

ADVANCE

NOVEMBER 2023

VICTORY IN THE VOICE REFERENDUM! *This win is all down to you*

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The Fair Australia No campaign is the biggest and most successful campaign ADVANCE has ever run.

And we were up against it.

The government, the top ASX200 listed companies, major sporting codes, universities and the mainstream media, celebrities, and massive NGOs all lined up to support the Yes campaign.

And they never for a second considered that ADVANCE could mount a national campaign and beat them at the ballot box.

ADVANCE's creative, communications, field, and fundraising teams built a grassroots campaign organisation from the ground up to take on a cause backed by virtually every mainstream institution in the country.

The No campaign turned 65% Yes into 60% No and in the process...

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VICTORY IN THE VOICE REFERENDUM!

This win is all down to you

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... laid out the model for defeating the big money progressive campaign machinery in Australia.

The campaign was massively boosted by Senator Jacinta Nampijinpa Price and Nyunggai Warren Mundine. Having two inspirational Indigenous leaders advocating for a No vote and shedding light on the reality that many Indigenous people did not want this was decisive.

Also critical was ADVANCE's strategic focus on the research and staying on message.

Early in 2023 ADVANCE's campaign team learned that "division" was the key message. Australians did not want to be divided and as soon as they understood the Voice would do that, they moved into the No column.

And it's your backing that did it.

Albanese thought he's the second coming of Bob Hawke and he'd romp home.

Instead he ran headfirst into reality - that Australians don't want to be divided by race and we don't want to be lectured to by the elites - and now he won't be forgetting your ADVANCE campaign any time soon.



YOUR 'NO' CAMPAIGN WINS BIG!

**18,000
VOLUNTEERS**

**59,000
CALLS MADE**

3.7 million mailouts, 59,000 calls, 8,200 volunteers on prepoll and polling day: YOU stepped up and YOU delivered the win and saved Australia from being forever divided by race in the constitution.

The progressive elites are already licking their wounds and pretending Australia voting No was inevitable.

But reliable polling had Yes at 65% less than a year before.

It's your campaign that turned it around. It's your win against them!

**3.7 MILLION
MAILOUTS**





Tell us what **YOU** think

What you've achieved this past year has been amazing.

Fair Australia, your NO campaign powered by ADVANCE, has changed the course of the nation.

With your support, we fielded one of the most influential campaigns in Australian political history.

That's all down to you.

Now it's time to tell ADVANCE what comes next.

Please take this easy seven minute survey to tell us what you think about where ADVANCE should be fighting to put YOUR voice front and centre.

Go to: advanceaustralia.org.au/survey



It's now **'US'** versus **'THEM'**

Did you notice who was fighting against you during the divisive Voice referendum?

Labor, the Greens, the Teals, the elite corporates, the big banks, and the mainstream media, all hand-in-hand supporting the Yes campaign.

All of them, working as one. All fixed on changing this great nation forever.

Australia is now about "them" versus "us".

While they are obsessed with their pet political projects, you're left to deal with the cost of living crisis and the exploding costs of rent and mortgage repayments on your own.

But you can tell them, enough is enough.

Sign ADVANCE's open letter to Australia's political, corporate and media elites: advanceaustralia.org.au/us-vs-them

Too many Aussies are doing it tough while they rake in billions.

Join the fight now to send them back to work for "us".



CAMPAIGN REPORT:

Media Innovation

Social media has become a critical campaign tool, and that's where ADVANCE's Fair Australia No campaign thrived.

Even The Guardian called the Fair Australia social media strategy "sophisticated".

By using different channels with different messages for different audiences, ADVANCE changed the game in social media campaigning.

This was made most clear through the innovative use of TikTok where Fair Australia's videos were viewed over **42 million times**.

And that was without spending a cent. Meaning your donations could go to other social media platforms and ads.

The Guardian

No campaign spreads through TikTok 'like wildfire' as pro-voice creators struggle to cut through

THE CONVERSATION

The 'no' campaign is dominating the messaging on the Voice referendum on TikTok – here's why

42,860,000
TIKTOK VIEWS

14,700,000
INSTAGRAM VIEWS

16,570,000
FACEBOOK VIEWS

Media Meltdowns

The mainstream media tried to come after ADVANCE, especially once the polls turned. But ADVANCE's strategy was clear: we don't care what the mainstream media think about us. Because we're on your side, not theirs.

