

Strategic Communication and the 2022 Australian Federal Election Campaign

A Brutal Business

James Mahoney

First published 2024
by Routledge
4 Park Square, Milton Park, Abingdon, Oxon OX14 4RN

and by Routledge
605 Third Avenue, New York, NY 10158

*Routledge is an imprint of the Taylor & Francis Group, an informa
business*

© 2024 James Mahoney

The right of James Mahoney to be identified as author of this work has
been asserted in accordance with sections 77 and 78 of the Copyright,
Designs and Patents Act 1988.

All rights reserved. No part of this book may be reprinted or
reproduced or utilised in any form or by any electronic, mechanical,
or other means, now known or hereafter invented, including
photocopying and recording, or in any information storage or retrieval
system, without permission in writing from the publishers.

Trademark notice: Product or corporate names may be trademarks
or registered trademarks, and are used only for identification and
explanation without intent to infringe.

British Library Cataloguing-in-Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-032-45959-2 (hbk)

ISBN: 978-1-032-45960-8 (pbk)

ISBN: 978-1-003-37942-3 (cbk)

DOI: 10.4324/9781003379423

Typeset in Galliard
by Apex CoVantage, LLC

Contents

<i>List of diagrams</i>	<i>viii</i>
<i>List of tables</i>	<i>ix</i>
<i>Acknowledgements</i>	<i>x</i>
<i>At the outset: a preamble</i>	<i>xii</i>
<i>List of abbreviations</i>	<i>xiv</i>
1 A short drive to Yarralumla	1
2 A strategic approach	12
3 Behind the swing to independents	36
4 The key players	50
5 Campaigning on issues	65
6 The pressure points: polls and marginal electorates	81
7 The news media, frames, and debates	88
8 The 2022 election result	102
Case study: defying maths in the ACT	125
9 Will they ever learn?	134
A postscript	141
<i>Appendix: Strategic communication elements and definitions</i>	<i>143</i>
<i>References</i>	<i>145</i>
<i>Index</i>	<i>158</i>