

## **Guide to Leading a Political Party**

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These criteria are not the only criteria that will affect chances of becoming leader. They are crucially important and it takes time to build capability in each area.

**Electability:** Being able to be popular through the TV cameras so voters who have not met the leader will vote for them.

**Funds:** A large war chest with good cashflow on an ongoing basis to fund campaigns, especially professional staff.

**Half of Caucus Voting for You:** Building relationships over time, as well as bringing new people into the party who will be loyal voters.

**Solidarity:** Being there for caucus members, staffers and party people when they are under attack, under pressure or have difficult personal situations to deal with.

**Public Speaking:** Being able to dominate with confident speaking to general audiences, dominate or attract attention in the house, and being able to handle interjections either with humour or a withering put down.

**Ethics:** Prepare for likely attacks on ethics by being completely clean on all issues, including use of parliamentary services funds, fundraising and donations, and accusations of extramarital affairs.