

PROCESS TO REVIEW THE NAME OF THE FUSION PARTY OF AUSTRALIA

Approved by the Executive Committee

Issued To Members 23rd October 2022

The identity of a political party and its broad electorate recognition and emotional appeal is linked to the name of the party. The formation of the current political entity was linked fundamentally to meet the merger ambitions of the constituent political movement and we ran our first national election as “FUSION: Science, Pirate, Secular, Climate Emergency” (aka the Fusion Party of Australia). There has been a call to consider changing the name of the Party as a core means of enhancing the reputation and identity of the party in the Australian electorate. All members of the Fusion Party are invited to participate in this assessment.

The process for this assessment is:

1. To identify criteria whereby the executive committee or nominees can establish and assess weighted criterion to measure the optimum name that represents the values, ambitions and political identity of the party.
2. To initiate a transparent and inclusive process to gather views and suggestions for a name.

The Executive Committee has approved the following criterion to be used to assess proposed names:

1. Whether the term and name is easily understood by the mainstream electorate. (20%)
2. Whether the name clearly engenders broad electorate support for the meaning and aspirations of the electorate. (20%)
3. Whether the name is reflective of the values agreed to by the party under the current formative “Roadmap” workshop process. (Mandatory)
4. Whether the name can be properly used for advertisement, identity and graphic design aspects of public relations. (20%)
5. Whether the name allows for long term investment and recognition, that it will remain relevant and supported over a long timeframe. (30%)
6. Consideration of the brand recognition already achieved under fusion and the costs and effort to change the name of the party based on significance of effort, work and potential impact on members. (10%)

The proposed party process to undertake the review of all names submitted is:

1. Call for suggestions and rationale for name change against criterion at this meeting. Use Form Below (Attachment 1).

Submit form by the 30th of November 2022 to peter.johnson@fusionparty.org.au

2. Call for expressions of interest to be part of the name assessment working group. Use Form below (Attachment 2).

Submit form by the 23rd of November 2022 to peter.johnson@fusionparty.org.au

3. The Executive Committee or nominees as well as accepted political party members are convened for a workshop whereby all suggested names are presented. The group after confirming the objective criterion of assessment to be used then proceed to a tally assessment. The group is presented with all submission for names and any suggestions on the criterion 1 week prior to convening. The workshop will convene in the first week of December 2022.
4. The results of the tally are published and a recommendation if handed to the executive committee for endorsement. The EC meeting post the workshop. (Mid December 2022)
5. The Executive Committee endorses the results or makes further direction prior to advising the political party membership including constitutional considerations for the change of members. The EC meeting post the workshop. (Mid December 2022)

Timeline:

Task	Timeline
Agenda item for expressions of interest and name submissions.	AGM in October 2022
Workshop to tally up choices	Late November 2022/ Early December 2022
Consideration of the Workshop results by EC and decision as to name change or not	Mid December 2022

Name Suggestion

Submit form by the 30th of November 2022 to peter.johnson@fusionparty.org.au

Proposed Party Name (maximum of 6 words):

Simple Rationale of why this is your preferred name (Your strongest reason):

Optional: (Please feel free to add any notes relating to the assessment criterion):

Participate in the Name Review Working Group

Submit form by the 23rd of November 2022 to peter.johnson@fusionparty.org.au

I, _____ (Name)
as a registered member of the Fusion Party nominate to participate in the political party
name review working group. I confirm I am available during evenings in the first week of
December to undertake this task.

Name:

Email Address:

Telephone: