

# QUEENSLAND STATE ELECTION BRIEF 2024



Prepared by



Updated 26/08/2024

# Foreword

From our Managing Director

*"At the SAS Group, we consider ourselves privileged to help our clients engage with the political process to create a better Queensland and Australia"*

Former Premier Peter Beattie was fond of reminding Queenslanders just how lucky we are to participate in a democratic process. "We go to the ballot box, we have our say, and if there's a change of government it happens in a peaceful, orderly way. There are no guns, there's no violence – just an expression of democratic will." As was so often the case, Beattie's insights on the inner workings of politics were right on the money. Queenslanders – and all who enjoy life in a free and democratic state – are blessed to have the opportunity to have our say.

We at the SAS Group consider ourselves privileged to help our clients engage with the political process to create a better Queensland and Australia. Across a range of private and not-for-profit sectors, our clients work every day to create wealth and opportunities that benefit everyone. We are proud to work alongside them to cut through bureaucracy and red tape, make important introductions and help them build the policy or political case to win support for their work.

We are blessed with Queensland's leading cross-partisan government engagement team,

with talented former MPs, staffers and public servants who inherently understand the day-to-day operations of government. This means that when an election throws up an unexpected result, such as the Palaszczuk Labor victory in 2015, our clients are perfectly positioned for immediate action and success.

No doubt the political discourse will become tense in coming months, and there will be times when all of us would like to switch off. However, bear in mind those words of former Premier Beattie - we are blessed to live in a free democracy, and privileged to have our say at the ballot box. Whether October 26 brings a new, Crisafulli Liberal National Government, or whether it sees the return of the Miles Labor Government, opportunities are all around us. The SAS Group is here to help you navigate a crowded field and achieve the support you need. We are pleased to offer you this insight into what will be a fascinating election.



**Malcolm Cole – Managing Director**

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# About Us

## Truly bipartisan.

The SAS Group is one of Australia's foremost and Queensland's largest government relations and media advisory consultancies. We help clients navigate the complex challenges in this space through a robust bipartisan operation that stretches state-wide and nationally. Our team includes former members of parliament, ministerial advisors and communication experts that have strong connections and a broad understanding of parliamentary, legislative and policy processes.



***Whatever your vision, we can help you achieve it.***



The SAS Group is committed to the highest standards of integrity and ethical behaviour in everything we do. This includes our interaction with governments on behalf of clients. We believe there is a vital role for advisers such as us to help organisations in their interactions with politicians and public servants.

If you have any questions regarding how your organisation can best position itself in this upcoming election, please contact our team directly.

# The SAS Group Team



**Hon. Larry Anthony**  
Chairman, Director



**Malcolm Cole**  
Managing Director



**Peter Costantini**  
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**Hon. Bernie Ripoll**  
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# 2024 Queensland State Election

The 2024 Queensland State Election is scheduled for Saturday 26 October 2024. The incumbent Labor Government is seeking a fourth term following its victories at the 2015, 2017 and 2020 state elections. Labor has governed Queensland for 30 of the past 35 years since 1989. The Government is led by the Premier and Leader of the Queensland Labor Party, Hon. Steven Miles MP and the Opposition is led by the Leader of the Liberal National Party (LNP), Mr David Crisafulli MP. The Queensland Government will enter caretaker mode on Tuesday 1 October 2024. Currently, the ALP hold 51 seats and the LNP hold 35 seats. A well-functioning majority requires 48 seats. Eight sitting members have announced that they will be retiring at the next election (four LNP and four ALP).

Queensland is the only Australian state with a unicameral legislature (one chamber). This places more importance on the election winner, as they hold all the legislative power.

Members are elected under a full preferential voting system of four-year terms. This system requires citizens to number all boxes in order of their preferences. Queensland state elections are held every four years on the last Saturday of October.

For 2020 electoral pendulum depicting the margin of each seat, please click [here](#). For the current ministry, please click [here](#). For the current shadow ministry, please click [here](#).



# Premier, The Hon Steven Miles MP, ALP

Steven Miles is the Member for Murrumba and Queensland Premier. He was first elected to the Queensland Legislative Assembly in 2015 as the Member for Mount Coot-tha. In 2017, following the abolition of the Mount Coot-tha seat, Mr Miles ran successfully for the seat of Murrumba. He has served as Deputy Premier, Minister for State Development, Infrastructure, Local Government and Planning, and as Minister Assisting the Premier for the Olympic and Paralympic Games from 2020 until the end of 2023. Mr Miles was elected Labor leader in December 2023 following the resignation of Anastacia Palaszczuk. Prior to entering Parliament, Mr Miles held various leadership roles in public relations and union organisations, advised a state treasurer, and earned a BA and PhD from the University of Queensland, with his thesis focused on trade union renewal in Australia.

## ***Some key insights from the SAS team include:***

- As Premier, Mr Miles has focused voter attention on himself rather than the Labor brand and nine years of incumbency. While public approach has clearly changed, almost all of the policies developed by the former Government continue to be supported.
- The decision to abandon the Gabba rebuild in the first weeks of taking the leadership showed the public a clear break from the past. It was also a play to outer urban electorates that saw the project as extravagant.
- Recent policies such as the fifty-cent fares and the \$1,000 power bill rebate have built support with metropolitan voters facing cost-of-living pressures. Some see this as yet another election stunt.



- He has taken on issues that Anastacia Palaszczuk was unwilling to touch or did not prioritise, such as crime and housing.
- There is significant institutional support from the Union movement, which can be mobilised during the election.

## **Position on popular issues**

- Mr Miles states the three issues that drove him into politics are education, jobs, and the environment.
- Mr Miles was supportive of an Indigenous Voice to Parliament.
- Mr Miles voted to decriminalise and legalise abortion.
- Mr Miles is supportive of Australia becoming a republic.

# Leader of the Opposition, David Crisafulli MP, LNP

David Crisafulli is the member for Broadwater, and the Leader of the Opposition. Mr Crisafulli began his political career in 2004 as the youngest Councillor ever elected to the Townsville City Council. In 2008, after the Townsville and Thuringowa councils merged, he made a deal with Les Tyrell, the former Thuringowa mayor, to run in partnership for the mayor and deputy mayor position. Tyrell won the election as mayor and Mr Crisafulli as deputy mayor.

Mr Crisafulli was elected to the state seat of Mundingburra in 2012 and served as Minister for Local Government in the one-term Newman Government. He lost the seat in 2015, but re-entered parliament two years later as the member for Broadwater by successfully challenging the incumbent LNP member Verity Barton. Mr Crisafulli held shadow ministerial responsibilities including for the environment and tourism, before becoming Opposition Leader in 2020.

*Some key insights from the SAS team include:*

- The LNP's discipline, patience, and strategy stand out.
- Mr Crisafulli avoids debates where Labor traditionally holds strength, such as State Treaty and coal royalties.
- The LNP's focus on crime, housing, health, and cost of living has resonated well within the electorate.
- Mr Crisafulli has gained the support of his party room since becoming leader.
- Mr Crisafulli has a strong work ethic and desire to make an impact.



Mr Crisafulli was born in Ingham in north-east Queensland and grew up on his parent's sugarcane farm. Before his political career, Crisafulli worked at a Townsville news station and as a media adviser for Senator Ian Macdonald. Crisafulli holds a Bachelor of Journalism from James Cook University.

## **Positions on Popular Issues**

- Mr Crisafulli has signalled that privatisation of state assets would not be pursued by a future LNP government.
- Mr Crisafulli is an advocate for increasing gender and cultural diversity in the Queensland LNP.
- Mr Crisafulli opposed the Indigenous Voice to Parliament during the 2023 referendum.



# What's on the policy agenda?

## Government and Governance

### ALP

- Freeze all government fees and charges for the 2024-25 financial year.
- Implement a \$4 billion internal savings drive with no job losses.
- Enhance tax and debt enforcement to return the budget to surplus.
- Restore public reporting powers to the Crime and Corruption Commission.
- Establish 12 state-owned petrol stations with the sites to be determined by where competition is most needed.
- Cap fuel price increases to 5 cents a litre a day.

### LNP

- Improve procurement processes through a Treasury review, reduce taxes and debt with disciplined financial management, and establish a Social Enterprise Investment Fund and Parliamentary Budget Office.
- Enhance a respected, home-grown public service with no forced redundancies and reduce reliance on external consultants.
- Extend parliament sitting hours, replace compulsory preferential voting with optional preferential voting, and pass laws for transparency in Crime and Corruption Commission reports.

## Housing

### ALP

- Deliver 1 million homes by 2046, including 53,500 social homes.
- Build 2000 social homes annually by 2028.
- Construct 600 modular homes by end of 2024.
- Raise stamp duty threshold for first home buyers to \$700,000.
- Increase foreign owner stamp duty and land tax surcharges.
- Introduce bridging loans for rental bonds and ban rent bidding.

### LNP

- Abolish stamp duty for first home builders, increase purchase thresholds, and launch a shared equity housing program.
- Aim to lead the nation in home ownership, establish a \$2 billion infrastructure fund, and boost housing approvals by 25% in five years.
- Develop plans to deliver 1 million homes by 2044, including social and affordable housing, and use the Housing Investment Fund for new social housing.

## Crime and Community Safety

### ALP

- \$154 million over four years for frontline domestic and family violence services.
- Add 900 extra police, including 500 sworn officers.
- New police helicopters for Cairns and the Sunshine Coast.
- Greater Children's Court transparency and changes to youth offender sentencing principles.

