

# TMV'S IMPACT

## ANALYSIS OF IMPACT THE 2025 FEDERAL ELECTION 25

The Muslim Vote (TMV) has achieved what many thought impossible; organising, mobilising, and delivering. What follows is a snapshot of what we've achieved together.



# TARGETED CAMPAIGNS

**BLAXLAND**

**WATSON**

**CALWELL**

**The Muslim  
BLOC was  
ACTIVATED**

**20% PRIMARY VOTES IN THE SEAT OF  
BLAXLAND, 17% PRIMARY VOTES IN  
WATSON. AGAINST THE NATIONAL  
TREND TOWARD LABOR.**



# THE FIGURES

**35k-40k** votes in just 3 seats

**48k** HTV cards downloads in 3 days

**120** polling **BOOTH** leaders in 2 seats

**450** **VOLUNTEERS** in 3 seats **ALONE**

**1M+** **ONLINE VIEWS** in 6 MONTHS

**800** **RESOURCE DEPLOYMENT**



# A WIN FOR COMMUNITY

- ▶▶▶ **Hearts and minds** were mobilised on mass scale across Australia.
- ▶▶▶ Political awareness: The Muslim Community is much more **politically aware** now than ever before. This is political power.
- ▶▶▶ **Labor's fear of losing** was unprecedented, and the reason why Muslim dominated areas received significant grants. **Note:** grants are not a metric of success for us, change is.
- ▶▶▶ **TMV has become** a serious movement to hold politicians and parties to account.



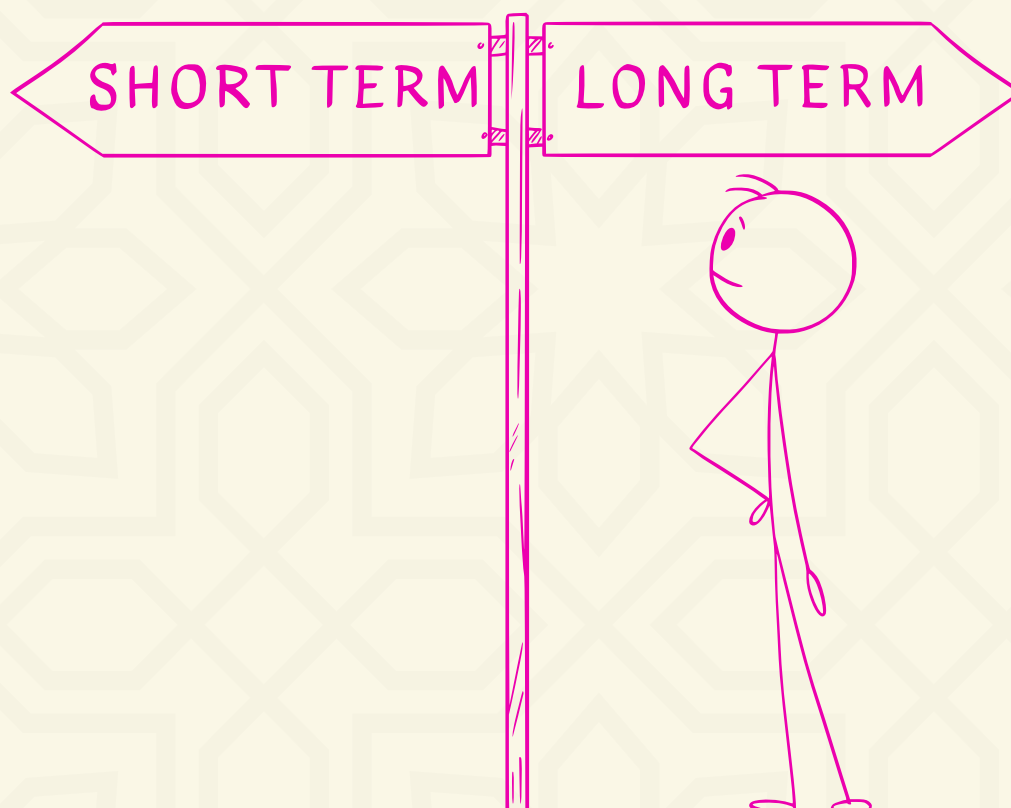
# NEXT STEPS



**THIS WAS ALWAYS LONG TERM. CHANGE TAKES TIME. IT HAS BEGUN.**



**CONTINUE AND BUILD ON WHAT'S BEEN ACHIEVED. YOU'LL BE HEARING MORE IN THE NEXT FEW DAYS.**



# REALISATION

**IN UNDER ONE YEAR, CHANGE HAS  
BEGUN AND SIGNIFICANTLY  
PROGRESSED WITH RAPID SPEED.**

**DOUBTERS EXIST, BUT WE ARE  
FOCUSED AND UNWAVERING ON THE  
MISSION AND LONG-TERM GOALS OF  
CHANGE.**

**JOIN US**

[themuslimvote.com.au/volunteer](https://themuslimvote.com.au/volunteer)