

# STOP POPULATION GROWTH NOW

**Stop Population Growth Now Newsletter**

**Issue No. 2**

**30-8-2010**

## **From the Convenor (Bob Couch)**

My apologies for the fact that there have not been more frequent Newsletters, but we have been very busy with the recent election.

After the Federal election was announced, a meeting of our members at Verdun decided to support the nomination of Bill Spragg, member of SPGN, and Deputy Mayor of the Adelaide Hills Council, for the seat of Mayo, which covers the Adelaide Hills, and the southern Fleurieu Peninsula.

A campaign committee was duly formed comprising John Tons (Chair), Paul and Dorothy Staska, Alex Hodges, Ann Wurlod, Henning Herringe, Stephen Sutton, John Coulter, Bill Spragg, James Ward and myself.

Bill duly nominated, and ran, receiving 2.74 % of the vote at last count. Although this was less than we hoped, given that we were competing against major parties with millions of dollars to spend on advertising, I think we did well. We raised the profile of the issue, and we gained a lot of experience we can use in the future.

During the campaign we managed to put up approx 200 posters, emblazoned with Bill's picture and the words "Stop Population Growth Now". We distributed in the order of 14,000 leaflets from Mount Pleasant in the north, to Victor Harbour in the south. We handed out about 13,000 how to vote cards on election day, at 27 polling booths using a total of 53 members of SPGN and friends. These booths covered only 40% of all Mayo voters and in these booths we obtained 3.3% of the votes ranging up to over 6% in one booth. We also managed to fund several advertisements in the regional newspapers, and to fund a Facebook campaign. We did all this within a budget of approx \$5000. As far as I am concerned, this was a terrific effort.

I note that campaign committee members paid quite a few costs from their own pockets, and I sincerely thank them for that. Other members who could not participate, made useful cash donations

Despite the small percentage of the vote obtained, our commitment to this cause is undiminished. The campaign committee will meet soon to document lessons learned, and ideas on future directions. Part of our future must be to recruit more members. Please urge your friends and contacts to join up.

Many, many thanks again to all who contributed to this campaign, in particular to Bill, who had to resign from his job to stand, and effectively put his life on hold for several weeks.

I think we can all be proud we "had a go".