### LNP

- Sentence young Queenslanders who commit serious crimes as adults - 'Adult Crime Adult Time'
- Introduce laws to lower crime, remove the principle of detention as a last resort for young offenders, and prioritize victims' rights in sentencing.
- Hire more police and release details on their numbers twice a year.

## Education and Children

### ALP

- \$500 million through the "Putting Queensland Children First" plan to improve early childhood services.
- \$1 billion for better learning environments, including 2000+ support staff and resources for kids with disabilities.
- Quadruple "fair play" kids sport vouchers to 200,000 and increase their value to \$200.
- \$15 million boost for the School and Community Food Relief Program.
- Expand free TAFE places for high-demand industries.

### LNP

- Invest in programs for children with additional needs.
- Reduce administrative workloads for teachers.
- Focus on vocational education.
- Protect teachers in the classroom.

## Health

### ALP

- Boost Queensland Health budget to improve patient flow and care access.
- Expand scheme offering up to \$70,000 for interstate and overseas workers to live in regional communities.
- Encourage 15 to 18-year-olds to take up public health careers.
- \$129.5 million for 268 new Queensland Ambulance Service roles.

### LNP

- Develop a health workforce plan, make real-time health data available, and streamline triage processes.
- Empower medical staff, reduce ramping rates, and invest in more hospital beds.
- Rename satellite hospitals and maintain current laws on voluntary assisted dying and abortion.

## Climate and Energy

### ALP

- Progress Pioneer-Burdekin and Borumba pumped hydro projects for energy storage.
- Targets: 50% renewable electricity by 2030, 70% by 2032, 80% by 2035, and net-zero by 2050.
- \$1000 energy rebates for all households from July 1.

### LNP

- Scrap Pioneer-Burdekin and Borumba pumped hydro project.
- Enact maintenance guarantees for coal-fired plants, oppose large hydro projects, and ensure equal treatment for all projects.
- Support net-zero targets by 2050, retain increased coal royalty rates until mid-2027, and provide grants for solar panel installations on rental homes.

## To get you up to speed

The Annastacia Palaszczuk Labor Government was first elected in 2015 after defeating the one-term Campbell Newman LNP Government. Palaszczuk formed a minority government with the support of Katter's Australian Party (KAP) and independent MP Peter Wellington. In the 2017 election, Labor secured seven more seats, and was able to form a majority government.

During the 2017-2020 term, Labor initially led in the polls but saw a significant drop in support toward the end of their term. The COVID-19 pandemic's outbreak in early 2020 dramatically altered the political landscape with Premier Palaszczuk 'seizing the moment' by holding daily press conference and implementing hard border policies. The 2020 election was the first state election to be held during the COVID-19 pandemic. It was also the first Queensland election to have been held on a fixed date and to elect members for a four-year term. Labor won the election with 52 seats, five more than needed for a majority. The LNP won 34 seats with the KAP winning three North Queensland seats, the Greens winning two inner Brisbane seats, One Nation (ONP) winning the Central Queensland seat of Mirani and independent member Sandy Bolton winning the seat of Noosa. This result represented a 1.9% two-party preferred swing to Labor since the 2017 election.

This outcome was contrary to some forecasts predicting a possible ALP or LNP minority government. However, the major factors that led to Labor's victory in the 2020 election are unlikely to be repeated this election. The absence of a crisis like COVID-19 and the government's lengthy tenure will make it increasingly challenging for Labor to secure a fourth term.

### *Some key insights from the SAS team regarding the 2020 election include:*

- The Labor vote in marginal seats like Townsville (0.38% margin), Mundingburra (1.13%), and Thuringowa (4.15%) held steady, contrary to predictions. Labor gained seats in areas such as the Sunshine Coast, including Caloundra and Pumicestone, and further north in Hervey Bay. This shift is partly attributed to the 'senior vote' supporting the Government's health and border policies. All LNP incumbents in these seats had retired before the election.
- Labor also won close contests in Bundaberg and Nicklin after recounts, gaining Bundaberg by nine votes and Nicklin by 84 votes post-preferences. One Nation's vote dropped significantly to 7.1%, down 6.6% from 2017, but it retained its seat in Mirani.

- The Greens retained Maiwar and won South Brisbane from Labor's Jackie Trad, despite their overall vote decreasing slightly by 0.53% from 2017. The LNP held Whitsunday, previously represented by former LNP member Jason Costigan, who ran for North Queensland First.
- The government's strong COVID-19 response ensured that Labor maintained support in key regions, including Townsville, northern Brisbane, Sunshine Coast, Hervey Bay, and Bundaberg.

## Leadership and other party changes

### By-elections

- Since the 2020 election, there have been four by-elections in the seats of Stretton, Callide, Inala and Ipswich West.
- Of these, one has resulted in a change of party, the seat of Ipswich West.
- The two by-elections on the 16th of March in Inala and Ipswich West saw significant two-party preferred swings of 21.5% and 17.8% respectively against the Miles Government. These shifts highlight the growing discontent with the government specifically over cost of living and crime rates.

