



PEOPLE EXPECT TO BE WIRED

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Social media. In an age of technological advances people expect to be wired into networks that provide reliable, productive and unbiased commentary on issues and products that enhance the quality of life.

They no longer obtain it word of mouth or like in the 1950s from your over the fence next door neighbour whiles you out hanging clothes. No, people in general want to be connected and up to date with the latest, and will do what is necessary to become interactive with the worldwide network.

Politics is no different and that is why political aspirants are going to such pains to build up a following of supporters and networks designed to further their political campaigns. Yet the most successful ones are those who take the opportunity to mingle with and converse with those who others discard as being not in the know politically. Let us take for example the roles of two Victorian parliamentarians from both sides of the fence.

Political adversaries. Mathew Guy and Daniel Andrews, what makes them tick and why are they so popular with the people? Is it their personality, their access to a political machine, their dress and bearing, their actions, their interaction with the people in the street or all of the above? Whatever it is, one can be sure that they surround themselves with the best possible political advisers and not yes men.



Daniel Andrews. On the one hand Daniel Andrews was raised on the back of union support and the party faithful, many of who are blue collar workers and community. This fact alone does not make him popular with everyone and one is left with the belief that access to a dedicated and committed political machine made up of many canny and shrewd campaigning staff. Despite his strong connections to the union movement, Daniel Andrews knows that he must also court both sides of Labor in order to maintain his hold on the leadership.

Favours, alleged jobs for the boys, contracts, and supporting organisations sympathetic to the Labor cause are all part of the game and both sides of the political divide do the same. Therefore if we are to put personal biases aside, Daniel Andrews's leadership style is such that he has personal attributes that attract sufficient like minded individuals dedicated to winning the recent State election. In other words Daniel Andrews is a product of a political machine that is in touch with the public.



Matthew Guy.

On the other side of the coin we have Matthew Guy who has a personal following within the Liberal party and in the wider community. Matthew Guy has over many years built up his popularity because of his ability to touch people on a personal level. Fiercely loyal to his friends and yet will still find the time and opportunity to speak with the man in the street.

His rise within Liberals the ranks has not been an easy one and at times has overlooked the positive aspects of maintaining long term community relationships. Many of whom have been supporting him silently behind the scenes. Despite this oversight, Matthew Guy has the skills and political ability to rise to the challenge and win them all over.

Not since Jeff Kennett has the Liberal party had such a popular leader. Many are clamouring to his sides to support him and his team to achieve the ultimate prize of Government. The lessons of the last state election have not been lost on him and neither are the lessons of the recent Queensland election been discarded. Matthew Guy is loved by all sections of the community including all sides of the political divide. In fact the Labor party has long foreseen Matthew Guy's rise and fear this popularity with the community where their supporter base lies.



A political partnership.

It is of interest to note that Matthew Guy's popularity rose yet again with the recent announcement of Michael Kroger to the uncontested position of the Victorian President. Michael Kroger's ability to galvanise the Victorian Liberal Party has electrifying and may well put an end to all party factions. Michael Kroger a political force in Victoria and on a national level has the attributes and political life experiences to unite the Liberal party as one and to ensure that Matthew Guy wins back government.

With Michael Kroger at the helm of the Party and Matthew Guy at the parliamentary level, Victorians are in for a pleasant surprise and everything is possible. Peace and harmony with the minimum of political bloodshed is being disseminated within the Liberal party paving the way for a generational, cultural change. A transition period of some two years, which will usher in a new breed of political young men and women working towards the same goals.

Community interest.

This level of political interest by the Victorian public is an indication that they are in fact wired into the greater community network like never before. Therefore commentators, media personalities and political activists using social media outlets need to be in touch and listen to the electronic chatter.

Those wishing to remain relevant in the electronic media will require providing an unbiased analysis based on facts rather than hypothesise on assumptions leaked material from sycophant and recalcitrant political staffers and politicians. The public will no longer be taken in or fooled in accurate and misleading information and cannot be taken for granted. Social media is here to stay and political campaigners need to recognise this if they are to be wired into the community and win their hearts and minds.

Social media. Social media chatter is a force to be reckoned with and should be factored into any campaign striving to convince a sceptical public. Never ever underestimate the power and influence of social media to change the courses of history. How Daniel Andrews overcomes broken contracts, rising living costs, changes in demographics, rising unemployment, downturn in the economy, appeasing the left and right within his party are questions best unravelled and understood by him.



Generational cultural exchange. On the other hand, according to Liberal insiders, Matthew Guy and Michael Kroger as a team will be able to cut the Gordian knot and put an end to all factional battles and win back government. The foundations are being laid as we speak and peace feelers and olive branches being extended to those pragmatic and politically savvy to realise that changes are inevitable.

Having being involved in the factional battles of the past and witnessed their destructive nature, this author looks forward to a transition of peace, harmony and welcomes a generational cultural exchange that puts an end to factional battles. Time can only be the judge of such foundations and the Victorian public shall decide the outcome.



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