

Concept Proposal

ELECTION WATCH ASIA

Independent Elections Watchdog

Crowdfunding Initiative

KICKSTARTER

scl
elections





Australian Independent SEA Elections Watchdog

Social Studies and Media Exposure

To gauge how elections and politicians invoke social change

Concept

- To focus on selected Parliament Constituencies of selected high profile Southeast Asian politician who face strong social issues
- Expose real on-the-ground issues faced by the constituents and how the local Parliamentarian has addressed them as they enter into elections
- Local issues vis-a-vis actual solutions. Delivery or just election promises

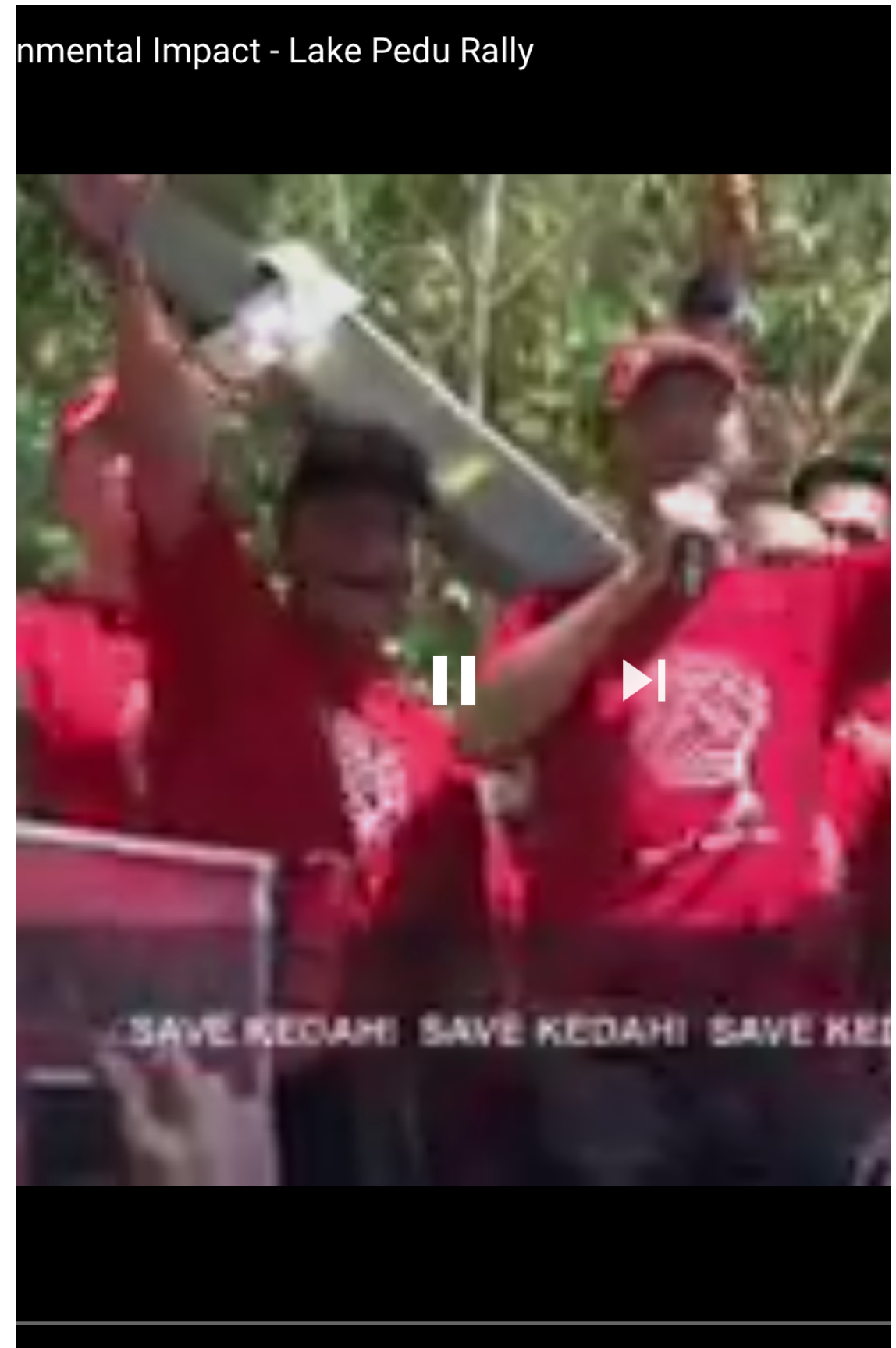


Objective

Gauge balance between political promises vs grassroots needs vis a vis current local and social conditions

Expose actual grassroots issues and efforts towards making solutions by local leaders as against perception romped by social media or paid cybertroopers

Conduct Psychographic and Social Studies to understand real and actual needs which are equally not understood by politicians and people



Components



Video and Documentary

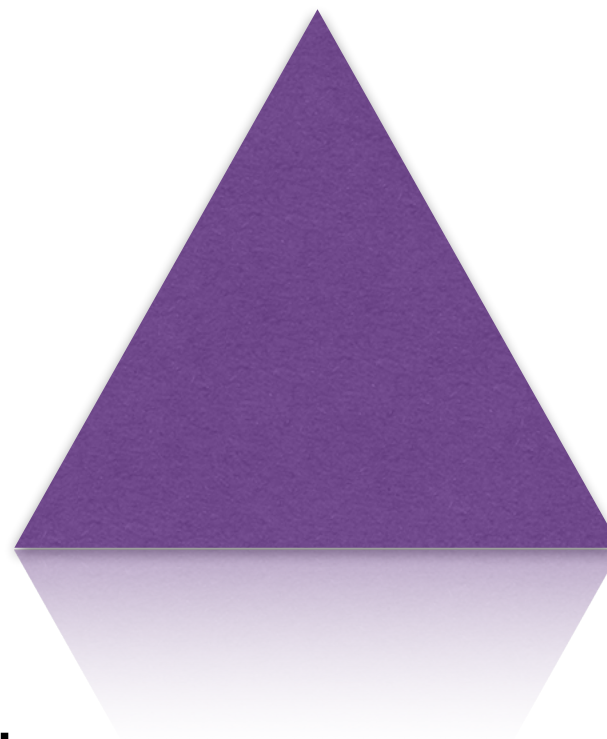
To prove issues

To prove psychographic findings



Target Audience Analysis

Pilot analysis



Local Partners

for enumerators
and ground
studies