- In Ipswich West, the ALP's Jim Madden resigned amid controversies, replaced by Wendy Bourne.
- The LNP's Darren Zanow won, flipping a previously safe ALP seat with a 18.4% primary vote swing. Ipswich West has existed since 1960 and has been won by the Labor Party at all but three elections.
- In Inala, the ALP's Margie Nightingale succeeded Annastacia Palaszczuk but faced a 30% primary vote swing against her, reducing the ALP's margin to 6.7%.

### Resignation and new candidates

- In the lead up to the 2024 State Election, nine sitting members have announced that they will not be recontesting. These include five sitting members of the ALP and four sitting members of the LNP.

### Mulgrave

- Not yet announced
- Retiring member: Curtis Pitt MP
- Electorate Margin: 12.2%

### Sandgate

- New ALP candidate: Bisma Asif
- Retiring member: Stirling Hinchcliffe MP
- Electorate margin: 17.3%

### Oodgeroo

- New LNP Candidate: Amanda Stoker
- Retiring Member: Mark Robinson MP
- Electorate Margin: 4.5%

### Rockhampton

- New ALP Candidate: Craig Marshall
- Retiring Member: Barry O'Rourke MP
- Electorate Margin: 8.6%

## Burleigh

- New LNP Candidate: Hermann Vorster
- Retiring Member: Michael Hart MP
- Electorate Margin: 1.2%

## Redcliffe

- New ALP Candidate: Cassandra Hall
- Retiring Member: Y'vette D'Ath MP
- Electorate Margin: 6.1%

## Gregory

- New LNP Candidate: Sean Dillon
- Retiring Member: Lachlan Miller MP
- Electorate Margin: 17.2%

## Ipswich West

- New LNP Candidate: Georgia Toft
- Retiring Member: Darren Zanow MP
- Electorate Margin: 3.5%

## Mackay

- New ALP Candidate: Belinda Hassan
- Retiring Member: Julieanne Gilbert MP
- Electorate Margin: 6.7%

## Electoral System

- Elections are held in Queensland every four years on the last Saturday in October.
- The Governor may call an election earlier than scheduled if the government does not maintain the confidence of the Legislative Assembly, or if the annual appropriation bill fails to pass.
- Queensland is currently divided into 93 state electorates.
- Queensland has compulsory voting and uses the full preferential voting (FPV) system.
- Queensland is the only Australian state (territories apart) to have a unicameral legislature.



# The current political climate

*The trend is your friend – if you're an **LNP** supporter*

Recent polling indicates that Mr Crisafulli and the LNP are favourites to form government in October.

## **YouGov - July 2024**

A poll by YouGov found the LNP hold a two-party preferred lead over Labor of **57:43**. This marks a 10% swing in favor of the LNP since the 2020 election. If this trend is consistent throughout the state, the current Labor government could lose at least 23 seats.

## **RedBridge – June 2024**

A poll by Redbridge found the LNP held a two-party preferred lead over Labor of **57:43**. David Crisafulli received a net likeability rating of **14** compared to Steven Miles' **-11**.

## **Resolve Strategic – May 2024**

A poll by Resolve Strategic found the LNP held a two-party preferred lead over Labor of **56:44**. David Crisafulli received a net likeability rating **14**, compared to Steven Miles' **-15**.

## **YouGov – April 2024**

A poll by YouGov found the LNP held a two-party preferred lead over Labor of **56:44**. Steven Miles received a **25%** approval rating and **47%** disapproval rating. David Crisafulli received **40%** and **26%** respectively.

## **UComms – February 2024**

A poll by UComms found that the ALP and LNP had a tied two-party preferred vote of **50:50**. Steven Miles had also closed the gap as preferred premier, trailing **51:49** to David Crisafulli.

# Analysis: Queensland Swings Late and Swings Hard

One of the peculiar aspects of QLD's voting patterns is that expected electoral tidal waves tend to form (or dissipate) very late in the political process. Very late can often mean the last 48 hours of a three-year or four-year parliamentary term. This has led to an adage that "Queensland swings late and swings hard". This has been proven correct time and time again.

For example, even though Campbell Newman won on a record landslide at the 2012 state election, LNP strategists were not expecting the size of the result just days before. In fact, the then campaign manager has since said that he did not see enough seats shifting to the LNP column on the Tuesday before the election. That is, just four days out from the biggest election win in the state's history, the LNP was bracing for a loss.

In the 2019 ScoMo miracle campaign, the LNP's polling was pointing to the surprise result a week out, but even then, the seats of Longman (a surprise gain) and Leichardt (an expected loss) both came back very strongly in final days. By contrast, in the Tony Abbott 2013 election win, strategist predications of a wipeout for Labor in Queensland dissipated in the last 24 hours.

