



Federal Election Campaign Outcome

Advocacy wins, funding outcomes and next steps

9 May 2025



Key Media Release Messages

Our consistent message to media delivered strong cut through and increased awareness of NGAA.

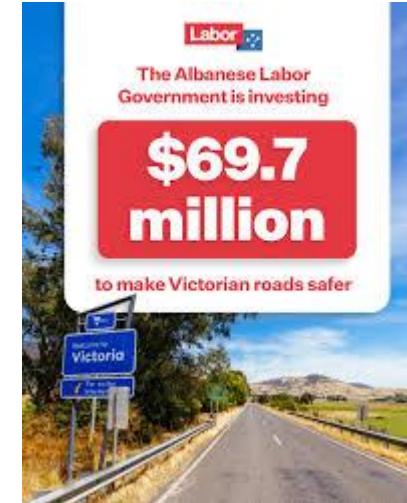
- Despite housing one in five Australians, Growth Areas face the worst levels of access to social infrastructure across metro areas
- Growth Areas will account for 59% of future population growth across all capital cities
- National Growth Areas Alliance is launching its new infrastructure funding model to support governments in meeting the needs of the 5.6 million Growth Area residents
- “Growth Areas are the potential swing suburbs and cities that could define next year’s federal election.”



National Investment Highlights

Focus for both parties was on cost-of-living measures.

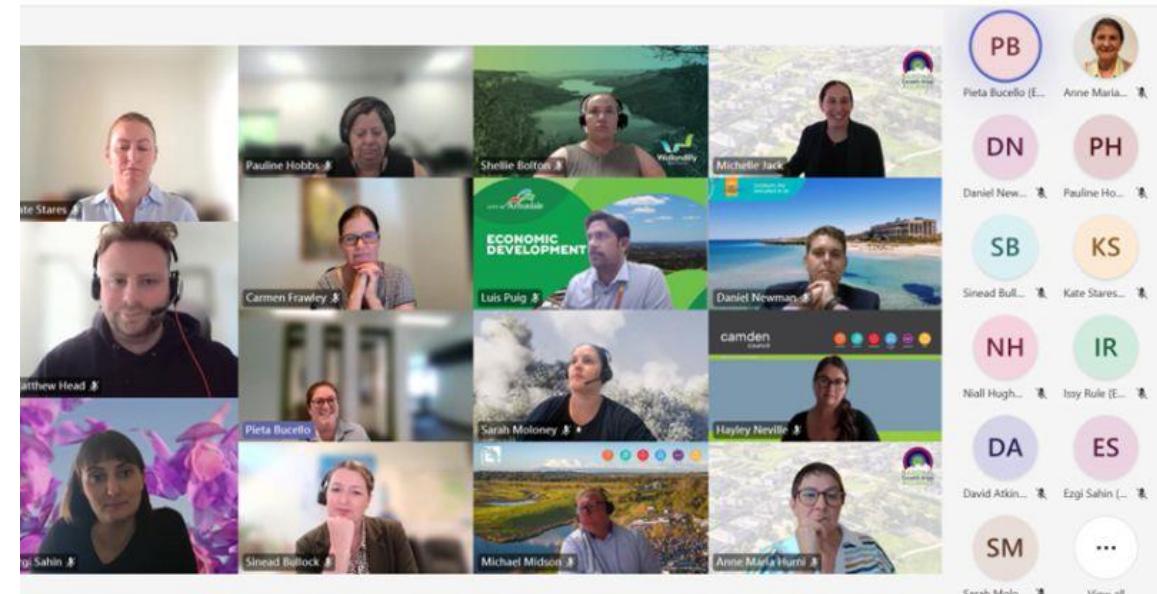
- Infrastructure funding
 - \$580M for housing & flood-resilient road upgrades
 - \$500M Fifteenth Avenue upgrade.
 - \$1.1B Western Freeway
 - \$125M Curtis Road Level Crossing Removal
 - \$350M Kwinana Freeway upgrades
 - \$1B South West Sydney Rail Extension corridor
- Health funding
 - 5 urgent care clinics promised to growth areas
- Community funding
 - Millions for grassroots community clubs



Advocacy Committee Feedback

Fortnightly Advocacy PAC meetings ensured all members were involved in the campaign along the way

- Overall feedback was that campaign has been a success:
 - ✓ Delivered strong media attention, political traction, and helped elevate Growth Area issues nationally.
- Research impact:
 - Provided members with data and insights that strengthened local advocacy and conversations with stakeholders and media.
- Communications opportunity:
 - Members want to leverage NGAA's campaign and use it to have 3rd party voice in local activities.
- Advocacy toolkit usage:
 - Toolkit was helpful but not consistently used; feedback suggests a future version should include tailored regional messaging templates.



Election Results: QLD

Labor gained 3 seats in QLD's growth areas with one seat still to be determined.

Division	2022 Seat status	2025 Result	Party	Swing
Blair	Marginal	Retained	ALP	0.6% to ALP
Bowman	Marginal	Retained	LIB	2.7% to ALP
Dickson	Marginal	Gain	ALP	7.1% to ALP
Forde	Marginal	Gain	ALP	5.7% to ALP
Longman	Marginal	LNP ahead		2.9% to ALP
Petrie	Marginal	Gain	ALP	5.4% to ALP
Rankin	Fairly Safe	Retained	ALP	6.9% to ALP
Wright	Safe	Retained	LIB	2.0% to ALP

- Longman is yet to be confirmed. Currently, Liberal Terry Young leads by 320 votes
- While the electorates of Bowman and Wright have been retained by the Liberal party, they have swung to Labor

Election Results: NSW

Labor gained 1 seat, Hughes. Most electorates saw a swing towards Labour.

