

## **New Zealand Political Education Trust**

### **Proposal**

**July 2010**

This document outlines an organisation for United States citizens to build a firm, reliable, long term ally in New Zealand. The organisation will support politicians and aspiring politicians in New Zealand with the medium term aim of having an enduring centre right majority, with a pro United States outlook on the world stage.

### **Logic Structure**

This organisation has the aim of building firm ties between the United States and New Zealand, in the interests of having New Zealand as a firm friend on the world stage.

### **Global Political Situation**

The United States faces a geopolitical environment where in many Western nations the center left political parties are dominated by secular, liberal elite. These people have a tendency to anti- Americanism, and like to obstruct United States interests on the global stage wherever possible.

### **New Zealand Situation**

New Zealand mirrors other western democracies. The secular liberal elite control left wing politics, and they are anti American for seemingly childish reasons. The right is far more United States friendly, but power oscillates between the two factions as occurs in all democracies.

## **The Opportunity – The United States’ Competitive Advantage**

The United States has two enduring advantages over other nations, and these advantages can be used to build an enduring right wing majority.

**Funding**            The United States has a large donor culture, and wealthy donors that can contribute to political causes they believe in. This is not the case in almost all other western democracies.

**Professional Campaigning**    The United States has the worlds best, and best funded, political campaign consultants. There is a culture of professionalism and a huge amount of campaign knowledge in the United States that has not been transferred to other countries due to the amateur nature of their politics.

### **Exploiting the Competitive Advantage**

Provide funding to private trusts countries like New Zealand to build long term, direct links with potential politicians.

Fund effective campaigns, through backing education of campaign managers, not campaign advertising and exploit the fact that funding campaign managers is not included in the campaign spending limits.

Build an intern network where United States interns work with New Zealand politicians, especially providing campaign administration and management support.

### **Promoting United States Interests**

At global organisations the United States has one vote, even with all other countries. Building a group of staunch allies means the United States will not have to overcome hostility from nations that should be friends.

## **Developing a Template in New Zealand**

This organisation is intended to prove a model that can be used in other countries. Development of the organisation will be carefully documented and an operations manual produced duplicate organisations can be set up in other countries.

The political environment outside the United States is similar. Low funding, few campaign professionals. The broader opportunity is to use the New Zealand organisation as a model.

## **Why New Zealand?**

New Zealand is a relatively small country where relatively small amounts of money, and a few professionals will make a massive difference. Impact will be quicker as there are only 120 MPs in New Zealand.

## **Requested Funding**

### **Five Million Dollars**

To run a successful operation a minimum of NZD\$300,000 per annum needs to be available, with a considerable amount of this spent in election years.

An initial capital investment of \$5m will allow the organisation to run off the investment returns, with a conservative investment strategy.

## **Funding Areas**

Campaign Management

Campaign Training

Political Career Building  
Intern Program

A lean organisation with contractors rather than full time staff is envisaged so funds can be used on outcomes not overheads.

**Three Year Cycle**

	<b>Year One</b>	<b>Year Two</b>	<b>Year Three - Election Year</b>	<b>Total</b>
<b>Campaign Management</b>	40000	40000	220000	<b>300000</b>
<b>Campaign Administration</b>			225000	<b>225000</b>
<b>Intern Program</b>	75000	75000	75000	<b>225000</b>
<b>Political Career Building</b>	50000	50000	50000	<b>150000</b>
<b>Total</b>	<b>165000</b>	<b>165000</b>	<b>570000</b>	<b>900000</b>

- Campaign Management**      One campaign manager per five candidates
- Campaign Administration**      One administrator per campaign
- Intern Program**      One staff member running the intern program
- Political Career Building**      Training potential candidates as well as individual planning with candidates

## **Appendix One**

## **The New Zealand Political Situation**

Politics is very amateur. Each candidate in an electorate is allowed to spend \$20,000 in the last 90 days of the campaign and may not use TV.

Fundraising through the three year election cycle is no more than \$5m for the major party on the right, National. The left wing opponents, Labour, are similarly under funded.

Fundraising is haphazard and near non-existent, with each of the parties effectively taxing their MPs, and having a president do a limited amount of fundraising.

Few electorate campaigns have paid staff, yet paid staff would make a massive difference to results.