The day before the election public polls predicted the LNP would win every seat except Rankin, and on election day Newspoll pointed to a LNP "bluwash" of every seat including Rankin. But the expected tidal wave never broke, and the LNP finished up with just two gains – Petrie and Capricornia – in an election that produced a landslide across the rest of Australia.

## So, what does this mean for the 2024 election?

Interestingly, if there is a change of government as polls predict, the usual late swing could have the perverse effect of saving some Labor seats. This is because at least one third of voters are expected to cast their ballots via pre-poll or postal, well before election day. Therefore, one third of the votes may come before any big swing, reducing its impact to only two thirds of what may otherwise have occurred. It may be that the old adage needs to be re-written to "Queensland swings late, but not always hard."

# Seats to Watch

- Bundaberg - 0.01%
- Nicklin - 0.1%
- Chatsworth - 1.3%
- Clayfield 1.6%
- Glass House 1.6%
- Hervey Bay - 2.0%
- Caloundra - 2.5%
- Barron River - 3.1%
- Townsville - 3.1%
- Thuringowa - 3.2%
- Ipswich West - 3.5%
- Moggill - 3.6%
- Redlands - 3.9%
- Mundingburra - 3.9%
- Aspley - 5.2%
- Pumicestone - 5.3%
- Cairns - 5.6%
- Redcliffe - 6.1%
- Pine Rivers - 6.7%
- Mackay - 6.7%
- Mansfield - 6.8%
- Gaven - 7.8%
- Capalaba - 9.9%
- McConnel - 11.1%
- Mulgrave - 12.2%
- Greenslopes - 13.2%







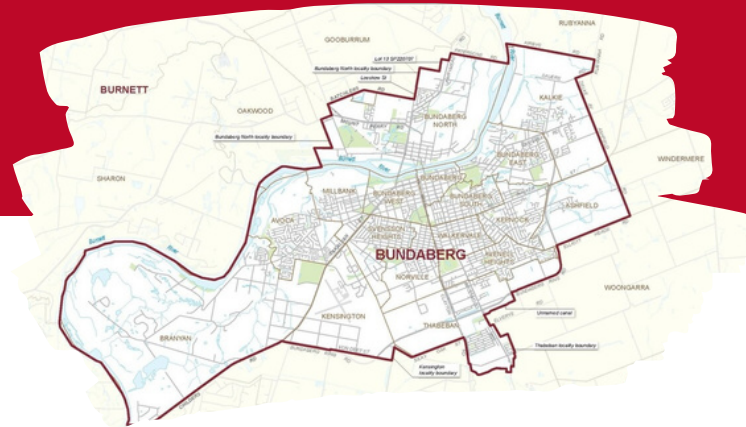
**Tom Smith (ALP)**



**Bree Watson (LNP)**

# Bundaberg

**Incumbent party - ALP 0.01%**



## ALP Faction - Left

### Voter Profile

- 2nd highest proportion of Age 85 & Over in QLD: 3.60%
- 4th highest proportion of Age 75 - 84 in QLD: 8.97%
- 10th highest proportion of Born in Australia in QLD: 81.58%
- 5th lowest proportion of Age 45 - 54 in QLD: 11.30%
- 5th lowest Median Household Income in QLD: 1123
- 6th lowest Median Family Income in QLD: 1431

## SAS Team Assessment

In the last Queensland election, Labor's success in Bundaberg can be largely attributed to the elderly population's support. Over 12% of Bundaberg's residents are 75 and over, and it ranks second in Queensland for most residents over 85. This demographic, concerned about their mortality during the pandemic, supported Labor's approach to COVID-19 at the ballot box. Nevertheless, the political landscape has changed since 2020, and the factors that led to Labor's victory are not at play this time round. Moreover, the LNP has pre-selected a strong candidate in Bree Watson, the CEO of Bundaberg Fruit and Vegetable Growers and Chair of the Queensland Horticultural Council. Given Bundaberg's strong Labor history, it would be unwise to completely dismiss their chances. However, current statewide polls and local issues like youth crime suggest the LNP are in with a shot.

**Our prediction: Too close to call.**



**Robert Skelton (ALP) Marty Hunt (LNP)**

# Nicklin

**Incumbent party - ALP 0.1%**

**ALP Faction - Right**

## Voter Profile

- 9th highest proportion of Australian Citizenship in QLD: 88.97%
- 1st lowest proportion of Catholic in QLD: 12.42%



## SAS Team Assessment

The 2020 election night saw a surprising result in the seat of Nicklin. Labor had not invested resources there, assuming One Nation voters would return the seat to the LNP. However, Pauline Hanson's opposition to border closures alienated elderly voters, who felt more secure with Anastacia Palaszczuk's handling of the pandemic. The LNP's mixed signals on the issue further drove these voters to support Labor. With current statewide polling favouring the LNP and a strong local candidate this will likely fall to the LNP.

