JULIA
2010
The caretaker election
JULIA 2010
The caretaker election
Edited by Marian Simms and John Wanna
Contents

Acknowledgments ........................... ix
Contributors ................................ xi
Abbreviations .............................. xiii

   and the onset of minority government ...................... 1
   Marian Simms and John Wanna

Part 1. Leaders, Ideologies and the Campaign
2. Diary of an Election .......................... 11
   Marian Simms

3. Bad Governments Lose: Surely there is no mystery there .... 33
   Rodney Cavalier

4. The Ideological Contest ........................ 49
   Carol Johnson

Part 2. The Media and the Polls
5. The New Media and the Campaign .................... 65
   Peter John Chen

6. To the Second Decimal Point: How the polls vied to predict
   the national vote, monitor the marginals and second-guess
   the Senate ........................................ 85
   Murray Goot

7. Debates, Town-Hall Meetings and Media Interviews .......... 111
   Geoffrey Craig

8. May the Less Threatening Leader of the Opposition Win:
   The cartoonists’ view of election 2010 ..................... 121
   Haydon Manning and Robert Phiddian
## Part 3. The Parties’ Perspectives

   *Brian Loughnane*

10. The Australian Labor Party .................................................. 155
    *Elias Hallaj*

11. The Greens ................................................................. 163
    *Andrew Bartlett*

## Part 4. The States and Regions

12. New South Wales .............................................................. 173
    *Elaine Thompson and Geoff Robinson*

13. Victoria ................................................................. 183
    *Nick Economou*

14. South Australia .............................................................. 191
    *Dean Jaensch*

15. The Northern Territory .................................................... 197
    *Dean Jaensch*

16. Tasmania ................................................................. 201
    *Tony McCall*

17. The Australian Capital Territory ....................................... 211
    *Malcolm Mackerras*

18. Queensland ................................................................. 217
    *Ian Ward*

19. Western Australia at the Polls: A case of resurgent regionalism ........................................... 231
    *Narelle Miragliotta and Campbell Sharman*

20. Rural and Regional Australia: The ultimate winners? .... 239
    *Jennifer Curtin and Dennis Woodward*
Part 5. Policies and Issues

21. Managing Gender: The 2010 federal election ............. 251
   Marian Sawer

22. Immigration Issues in the 2010 Federal Election ............. 267
   James Jupp

23. The Influence of Unions and Business in the 2010 Federal
   Election: Claims of ‘slash and burn’ and ‘still no response
   and no answers’ ........................................ 279
   John Wanna

   Geordan Graetz and Haydon Manning

25. Religion and the 2010 Election: Elephants in the room .... 303
   John Warhurst

Part 6. Election Results

26. The Results and the Pendulum ................................. 315
   Malcolm Mackerras

27. Electoral Behaviour in the 2010 Australian Federal Election 341
   Clive Bean and Ian McAllister

28. Seventeen Days to Power: Making a minority government 357
   Brian Costar