**POLS 704 Political Management in Government**

**Report 3 case: Analysis of Jacinda Ardern’s Government 2017-2020 and Recommendations for post-election government 2020-2021**

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| **Task**  You have been asked by The Prime Minister’s Office to assess Ardern’s political management in the first term of government 2017-2020 and from this provide recommendations for her 2nd term as Prime Minister for after the 2020 election through to 2021 |

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| **Time period** |

**Time period for analysis**

From the 2017 election (23 September 2017) through to end of the 2020 election campaign – (October 16th 2020)

**Time period for recommendations**

For after the 2020 election through to 2021, i.e. the first year of her second term of government

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| **The impact of the actual election result on the report** |

**Well, it’s a bit messy**

The first thing to say is this is not going to be easy, and it is definitely imperfect.

As I said before the course event started, you were going to need to be more agile, and the 2020 election date being moved has asked more of you in this regard.

But let’s try to work together to make it work, because at the very least, it is going to be a fascinating report to write. And you will have a fantastic example of your agility and adaptability to use in job interviews!

**Assumption we will make: Ardern is re-elected in the NZ 2020 election**

We will do the report on the assumption she is going to win the election.

I will teach/assess you as if Ardern is going to win the election and be PM again

You should write your report as if she is going to win

**What if she does not actually win?**

Even if she does not win we will carry on as if she has and you are writing the report to advise a re-elected Prime Minister.

This would mean disregarding any post-election commentary. This will inevitably feel a bit weird. But it’s the only way we can do Ardern for this report.

**What if the result is unclear in terms of who becomes PM (as it was in 2017)?**

* We will carry on as if she is still expecting to be able to win
* And thus you’re giving her advice as if she will win/resume power and for what to do then

**2020 election results**

If she wins, you would normally take into account the election results from October 17/18th when creating your recommendations – e.g. a strong win gives her more power, a minority government less.

But presentations are due 20th October, the Tuesday after the election

And the report is due in 30th October, under two weeks in power

Thus it is up to you whether you integrate the election results. I will, of course, be understanding of this when marking.

**Option: Date report up to October 16th**

You can if you wish choose to date your report up to October 16th – just note it at the top.

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| **Content and focus** |

**2017 election**

* Do NOT include analysis of the 2017 campaign in itself
* but do take into account:
  + Promises made (especially for delivery)
  + The results in terms of it not being a clear win
  + And any weaknesses that needed to be overcome in government e.g. Ardern needed to add competence to her brand, Labour was perceived as weak on delivery
  + For short background reading on this see the conclusion chapter in *Political marketing and management in the 2017 New Zealand election* edited by Jennifer Lees-Marshment Palgrave  Lees-Marshment, J (2018), 'Conclusion: Political marketing and management lessons for research and practice' Chapter 8 pp. 117-138 <https://link-springer-com.ezproxy.auckland.ac.nz/content/pdf/10.1007%2F978-3-319-94298-8_8.pdf> (access via the course tallis page if needed)

**The Ardern Government 2017-2020**

* Consider the whole three-year period
* Big time frame, so we will identify key periods and events to focus on e.g. COVID \

**Strategy**

* Labour’s plan launched a year into government
  + 2017-2020 Strategy [Our plan - New Zealand Labour Party - Labour.org.nz https://www.labour.org.nz/ourplan](Our%20plan%20-%20New%20Zealand%20Labour%20Party%20-%20Labour.org.nz%20https://www.labour.org.nz/ourplan) Sep 19, 2018
  + See also video Our Plan: The Government's Priorities for New Zealand <https://www.youtube.com/watch?v=xfgElF_Ey-A>
  + <https://www.beehive.govt.nz/feature/our-plan-modern-new-zealand-we-can-all-be-proud>
* Positioning: think about the movement from being a challenger to being a leader
* The weak opposition e.g. word clouds against Bridges - What the public is saying about Simon Bridges, according to Labour's UMR - <https://www.stuff.co.nz/.../what-the-public-is-saying-about-simon-bridges-according-t>...
* Polls – generally very positive especially during COVID
* MO: generally market-oriented but questions over understanding of business community especially in lockdown

**Branding**

* Leader brand: added competence through crisis management, governing of a complex coalition, and covid-19 especially
* Maintenance of relatability
* Reassuring tone/phrases
* Delivery and maintenance of the core brand is questionable given failures on capital gains tax/housing generally, and child poverty
* Policy branding – was there any?

**Delivery**

* 100-day plan delivery successes
* Failures on housing/kiwibuild
* Successes such as the Families Package, Zero Carbon Act
* Ardern, Jacinda (2018) Facebook live discussion about the Families Package <https://www.facebook.com/jacindaardern/videos/today-is-the-day-the-families-package-comes-in-couldnt-help-but-share-a-few-thou/10155347263617441/> 1 July or see media coverage such as <https://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=120811850>

**Communication**

* Including personal aspects e.g. Ardern baby whilst in power
* Listening – mostly good but undermined by not seeming to understand cost faced by business during covid-19?
* ‘PM updates’ e.g. <https://www.youtube.com/watch?v=JCJaD7fuqmg>
* <https://www.youtube.com/watch?v=6e2z4ooBFOQ>
* Week that was <https://www.labour.org.nz/week_that_was_140918>
* Relatability comms e.g. during covid crisis

**Crisis management**

* Political scandals Ministers Clare Curran, David Clark, Labour Youth camp and handling of
* Christchurch Mosque Shootings
* White Island Volcano Eruption
* COVID in terms of both health and economics

**The 2020 Campaign**

* Take into account any new promises made for 2020 onwards – especially the delivery team
* Any impact the campaign had on other aspects e.g.
  + her strategy positioning against Collins and Market-orientation
  + her brand personality
  + her communications (but nb avoid focusing on campaign ads – you should be looking at overall communications strategy)
  + her crisis management if a crisis emerged during the campaing
* Polling data especially close to the result
  + E.g. see TVNZ colmar brunton polls via <https://www.tvnz.co.nz/yourvote2020>
* Vote Compass data
  + <https://www.tvnz.co.nz/one-news/vote-compass-2020>

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| **Primary source websites to look at** |

Labour Party Website

<https://www.labour.org.nz/>

Labour Party youtube channel <https://www.youtube.com/channel/UCiz_HNe4CVNzP-yeYoFydQw>

Labour Party facebook <https://www.facebook.com/NZLabourParty>

Ardern facebook <https://www.facebook.com/jacindaardern>

NZ Government <https://www.beehive.govt.nz/>

Opinion polls



[***https://www.colmarbrunton.co.nz/***](https://www.colmarbrunton.co.nz/)

https://umr.co.nz/

Campaign 2020 TVNZ colmar brunton polls via <https://www.tvnz.co.nz/yourvote2020>

Campaign 2020 Vote Compass data <https://www.tvnz.co.nz/one-news/vote-compass-2020>