**Our prediction: LNP gain.**



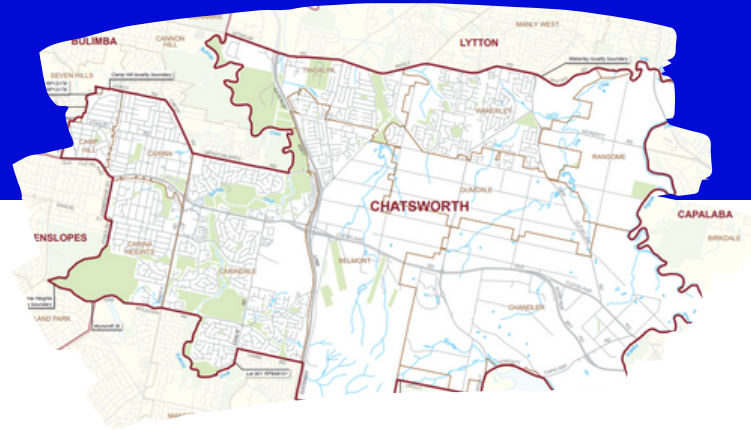
**Steve Minnikin (LNP)**



**Lisa O'Donnell (ALP)**

# Chatsworth

Incumbent party - LNP 1.3%



## Voter Profile

- 2nd highest proportion of Greek Ancestry in QLD: 2.55%
- 4th highest Median Household Income in QLD: 2385
- 4th highest proportion of Christianity in QLD: 53.88%
- 5th highest proportion of Catholic in QLD: 25.06%
- 7th highest proportion of Dwellings With 2 Motor Vehicles in QLD: 43.16%

## SAS Team Assessment

Chatsworth is one of the 2012 seats that the LNP has been able to hold on to, against the tide in 2015, 2017 and even 2020. There is potential for it to fall when Minnikin retires, however for this election Chatsworth should be safe.

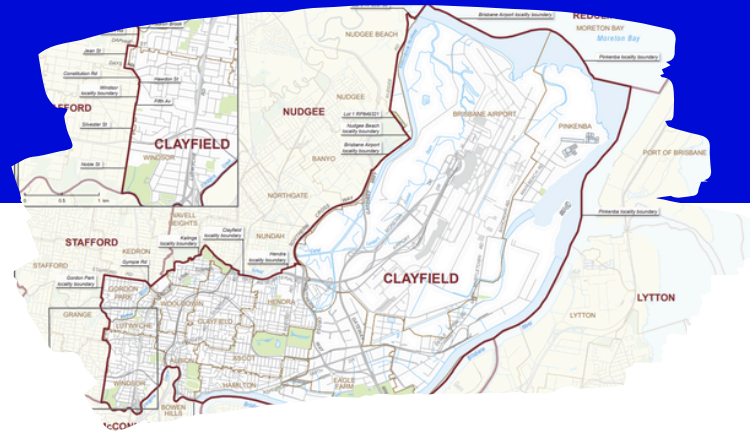
**Our prediction: LNP retain.**



**Tim Nicholls (LNP)   Jaimyn Mayer (Greens)**

# Clayfield

**Incumbent party - LNP 1.6%**



## Voter Profile

- 3rd highest proportion of Age 25 - 34 in QLD: 19.91%
- 3rd highest proportion of Irish Ancestry in QLD: 15.93%
- 4th highest proportion of Catholic in QLD: 25.20%
- 5th highest proportion of High School Completion in QLD: 64.30%
- 5th highest proportion of Renters in QLD: 47.46%

## SAS Team Assessment

Clayfield appears to be a promising target for the Greens based on its demographics which include a high proportion of young voters (20-34 years old), a significant number of renters (about half), and many residents living in townhouses and apartments (more than half). The LNP is considered vulnerable in Clayfield, but the challenge lies in overcoming Labor’s strong second preference (2CP) numbers. In the last election, Tim Nicholls victory was aided by the Greens' campaign collapsing and Labor not making a significant effort. While this seat may be one to watch in the future, Clayfield will likely remain with the LNP this election.