ADVANCE issued a statement midway through the campaign rejecting The Guardian Australia after it was revealed their reporting was being directly funded by a Yes campaign affiliate.

The ABC came hunting for our donors, not realising the overwhelming majority of Fair Australia's fundraising came from grassroots Australians - and while ignoring the tens of millions of corporate money funnelled into the Yes campaign.

We told them we're not taking a backwards step to defend our country's freedom. And 60% of the country proved us right!

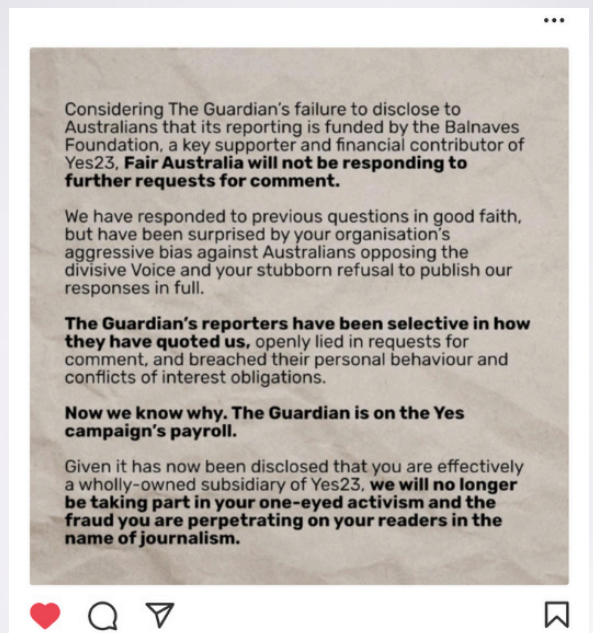
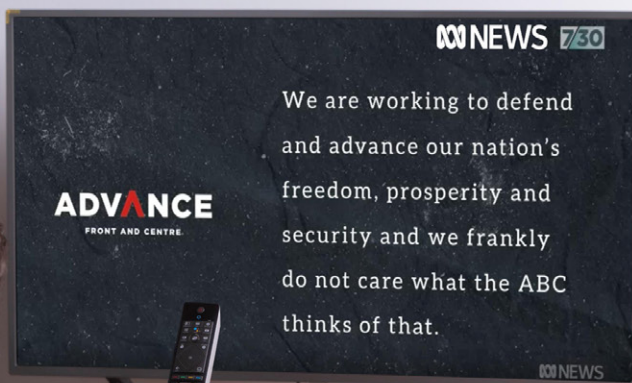
Considering The Guardian's failure to disclose to Australians that its reporting is funded by the Balnaves Foundation, a key supporter and financial contributor of Yes23, **Fair Australia will not be responding to further requests for comment.**

We have responded to previous questions in good faith, but have been surprised by your organisation's aggressive bias against Australians opposing the divisive Voice and your stubborn refusal to publish our responses in full.

The Guardian's reporters have been selective in how they have quoted us, openly lied in requests for comment, and breached their personal behaviour and conflicts of interest obligations.

Now we know why. The Guardian is on the Yes campaign's payroll.

Given it has now been disclosed that you are effectively a wholly-owned subsidiary of Yes23, **we will no longer be taking part in your one-eyed activism and the fraud you are perpetrating on your readers in the name of journalism.**



ADVANCE's Volunteer Campaign

Running a national campaign is no small feat but ADVANCE's Volunteer Team pulled it off - and invented new technology in the process.

Many of you would have used Volunteer for No to register your time at a booth on polling day or on prepoll but what you might not have known is the technology behind that had never been used before in Australia.

Gone are the days of spreadsheets and google calendars!

The new system made sure that volunteers went to the booths that mattered most, and the Yes campaign were caught flat-footed despite their massive war chest.



A Real Grassroots Campaign

All the best research and campaign strategy in the world means nothing without volunteers to get it done.

