**Memorandum of Understanding**

The National Party of Australia - Victoria

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| **Between:****Head Office (HO)** - **Central Campaign Committee (CCC)** - **Local Campaign Committee (LCC)**1. **Duration of the MOU**
* This is a non-binding Memorandum of Understanding (MOU) between **HO, CCC** and **LCC.**
* The MOU will be revised annually by Board of Management (BOM)
1. **Goals and objectives**
* To win election campaigns for The National Party of Australia – Victoria.
* To establish and maintain a strong collaborative working relationship between HO, CCC and LCC.
1. **Roles and responsibilities**

**Central Campaign Committee*** The Central Campaign Committee will work closely with local campaigns and Head Office to develop and monitor a campaign strategy, including fundraising targets, data collection, volunteer targets, canvassing activity, and media activity.

**Local Campaign Committee*** It is the role of the campaign committee to oversee all localised campaign activity.

The campaign committee will be responsible for:* Strategy and planning
* Finances and Campaign Budget
* Volunteer Management
* Opposition research and intelligence
* Election day rosters
* Media and Marketing
* Direct mail and letterboxing
* Data Collection
* Phone Canvassing
* Campaign Activity Shopping centres, market stalls, etc
* Election night preparation
* Pack up, follow up and thank you letters

**Head Office*** It is the role of Head Office to support the campaign committee, candidates, and parliamentary wing.

Head Office is responsible for:* Preselection’s
* National Party Brand/ Style Guide
* Authorisation of campaign material
* Senate/Upper House Campaigns
* Electoral Commission communications
* Registration of candidates
1. **Meetings**
* The LCC will be required to meet weekly or as required in the leadup to the campaign.
* Meetings will be chaired by the relevant committee chair.
* Meeting agendas and minutes will be prepared by the relevant committee secretary.
1. **Reporting**

**Central Campaign Committee*** Will report monthly to BOM

**Local Campaign Committee*** Will report monthly or as required to CCC

**Head Office*** Will report regularly to BOM and State Council (SC)
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