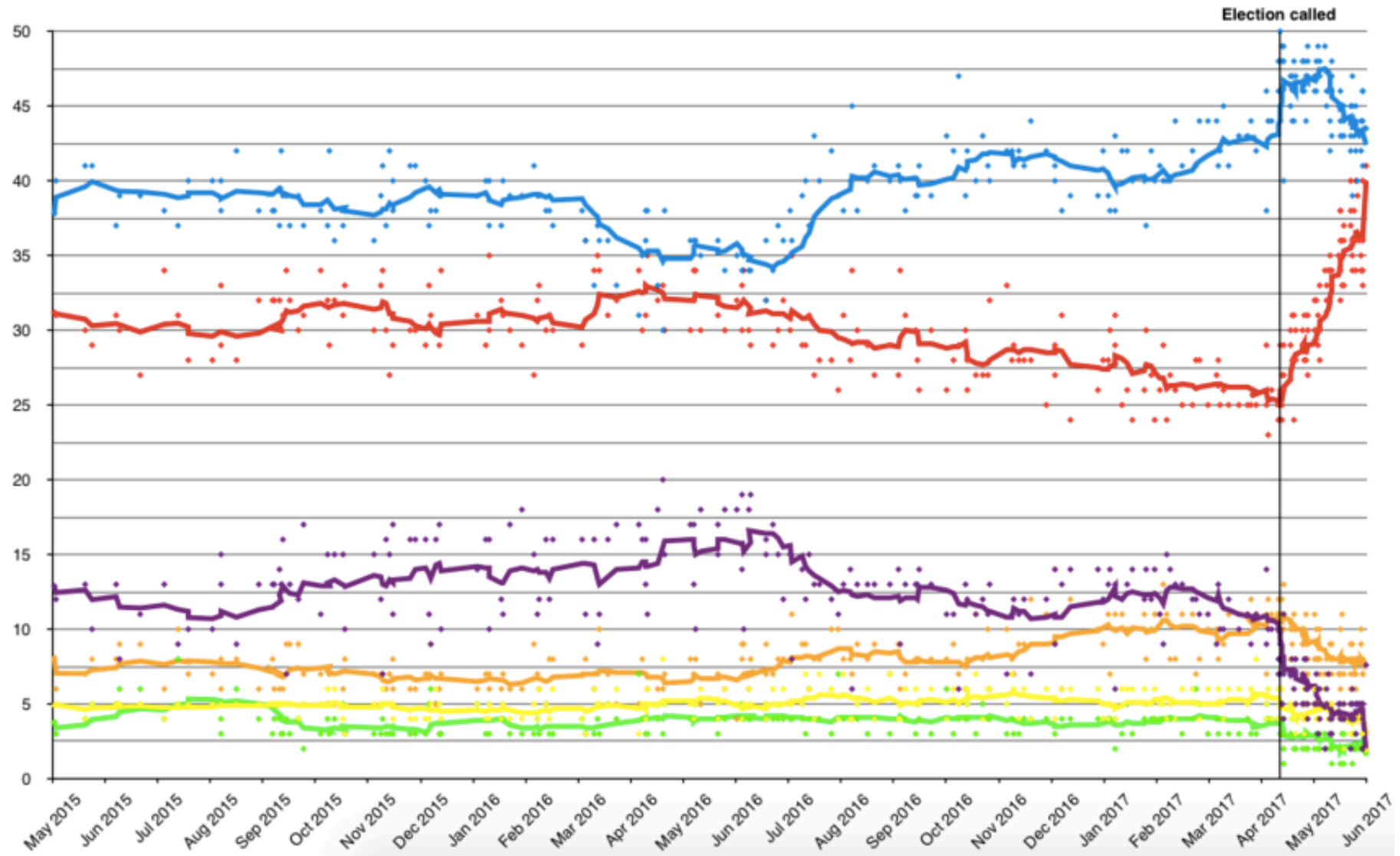


# Labour dares to hope

The Hugo Group, August 2017

# Campaigns can matter



# The Jacinda Effect



# So far – the good

- Fundraising – more than \$300k in small and large donations since Tuesday
- Volunteers – more than 1,000 new volunteers
- Positive, constant media attention where before there was none
  - Authoritative early performances
  - Tests over the next few days
- Ardern boosted Labour when made deputy
- “Let’s Do This” – the new campaign slogan?

# So far – the questions

- Are any voters other than on the centre-left galvanised?
  - perhaps some National-voting women and younger voters
- If not, is Labour simply shuffling the deck chairs on the left to no ultimate effect?
  - Both public polls show Labour losing to either Greens or NZ First – reasonable expectation of regaining some or all
- The ‘baby question’ – identity politics dynamite if it continues

# What next?

- Campaign relaunch – today
- Auckland transport policy launch – Sunday
- Polling – expect some by the end of next week, early the following

# The difference a day makes – Monday

- National cruising, but not complacent
  - Lots of independents in the mix
- Key question: can TOP make 5%, grab 6 seats and be the alternative king-maker to Winston Peters?
  - Looking possible
- How low can Labour go in the polls?
- Are we witnessing another chapter in the slow demise of the Labour Party?

# The difference a day makes – Tuesday

- Labour back in the game
  - Women, young voters, activists galvanized
  - Political media besotted
- Bill English vs ‘Jacinda’
  - A very different proposition from Andrew Little
  - TV loves Ardern
  - Ardern can do ‘authoritative’
- TOP sidelined
- NZ First invisible
- Greens ‘last week’s news’ with problems mounting for Turei



# “Give it a week”

- Steven Joyce’s reaction
- Not dismissing
- Just not ready to judge impact
- If Jacinda Ardern is simply regaining Labour votes lost to NZ First and Greens, then the total centre-left vote is not growing
- BUT – it does constitute a more stable centre-left govt if Labour is larger
- In the meantime, TOP is rendered somewhat irrelevant

# Climate change

- Substantial policy difference has emerged
- Labour/Greens/NZ First support Climate Change Commission
- National unenthusiastic