
OVERVIEW OF THE 2025 AUSTRALIAN FEDERAL ELECTION OUTCOME

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AGENDA FOR DISCUSSION

- National Perspective on the 2025 Election
- Queensland Perspective and Gold Coast Focus
- Teal Party Performance
- Expectation vs Reality – the LNP Policy Disconnect
- Questions



NATIONAL PERSPECTIVE ON THE 2025 ELECTION

OVERALL ELECTION RESULTS AND KEY FIGURES

National Election Summary

- Labor re-elected with 94 seats (up from 77)
- Liberal National Coalition reduced to 43 seats (down from 57)
- Greens lost 3 of 4 House of Reps seats
- Teals had a mixed performance (losing Goldstein and winning Bradfield)

Key Highlights

- Peter Dutton (Leader of the Opposition loses seat of Dickson)
 - Labor has largest majority in House of Reps in a long time
 - Labor increased Senate seats, making passage of legislation more straight forward
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THE ISSUES AGENDA WHERE THE ELECTION WAS WON

Economic Concerns

Economic issues such as job creation and local business support significantly influenced voter preferences during the election.

Environmental Issues

Environmental concerns, including climate change and conservation, played a crucial role in swaying voters in Queensland.

Social Challenges

Social issues, including healthcare and education, were important factors for voters when deciding their choices in the elections.