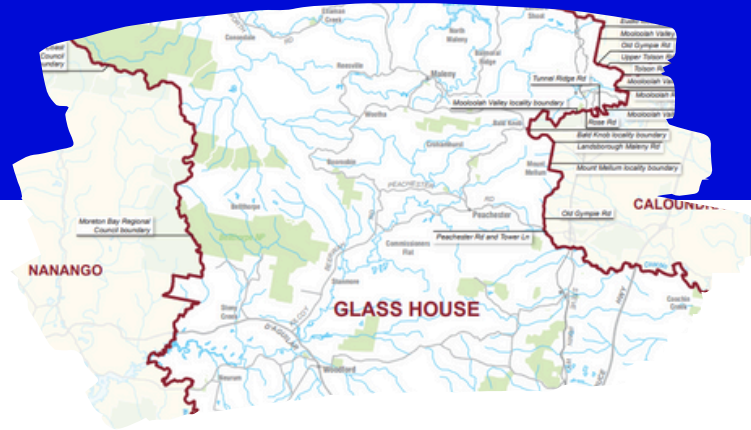
**Our prediction: LNP retain**



**Andrew Powell (LNP)**

# Glass House

**Incumbent party - LNP 1.6%**



## Voter Profile

- 1st highest proportion of Detached Housing in QLD: 96.52%
- 1st lowest proportion of Islam in QLD: 0.11%
- 1st lowest proportion of Community Housing in QLD: 0.02%
- 2nd lowest proportion of Dwellings With No Motor Vehicles in QLD: 1.64%
- 2nd lowest proportion of Renters in QLD: 14.01%

## SAS Team Assessment

Glass House is an electorate with two distinct areas, as reflected in its voting map. Significant population growth is expected in the south, particularly around Caboolture West. While Labor is unlikely to win the seat in the upcoming election, the area containing Caboolture West could become a potential Labor gain in future elections. The LNP's Andrew Powell is a well-regarded local MP and has held the seat against the tide many times.

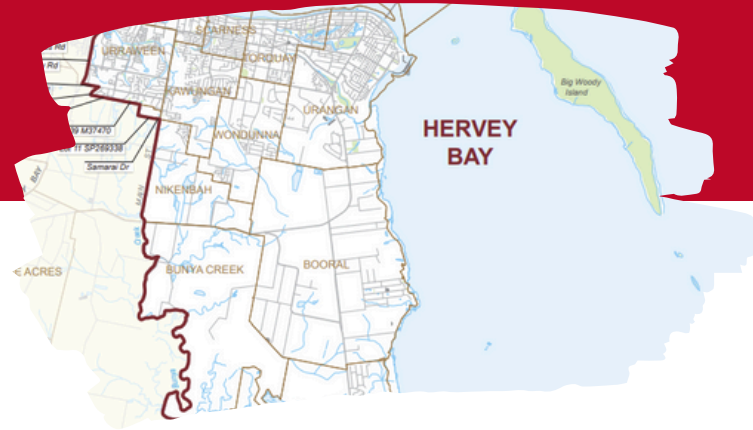
**Our prediction: LNP retain.**



**Adrian Tantari (ALP)    David Lee (LNP)**

# Hervey Bay

**Incumbent party - ALP 2.0%**



**ALP Faction - Right**

## Voter Profile

- 1st highest proportion of Age 85 & Over in QLD: 3.64%
- 1st highest proportion of Age 75 - 84 in QLD: 11.29%
- 2nd highest proportion of Age 65 - 74 in QLD: 17.63%
- 5th highest proportion of Home Ownership - Outright (No Mortgage) in QLD: 43.33%
- 1st lowest proportion of Age 35 - 44 in QLD: 9.29%
- 1st lowest Median Household Income in QLD: 1054
- 3rd lowest proportion of Age 20 - 24 in QLD: 3.87%

## SAS Team Assessment

Polling for Hervey Bay suggests a likely marginal LNP gain, though it's a hard pick. Labor's surprising 2020 win was influenced by elderly voters appreciating Premier Palaszczuk's strong pandemic response. Adrian Tantari has been very quiet compared to his ALP colleagues in Bundaberg and Maryborough. On the LNP side Councillor David Lee has been an outspoken advocate on state issues impacting Hervey Bay. Labor will throw everything at this, besides Pumicestone, as this is the 2nd best shot at a Labor retain out of the seats Labor gained in 2020. However, given the favourable demographics towards the LNP they will likely win here.

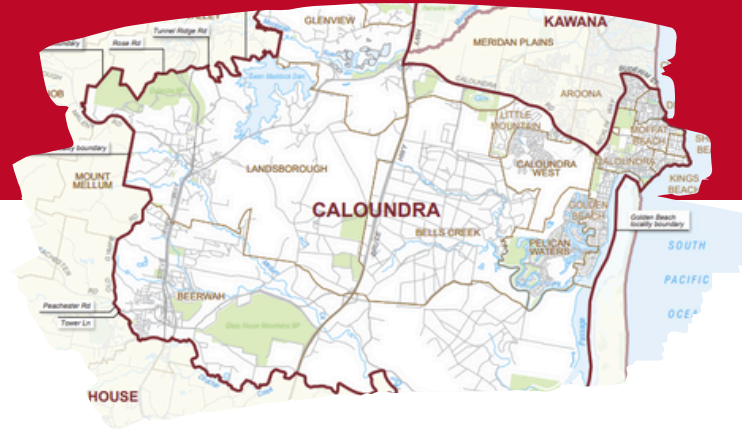
**Our prediction: LNP gain.**



**Jason Hunt (ALP) Kendall Morton (LNP)**

# Caloundra

**Incumbent party - ALP 2.5%**



**ALP Faction - Left**

## Voter Profile

No metrics for Caloundra are top ten or bottom ten ranked when compared to the other divisions. This suggests that it has fairly typical demographics.

