



THE ROYAL AUSTRALIAN REGIMENT CORPORATION

ACN 146 985 355

Leaders,

Our campaign's success is heavily reliant on our presence in every federal electorate to promote our causes directly to the voters and the MPs who are very sensitive to issues within their electorate particularly near election time.

Our lobbying activities are directed to the sitting MPs, all political parties and through the media. With the national media (TV, radio and press) we are reliant on their decision to print our releases and from our experience to date there is no certainty that they regard our issue as news worthy at the time when other news takes priority. However, at the local level the media are seeking news and that provides us with a distinct opportunity.

Personal contact with the local MPs is vital. It gives us the ability to present our issues at their Electoral Office, discuss them and ensures we get a response. Importantly, these exchanges are reported up the line to their Party leadership.

We have State/Territory Action Groups (STAGs) in place with representatives from the Alliance Partners. But we need to expand on those with Local Action Groups (LAGs) ideally in all the 150 federal electorates but essentially and vitally in the 52 marginal electorates.

I have asked previously for your Association's help to recruit volunteers to join the Action Groups without success. I implore you to help me.

All I ask is that you merge (match) the attached federal electorate post code list with your membership register to identify who lives in each electorate. From those persons you may know some who have the willingness and confidence to want to be involved. Ask them.

Another and quicker way to promote volunteers is for you to direct your members to our ADSO FGC website www.standto.org/about-us/ click on the Volunteer box, complete and submit the form. The State Action Group Leader will contact all volunteers and brief them on the requirement and their team.

Glenn Willmann who at the 2010 election successfully led the LAG in the seat of Longman (based on Caboolture) in Queensland where Wyatt Roy (Coalition) won the seat from Labor said:

"Without the support of the following local Media, the RSL Sub Branch and Legacy here within the Caboolture area I would not have been able to succeed in informing the residents of the importance of the Fair Go Campaign. I had great assistance from the following areas;

** Air time on Radio 101.5FM (Peter Campbell's morning program)*

** Interviews and articles in both the Caboolture News and the Caboolture Herald.*

** Articles in the RSL Sub Branch News Letters.*

** Some small exposure within the Redcliffe/ Caboolture Legacy Contact Group.*

I am still on a regular basic talk on Peter Campbell's program and discuss with him the progress towards achieving the Fair Go campaign's objectives."

Without this structure in place we will be seen by the pollies as, to use our language, all "Piss & Wind" and to use theirs as "puffery" not representative of the Defence Family.

We have identified that the five ADSO Alliance partners represent about one million persons who have a direct interest in our Defence Family. That is an influential support base.

I am happy to assist you in any way possible. Please encourage your members to join the campaign as a volunteer, as a donor and/or to be registered to be kept informed direct of our activities.

Duty First

Ted Chitham MC OAM