



Student Guide

A step-by-step guide for planning your own campaign and election

Welcome to the campaign! This resource has been designed to help you learn about political campaigns, participating in elections, and how the results are reflected in the House of Representatives at Parliament. You can form a party, come up with your own policies and ideas, plan your campaign trail and try to win the vote of your classmates.

After you've campaigned your class will have an election. Use the [Create your own Parliament](#) digital tool on the New Zealand Parliament website to enter in the results of your election and see how it is reflected in seats in the Debating Chamber. Negotiate with other parties to achieve a majority and form a government!

You can find a template for your campaign to help you set out your policies, slogans and logos on the [Educators and Students section](#) of the New Zealand Parliament website.

OVERVIEW

Activities

This activity can be used as preparation for using the Create your own Parliament digital tool

For indepth resources on making choices, being heard and voting see the Electoral Commission's resources in the column to the right. Your teacher may or may not ask you to work on some of these activities as well.

Your teacher will give you guidance as to whether you complete your campaign tasks digitally, on paper or a combination of these.

FORM A PARTY

Form your own political party with your classmates.

Choose a name for your party from the list provided.

Now a few decisions!

- ☐ What are two or three changes that you want to make for New Zealand? How will you achieve this? These will be your **policies**.
- ☐ Who in your group would also like to be elected to represent your **electorate** (classroom). Your electorate **candidate** may also like to decide a policy for your electorate.

CAMPAIGN

You will now create a plan for your campaign.

How will you announce your policies? Where will you visit on the campaign trail? Which communities will you like to meet with? What events would you like to host or attend? Your teacher will tell you how long you have for this activity.

Design a **logo** and a **slogan** for your party. Ideas on what makes these effective are given on the right.

Examples of what you can prepare:

- ☐ Posters (digital or on paper) with different policies (like could be used for advertising)
- ☐ Pamphlets/flyers to hand out to your classmates (that may be handed out or posted into a mailbox)
- ☐ Social media posts (what you want to say to an audience with accompanying images)
- ☐ Plan locations, events and communities to visit on your campaign trail, what you'll do and say there to promote your policies

Extension task: Look at policies of existing political parties. See if you can find out how much money has been set aside to spend in this area. Come up with your own budget for your campaign.

Helpful tips

- ☐ Check out the Electoral Commission's learning resources:

<https://elections.nz/your-community/teaching-voting-at-schools/>

- ☐ A **policy** is a set of ideas or plans that are used to help make decisions.

- ☐ An **electorate** is a district or area which is represented by a member of Parliament.

Visit the Electoral Commission's website to find out your electorate:

<https://elections.nz/elections-in-nz/what-happens-in-a-general-election/what-are-electorates/>

- ☐ A **candidate** is someone who has put their name forward for election to Parliament.

- ☐ Party templates to help plan your policies, logos and slogans is available for download:

<https://www.parliament.nz/en/visit-and-learn/educators-and-students/resources>

- ☐ A **logo** is a symbol or design that represents something.

- ☐ A **slogan** is a memorable phrase used for advertising.

- ☐ Search for existing political party **logos** and **slogans** and decide:

What you think makes them stand out
What images and symbols they've used
What words they've used in their slogans.

Decide what images/symbols and key words are important for you to use for your political party.

- ☐ The extension task for students to plan their budget is available for download as part of the *Introduction to activities and extension task* resource:

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CONVINCE

Convince your classmates that they should vote for you.

Work together to present your party's campaign ideas back to your classroom.

- ☐ Talk about your policies, your logo, your slogan, and your campaign trail.
- ☐ Electorate candidates may also like to present their ideas for your electorate.

Remember, this is what your classmates will base their decision on!

HOLD AN ELECTION

Cast your votes in an election

Your teacher will have voting papers. You can vote for a political party (not your own) and a person to represent your electorate (classroom).

- ☐ Your vote will be for another party. Think about the policies of other parties to decide who to vote for.
- ☐ You will also have a second vote for someone to represent your **electorate**.

Your teacher will collect the voting papers, and may choose someone to and help count votes. This person must be **impartial**.

CREATE YOUR OWN PARLIAMENT

Use the **Create your own Parliament interactive tool** on New Zealand Parliament's website to enter the results of your election. You will see your results in the seating plan.

A **majority** is needed to form a **government**. If no one party has the majority, parties will need to negotiate with other parties to form an agreement to govern together. This is often called a **coalition**.

Your teacher may suggest that your parties go into negotiations to see who can form a government. Coalition governments have shared policies, so talk about what you agree and disagree on. Decide if you have enough in common to work together as a government.

Drag and drop each party in the Create your own Parliament tool to rearrange the order. Parties are automatically added counterclockwise from the Government benches (top left) to the Opposition benches (top right).

Congratulations to the new Government and everyone who has won a seat in Parliament!

REFLECTION

Reflect on what you have learnt from this activity.

1. What did you enjoy most about planning your campaign and participating in the election? Why do you think you enjoyed these activities?
2. If you had the opportunity to be a part of another campaign and election, what would you do differently?
3. What are two things you have learnt about campaigning in an election? What have you learnt about Parliament and forming a government?

- ☐ **Impartial** means treating all equally, fairly, and neutrally.

- ☐ A **government** is a group of parties represented in the House with the authority to govern the country.

- ☐ The **opposition** are the remaining parties represented in the House who are not in the Government.

- ☐ A **majority** is a number or percentage equalling more than half.

There are 120 seats in the Debating Chamber. A majority in the Chamber is 61 or more seats.

- ☐ A **coalition** is an agreement to work together for a period of time.
- ☐
- ☐ **Impartial** means treating all equally, fairly, and neutrally.