

WHY TMV JUST CHANGED THE EQUATION



**WE DIDN'T JUST
VOTE, WE SHIFTED THE
POLITICAL LANDSCAPE**

2025 FEDERAL ELECTION IMPACT REPORT



GAINS AND SWINGS



SAMIM MOSLIH
CALWELL



**+5887
GAINED**



**SWING
AGAINST
LABOR &
LIBERAL
-22.4%**

**BASED ON 1ST
PREFERENCE**



AHMED OUF
BLAXLAND



**+16,269
GAINED**



**SWING
AGAINST
LABOR &
LIBERAL
-13.1%**

**BASED ON 1ST
PREFERENCE**



DR ZIAD BASYOUNY
WATSON



**+11,769
GAINED**



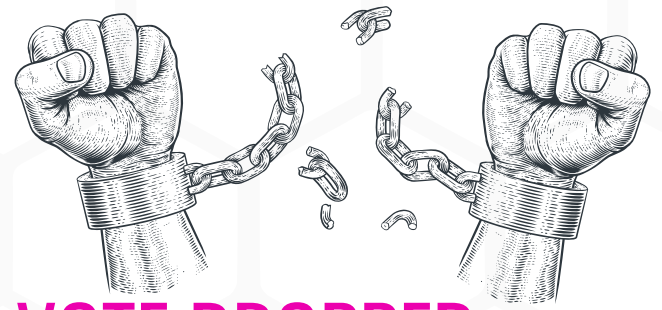
**SWING
AGAINST
LABOR &
LIBERAL
-17.4%**

**BASED ON 1ST
PREFERENCE**



① **TMV SUCCESSFULLY SPLIT THE VOTE**

WITHOUT LETTING LIBERALS IN. THIS IS PROOF OF STRATEGY, NOT SABOTAGE



- LABOR'S LOWER-HOUSE **PRIMARY VOTE DROPPED**, ESPECIALLY IN BLAXLAND AND WATSON.
- **LABOR'S GAIN IN THE SENATE** CAME FROM FORMER LIBERAL VOTERS SWITCHING TO KEEP DUTTON OUT.
- **TMV EXPOSED THAT LABOR'S SURVIVAL** IN THESE SEATS WAS NOT DUE TO COMMUNITY LOYALTY, BUT FROM PANIC VOTES BY **TRADITIONAL LIBERAL VOTERS**.

WIN



TMV'S LOWER-HOUSE CHALLENGE HURT LABOR WITHOUT JEOPARDISING THE SEAT TO THE LIBERALS.



2 LABOR'S SENATE VOTE INCREASE HAD NOTHING TO DO WITH MUSLIM SUPPORT



- LABOR'S SENATE VOTE INCREASED **NOT DUE TO MUSLIM VOTERS**, BUT FROM LIBERAL VOTERS DEFECTING OUT OF FEAR OF DUTTON.
- IN BLAXLAND AND WATSON, IF THE 'DUTTON EFFECT' DIDN'T EXIST, LABOR'S LOWER HOUSE VOTE WOULD HAVE COLLAPSED.
- THIS PROVES **LABOR CANNOT COUNT ON MUSLIM LOYALTY** — TMV DECOUPLED MUSLIM VOTERS FROM TRADITIONAL PARTY-LINE VOTING.

WIN ➤ **TMV SHOWED: MUSLIMS DIDN'T SAVE LABOR – OTHERS DID. THE MUSLIM VOTE IS NO LONGER THEIRS BY DEFAULT**



3 **TMV FACILITATED TACTICAL DUAL-VOTING:** **INDEPENDENT IN LOWER HOUSE, GREENS IN SENATE,** **AND EXCLUDE THE LIBERAL PARTY**

- **THE GREENS SENATE VOTE SURGED** DRAMATICALLY IN BOTH WATSON AND BLAXLAND.
- **TMV HELPED EDUCATE AND MOBILISE** TACTICAL VOTING, NOT BLIND VOTING — A SOPHISTICATED AND HISTORIC SHIFT IN VOTING PATTERNS.
- TMV MADE A **CONSCIOUS DECISION TO EXCLUDE** THE LIBERAL PARTY FROM OUR HOW-TO-VOTE SENATE CARD.

WIN ➤ **TMV ACTIVATED A NEW INTELLIGENT VOTING BLOC CAPABLE OF VOTING DIFFERENTLY IN BOTH HOUSES TO MAXIMISE POLITICAL IMPACT.**



4 PALESTINE CAUSED THE SENATE SURGE, PARTICULARLY IN NSW



- THE GREENS SENATE SURGE CORRELATES WITH THEIR STANCE ON PALESTINE.
- TMV PLAYED A SIGNIFICANT PART IN THE GREENS VOTE JUMP — ESPECIALLY SINCE THEIR LOWER-HOUSE CANDIDATES GAINED MINIMAL GROUND.

WIN ➤ **TMV DEMONSTRATED
POLITICAL ACCOUNTABILITY
IS POSSIBLE, SETTING A NEW
STANDARD**



THE STAGGERING INFORMAL VOTES



The informal voting surged in key TMV-targeted electorates. **Watson** recorded the highest informal vote rate in the country, with a 6.65% increase; some booths seeing rises of over 12%. **Blaxland and Calwell** also ranked in the top 10 nationally for informal votes.

✓ 1. MASS DISENGAGEMENT = MASS DISCONTENT

The sharp spike in informal votes, especially in Watson (highest in the country), is a clear sign of protest, not LACK OF CONCERN.

📌 **INTERPRETATION:** A SIGNIFICANT PORTION OF VOTERS ARE REJECTING THE MAJOR PARTIES — A POLITICAL VACUUM TMV IS ALREADY FILLING.



INFORMAL VOTES

✓ 2. TMV CREATED POLITICAL TENSION AND DISRUPTION

The informal vote surge overlaps geographically with TMV's strongest messaging zones.

This disruption isn't a loss — it's a sign that TMV rattled the status quo and made voters rethink their loyalties.

Voters who weren't yet ready to commit to a TMV candidate still chose to disengage from Labor and Liberal.

📌 **INTERPRETATION: TMV IS SHIFTING MINDSETS — EVEN WHEN IT'S NOT YET CONVERTING EVERY VOTE.**



FINAL TAKEAWAY



TMV MADE LABOR FIGHT FOR VOTES THEY USED TO TAKE FOR GRANTED — THAT ALONE RESHAPES THE POLITICAL LANDSCAPE IN THOSE SEATS.



TMV BROKE THE SPELL OF UNCONDITIONAL LABOR LOYALTY IN KEY SEATS AND EXPOSED LABOR'S VULNERABILITY TO FUTURE CHALLENGES.



CHANGE, REAL CHANGE, HAS ALREADY STARTED.