We know from people on the ground that the Yes campaign were paying unions and others to stand at booths.

We just had real volunteers giving their time.

Over 18,000 of you signed up - and the results speak for themselves.



Jacinta and Warren Win the Day

It was a gamechanger having Senator Jacinta Nampijinpa Price and Nyunggai Warren Mundine as spokespeople.

The Yes campaign simply couldn't handle their powerful advocacy.

And we saw the abuse they had to cop for standing up against the divisive identity politics of the Yes side.

But they stood strong and with you, they won the day!

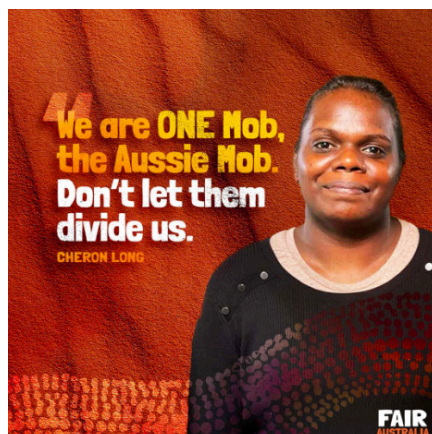
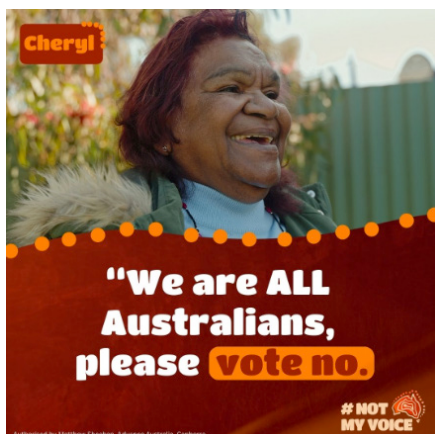


Indigenous Australians voting NO!

Many other Indigenous Australians aside from Jacinta and Warren also stepped up and spoke about their desire for Australia to stay one together not two divided.

Indigenous woman Cheryl was a huge hit on social media, with millions of views of her telling her story about being Australian.

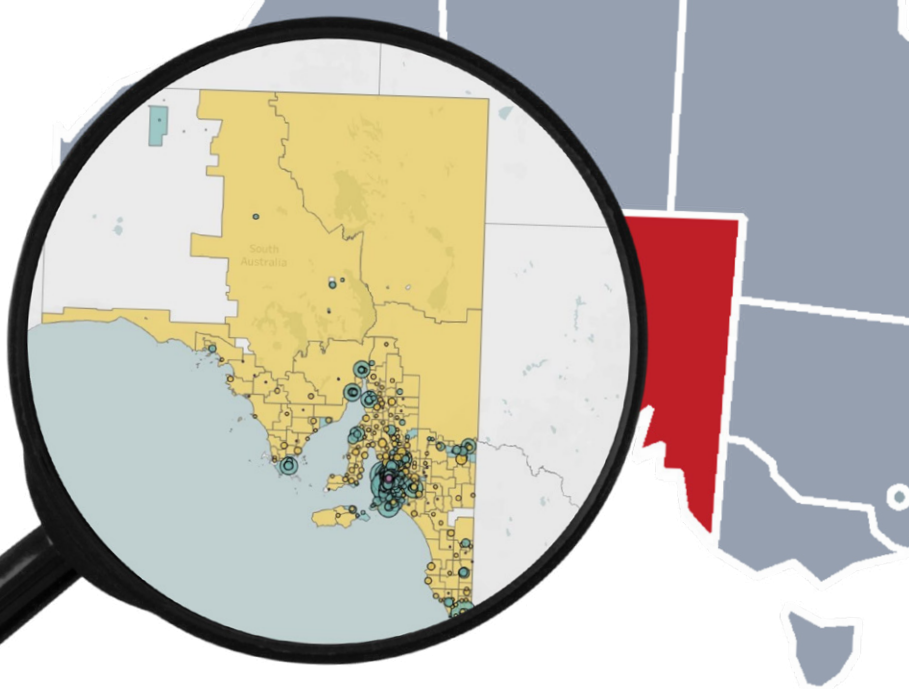
These brave men and women were hugely influential and Australia is grateful to them.



Data and Research

ADVANCE developed a sophisticated data model for ranking areas in the key battleground states in terms of where the voters we needed to convert lived. This model informed the mail plan, social media targeting, and volunteer allocation for referendum day.

We knew the Yes campaign would be spending big, so our strategy was targeted and deliberate so that your donations and your volunteer time went precisely where it would have the biggest impact.



Message Cut Through

Division. That was the key message.

ADVANCE knew from the outset that the divisive Voice ran against our national values. Everyday hard working Australians don't want to be divided by race, and they don't want governments and activists messing with the constitution.

So from the early stages, "division" was the message from Fair Australia, and we never changed.

Meanwhile, academic analysis showed the Yes campaign had 33 messages to our one.

Stopping the Activist Agenda

The fact is a big reason Australians rejected the Voice was because they knew it was an attempt by activists to change the country in ways they were not being honest about.

Your ADVANCE campaign team makes no apologies for exposing the words of prominent Yes leaders like Thomas Mayo and Teela Reid who, in front of friendly audiences, were upfront about the Voice being a pathway to Paying the Rent, reparations, and abolishing Australia Day.

Your efforts stopped them destroying our country - but the fight isn't over!



ADVANCE PARTNERS ANSWER THE CALL

Despite your massive triumph over the divisive Voice, the “progressives” are gearing up for another push.

That's why ADVANCE is rallying supporters who are committed to defending Aussie freedom, security, and prosperity to join ADVANCE Partners.

The threat? The woke agenda constantly challenges our core values. Labor, the Greens, the Teals and political elites aim to:

- > Push for 'Net Zero' leading to energy challenges.
- > Weaken our national security.
- > Abolish Australia Day.

And while everyday costs soar, they're trying to silence your voice with so-called misinformation laws.

The referendum proved that you can beat them if we're organised, despite their vast sources of campaign funding?

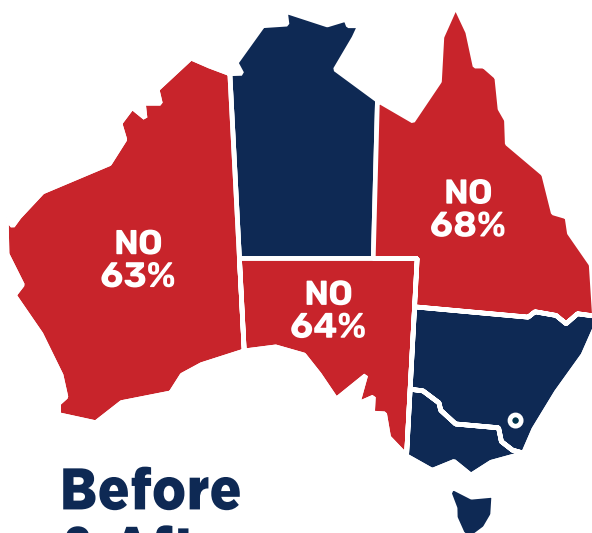
Your monthly contribution can counteract their influence to support billboards, ads, rallies, and media appearances nationwide.

We defeated them once; we can do it again. The strategy is set. Your past support mattered.

Now, bigger challenges loom.

Will you power the defence against the woke onslaught? Join ADVANCE Partners today.

advanceaustralia.org.au/donate-partners



Before & After

Your ADVANCE Fair Australia Campaign turned

65% YES into 60% NO.

Albo and the elites thought this was in the bag.

But they didn't win a single state.

The Australian people had their say and YOU saved the country!

From Matthew to you

This win was big - and now's the time to double down!

The elites that pushed the Voice in the media and in activist circles couldn't believe a grassroots campaign beat them.

But you and your NO campaign won this.

Without ADVANCE, and without your grassroots support, who knows what would've happened.

The referendum was just the start. We stopped them then and at ADVANCE, we're already gearing up for the next fight.

By committing to regular monthly giving to ADVANCE, you're making sure that your voice stays front and centre - and you'll keep the elites running scared.

It's us against them now and we won't be giving up.

Grateful for you,

Matthew Sheahan
Executive Director