Target Campaigns

- **Penang mid 2017** (State administration scandals)
- **Bangkok late 2017** (Urban poverty - Red Shirt vs Yellow Shirt)
- **Jakarta 2018** (Jokowi vs Ahok - Urban Poverty - Election promises)
- **Cambodia July 2018** (Corruption - Sam Rainsy's return from exile)
- **Kuching / Miri 2019/2020** (Development)
- **Manila May 2022** (Urban Poverty - Crime eradication)





Crowdfunding

KICKSTARTER

Target USD500k per campaign

- Target Audience Analysis
- On-the-ground logistics
- Local partners and enumerators
- Equipment
- Campaign expenses
- Air and Ground Travel
- Long Stay Accommodations
- Production Crew and expenses

Timeline Targets

- Current - Election Watch Channel on Youtube focusing Kedah 2013
- October 15, 2016 - Launch of Kickstarter Australia profile
- January 2017 - Target funding of USD1m
- January 2017 - Initiate on-ground logistics for TAA
- February - April 2017 - Penang TAA & Video
- July - September 2017 - Bangkok TAA & Video

Spinoff Potential

- Political buy-in from Political Parties to Nationwide Target Audience Analysis
- Business Model on Solutions/Campaign Services
- United Nation accreditation as independent elections observer for SEA
- Expansion of election theatres to include Myanmar, Vietnam and Singapore
- With data, commercial entry into ASEAN

-/ends