QUEENSLAND PERSPECTIVE ON THE 2025 ELECTION

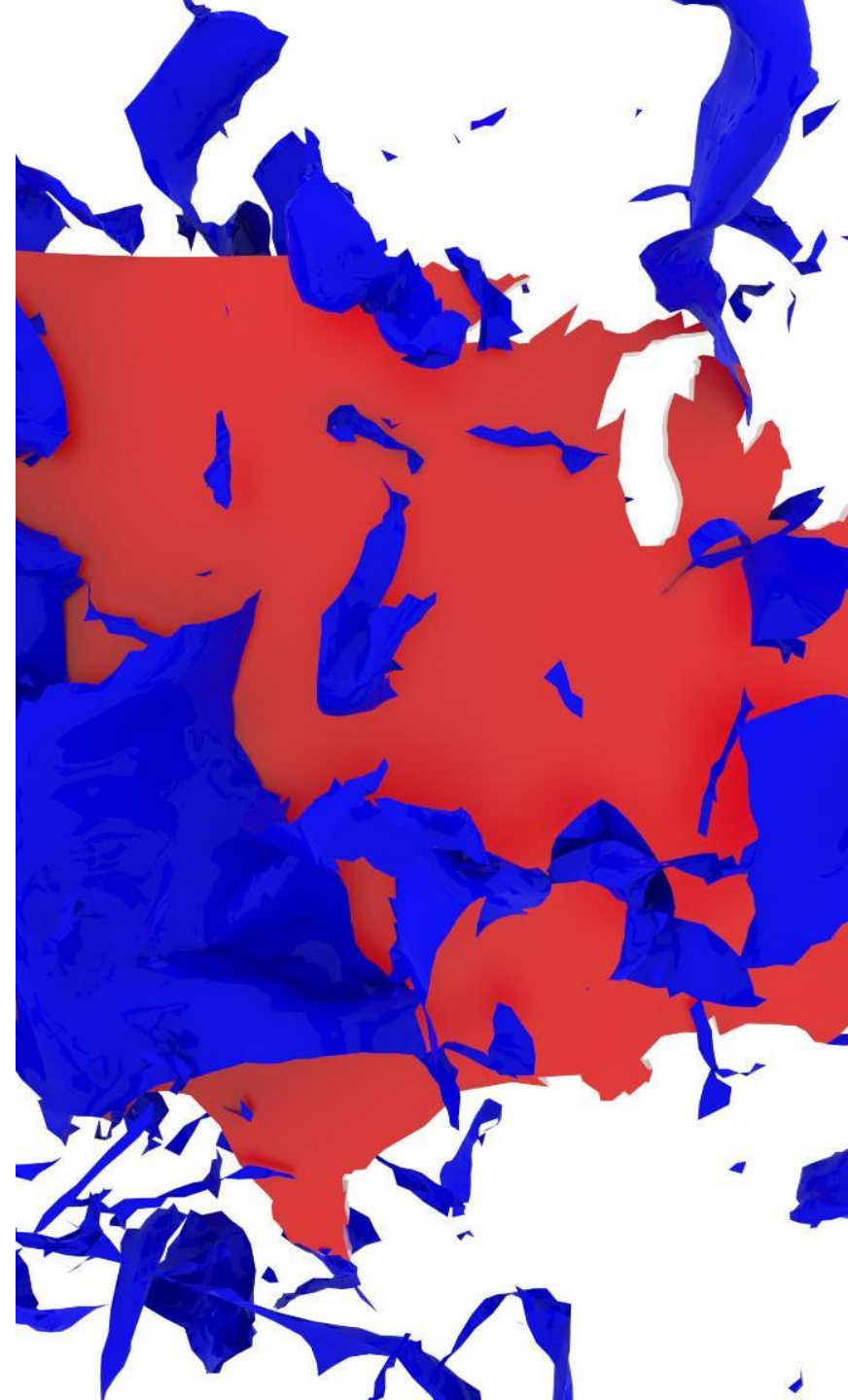
STATE-WIDE RESULTS AND MAJOR PARTIES' PERFORMANCE

Queensland Election Overview

- Labor increased QLD seats from 5 to 12 seats
 - Winning: Forde, Bonner, Brisbane, Griffith, Petrie, Dickson and Leichhardt
 - 5 LNP seats and 2 Greens Seats

Party Performance Comparison

- Expectation did not translate to reality for Liberal National Party in QLD
 - Queensland's Liberal National Party is still the highest performing coalition team across Australia – with 56% of seats held.
 - Greens performance in Queensland was devastating for the far-left Party, with only 1 remaining seat (Ryan).
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NOTABLE ELECTORAL DISTRICTS AND CHANGES

Brisbane – urban/metropolitan

Brisbane joins the ranks of other capital cities that have reduced Liberal Party representation.

With the loss of metropolitan seats to Labor this replicates the State Labor stronghold of Brisbane.

Note however that the Brisbane Council is a strong LNP Council.

Implications for Future Elections

A focus on metropolitan voters and middle Australia will become the battleground of future elections.

GOLD COAST ELECTION OUTCOMES

DETAILED RESULTS FOR THE GOLD COAST ELECTORAL DISTRICTS

Overall outcome

- Moncrieff (LNP Retain) – Angie Bell with ~2% cut to margin
- Fadden (LNP Retain) – Cameron Caldwell ~ 4% cut to margin
- McPherson (LNP Retain) – Leon Rebello (newly elected) ~ 5% cut to margin

Party Performance Overview

- LNP continues to see swings to Labor across all three seats, average 7% over 2 electoral cycles.
- Increased focus of minor parties and independents

Competitive Local Races

The key race on the Gold Coast was the Seat of McPherson, where Leon Rebello was taking over from Karen Andrews. Leon held the seat against a Teal challenge.



THE TEALS

WHO ARE THEY & HOW THEY WIN



Who are the Teals

- Fake Independents
- Funding is contingent on obedience to Teal HQ
- Left-aligned agenda on social and most economic issues

Party Performance Overview

- Teals picked up 7 seats in 2022, which was a major surprise.
- Key issues of: Climate/Energy, Integrity, and gender/women

How they win

- Big spending slick media and social media campaigns
- Vague optimistic messaging about environment
- Pretend to be 'environmentally conscious Liberals'
- Run 2nd, or a close 3rd and win on preference distribution.



GOLD COAST TEAL PARTY

Climate 200 Teal Party

The race to watch on the Gold Coast was McPherson, which was heavily contested by the Climate 200 Teal Party. Candidate Erchanna Murray Bartlett is a Greens activist who pretended to be a modern Liberal who cared about the environment.

Campaign strategy

The Teals spent over \$2m in McPherson.

Paid staff, campaign office, media strategists, outspending Alegra Spender on Facebook.

Outcome

The increase in Labor's primary vote made the Teal uncompetitive.

The preference distribution is the interesting part of this story.

**SO WHAT
HAPPENED?**



REMEMBER: THE ISSUES AGENDA

Economic Concerns

- Labor have performed terribly on the economy, but
- The Coalition did not put forward a credible economic alternative
 - Dutton fell into the trap of being big spending and Labor Lite on economic issues

Environmental Issues

- Labor got on the front foot casting doubt over Nuclear and the cost
- The Coalition never regained ground on the Labor lies about Nuclear.. Appeared unready to govern.

Social Challenges

- Labor didn't have to do anything with this
 - The Coalition kicked own goals regarding: Work from Home, Welcome to Country, Immigration and social cohesion.
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CONCLUSION

Campaign Strategy

The primary vote indicates Labor were not loved. But they did not pose a risk or threat to the status quo.

Peter Dutton and the LNP were big target with no detail. It appeared that the LNP were not ready to form Govt again (and to be honest, that is probably a fair assessment)

Policy Performance

Labor hit the key issues around Cost of Living, backed in by an interest rate cut at the start of the campaign.

Peter Dutton and the LNP had no coherent policy platform regarding the issues agenda.

Policy backflips and culture wars hurt them.

Local Campaigns

Labor thought they could lose so they worked very hard.

The Liberal National Coalition was lethargic and complacent. In QLD in particular they didn't think they could go backwards so they didn't work for the vote.