Division	2022 Seat status	2025 Result	Party	Swing
Berowra	Fairly Safe	Retained	LIB	5.7% to ALP
Chifley	Safe	Retained	ALP	6.5% to ALP
Fowler	Marginal	Retained	IND	1.1% to IND
Greenway	Safe	Retained	ALP	4.4% to ALP
Hughes	Fairly Safe	Gain	ALP	5.8% to ALP
Hume	Fairly Safe	Retained	LIB	1.5% to LIB
Lindsay	Fairly Safe	Retained	LIB	3.0% to ALP
Macarthur	Fairly Safe	Retained	ALP	6.1% to ALP
Macquarie	Fairly Safe	Retained	ALP	1.4% to ALP
McMahon	Fairly Safe	Retained	ALP	1.3% to LIB
Werriwa	Marginal	Retained	ALP	1.1% to ALP

- Despite retaining the seat of Berowra, there was a 5.7% swing to Labor, a previously safe Liberal seat.
- Independent Dai Le has retained the seat of Fowler.
- Surprise victory for Labor's David Moncrieff, with Jenny Ware losing Hughes after a single term.
- McMahon has remained Labor re-electing Chris Bowen, even with a swing towards the Liberal party.

Election Results: VIC

All seats stayed the same. However, there were swings that demonstrate a change in the electorate. Preference counts have caused issues in Calwell and Monash

Division	2022 Seat status	2025 Result	Party	Swing
Bruce	Fairly Safe	Retained	ALP	9.0% to ALP
Calwell	Safe	ALP ahead		3.6% to ALP
Gellibrand	Safe	Retained	ALP	4.2% to ALP
Gorton	Fairly Safe	Retained	ALP	0.2% to ALP
Hawke	Fairly Safe	Retained	ALP	No swing
Holt	Fairly Safe	Retained	ALP	7.3% to ALP
La Trobe	Fairly Safe	Retained	LIB	5.5% to ALP
Lalor	Safe	Retained	ALP	No swing
McEwen	Marginal	Retained	ALP	0.7% to ALP
Monash	Marginal	LIB ahead		2.3% to LIB
Nicholls	Marginal	Retained	NAT	0.3% to ALP
Scullin	Safe	Retained	ALP	2.1% to LIB

Feedback from the Advocacy PAC team:

- The result was as expected however the margins and swings were very surprising.
- The Labor Party seemed to be more organised with policies, commitments and volunteers the Liberal Party more focussed on the pre-election booths. Good outcome for our electorates. Swing for the ALP means that the Victorian Government will carry on its agenda for the Southeast Melbourne instead of investing in Melbourne's West.
- La Trobe: "there was a strong swing to Labor which suggests that most voters were influenced by the national campaign"

Election Results: SA

No change in seats for SA's growth area electorates

Division	2022 Seat status	2025 Result	Party	Swing
Mayo	Safe	Retained	CA	1.5% to CA
Spence	Safe	Retained	ALP	2.6% to ALP

Feedback from the Advocacy PAC team:

- Spence has traditionally been a safe ALP seat. While we didn't anticipate any major changes, we had considered the possibility of a stronger Coalition performance that resulted in an ALP minority government. This could have built a more competitive electorate, potentially benefiting the Council in advancing our agenda and advocating for community infrastructure needs. The ALP is now in a very comfortable position.

Election Results: WA

Bullwinkel has yet to be determined. Labor gained one seat in Moore. Fremantle was almost won by Independent Kate Hulett

Division	2022 Seat status	2025 Result	Party	Swing
Brand	Safe	Retained	ALP	1.9% to ALP
Bullwinkel		ALP Ahead		3.2% to LIB
Burt	Safe	Retained	ALP	2.5% to ALP
Canning	Marginal	Retained	LIB	4.6% to LIB
Cowan	Safe	Retained	ALP	3.7% to ALP
Durack	Marginal	Retained	LIB	5.3% to LIB
Fremantle	Safe	Retained	ALP	16.1% to IND
Hasluck	Marginal	Retained	ALP	6.9% to ALP
Moore	Marginal	Gain	ALP	3.7% to ALP
Pearce	Fairly Safe	Retained	ALP	1.9% to LIB
Swan	Fairly Safe	Retained	ALP	4.9% to ALP
Tangney	Marginal	Retained	ALP	3.5% to ALP

Feedback from the Advocacy PAC team:

- Bullwinkle: Currently ALP candidate Trish Cook is ahead by 50 votes, however on-site scrutineers advise this is a website transposition error and Liberal Candidate Mat Moran is ahead by 50 votes.
- Burt safe Labor, Canning remained Liberal, Bullwinkel well contested 50/50 Labor vs Liberal - newly created seat.
- Early polling data indicates that voters in the suburbs on the 'flatlands' of outer Perth preferred Labor, while the geographically larger rural areas had strong Liberal preferences. A higher Nationals' vote was anticipated but did not eventuate. This speaks to the "red Ring" of Perth where outer suburbs are all held by Labor.

Next Steps

Maintain momentum from the campaign and build upon strong relationships that have already been established

- Congratulations letters & meeting requests:
 - Send formal letters to newly elected Growth Area MPs and new cabinet ministers, acknowledging election wins and requesting early meetings to discuss growth area priorities.
- State-level engagement:
 - Organise state visits to meet with federal growth area MPs, state government MPs, ministers, and departments.
 - Collaborate with state-based local government advocacy bodies to align efforts and amplify Growth Area priorities.
- NGAA Congress:
 - Use Congress as a major engagement platform to bring together federal and state agencies, members, and stakeholders.

