

ELECTION 2013

How it was won & lost

What it means for business

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A U S T R A L I A



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RETROSPECTIVE

24 November 07: Loss of Howard Government in Kevin 07/WorkChoices Election.

1 December 2009: Tony Abbott Elected Leader of the Opposition.

24 June 2010: Rudd sacked as PM by ‘faceless men’. Julia Gillard becomes Australia’s first woman PM.

August 2010: Labor forms minority government with Tony Windsor, Rob Oakeshott, Andrew Wilkie and the Greens.

27 February 2012: Kevin Rudd resigns as Foreign Minister to unsuccessfully challenge for the leadership. Constant uncertainty followed.



FEDERAL ELECTION 13

26 January 2013:

Julia Gillard announces 14 September as the Election date
– 14 months before it was due.

26 March 2013:

Aborted Rudd challenge which saw Simon Crean resigns
from the Ministry and Rudd fail to nominate.

26 July 2013: Kevin Rudd returns as PM following a
successful leadership coup.



HOW THE ELECTION WAS WON AND LOST

Both parties tried to avoid alienating anyone while fighting it out in the marginal seats.

A story of competing narratives:



Save the furniture

VS

Stay out of trouble





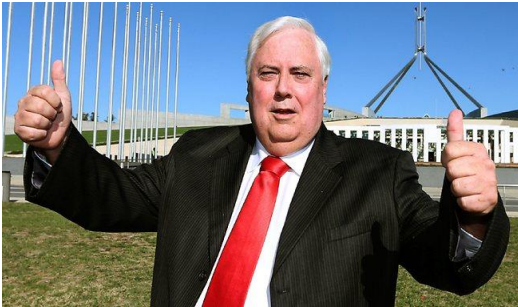
STRONG BUILDING

STRONG ECONOMY

Master Builders is fighting for

- ✓ **A Strong Economy**
- ✓ **Affordable housing and livable communities**
- ✓ **More and better infrastructure**
- ✓ **Employment and Apprentices**
- ✓ **Balanced workplace laws**

THE ABBOTT GOVERNMENT VS SENATE



WHAT THE ABBOTT GOVERNMENT MEANS FOR BUSINESS

- Business environment will change but it will not change overnight.
- No magical nirvana in the first week or even the first year.
- Committed to bringing the budget back to surplus. What does this mean? It means that you should plan for the removal of Government subsidies and the slashing of Government funded programs.
- Introduction of a paid parental leave scheme.
- Reduction in the company tax rate to 28.5 per cent from 1 July 2015.
- Removal and reduction in the regulatory compliance burden.
- Introduction of the ABCC.
- Introduction of a National Code of Practice for Federal Government funded construction projects.
- Minor changes to the Fair Work Act.
- Change to economic policy settings with a focus on attracting investment.
- Continuation with the Disability Care Program.
- The commitment to proceed with developing Northern Australia.
- Numerous Ministerial Advisory Councils and public inquiries.

MASTER BUILDERS APPROACH TO THE ABBOTT GOVERNMENT

- Push for what's good for the building and construction industry.
- Apolitical approach.
- Evidence based approach in putting forward submissions.
- Engage key Ministers and on the various consultation bodies.
- Strong support for the re-establishment of the ABCC.
- Push for housing in particular to be put high on the agenda.
- Engage with our members, seek your feedback and input into MBA's policy advocacy.
- MBA SA makes a major contribution on the National Board committees.
- You are well represented by John Kennett and now John Stokes.
- In media comments we will both support and criticise the Coalition Government.