- Average age of 44.
- Average weekly household income \$1,507.
- 44.2% describe themselves as having no religion.

## SAS Team Assessment

In the 2024 state election, Caloundra is leaning towards the LNP after a perfect storm favoured Labor in 2020. Key factors in 2020 included a retiring LNP member, a disorganised party, and the impact of COVID-19 which led many elderly voters to support Labor due to their hard border policy. With the COVID factor diminished, traditionally conservative areas like Pelican Waters are expected to return to the LNP. However, Labor still has strongholds in Caloundra West and Baringa, where the population has grown, and there is a growing Green vote in areas like Dicky Beach and Caloundra.

**Our prediction: Too close to call.**



Craig Crawford (ALP) Bree James (LNP)

# Barron River

Incumbent party - ALP 3.1%



ALP Faction - Left

## Voter Profile

- 3rd highest proportion of Age 45 - 54 in QLD: 15.35%
- 6th highest proportion of No Religion in QLD: 48.47%
- 8th lowest proportion of Christianity in QLD: 39.65%

## SAS Team Assessment

In the 2024 state election, Barron River is poised to be a key battleground. Despite Craig Crawford's strong profile as a former minister, the electorate's history as a bellwether seat suggests it will likely swing to the LNP. Bree James is running an effective social media campaign and is considered an ideal candidate for the LNP to win and defend this seat.

**Our prediction: LNP gain.**





**Scott Stewart (ALP) Adam Baillie (LNP)**

# Townsville

**Incumbent party - ALP 3.1%**



**ALP Faction - Right**

## Voter Profile

- 6th highest proportion of Renters in QLD: 45.81%
- 7th highest proportion of Indigenous and/or Torres Strait Island Persons in QLD: 10.64%

## SAS Team Assessment

The Townsville seat is set to be a key battleground in the upcoming election, with Adam Baille, a local business owner, confirmed as the LNP candidate. Given recent trends, including a swing towards the LNP in the federal seat of Herbert in 2022, expectations are high for the LNP's performance in Townsville. Nevertheless, Scott Stewart is a strong local member and a cabinet minister. If anyone can hold this seat it is Scott. This seat has also been targeted by the LNP at the last two elections and has stubbornly stuck with Labor. This, combined with the government's perceived lack of action on issues like youth gangs and housing, ensures Townsville will be a close battle.

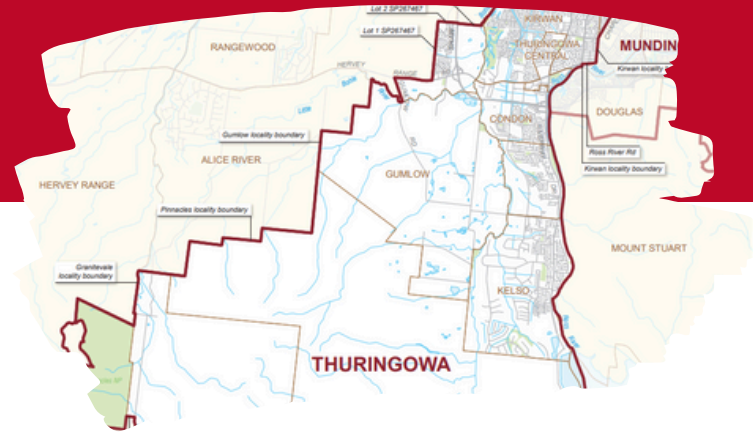
**Our prediction: Too close to call.**



**Aaron Harper (ALP) Natalie Marr (LNP)**

# Thuringowa

**Incumbent party - ALP 3.2%**



**ALP Faction - Left**

## Voter Profile

- 4th highest proportion of Indigenous and/or Torres Strait Island Persons in QLD: 11.71%
- 6th highest proportion of Age 15 - 19 in QLD: 7.23%
- 9th highest proportion of Born in Australia in QLD: 81.66%

## SAS Team Assessment

Thuringowa is expected to mirror a broader trend seen across regional areas. Projections indicate a slight drop in the One Nation vote and a slight increase in the KAP and Greens votes. However, the most notable change is the significant number of Labor voters shifting their support to the LNP. LNP Leader David Crisafulli holds a strong appeal in Townsville and North Queensland, having been born and raised in Townsville, served as a councillor for the Townsville City Council, and previously represented Mundingburra from 2012 to 2015. His local roots, coupled with his support for the North Queensland Cowboys in the NRL, are expected to resonate well with voters in the region.

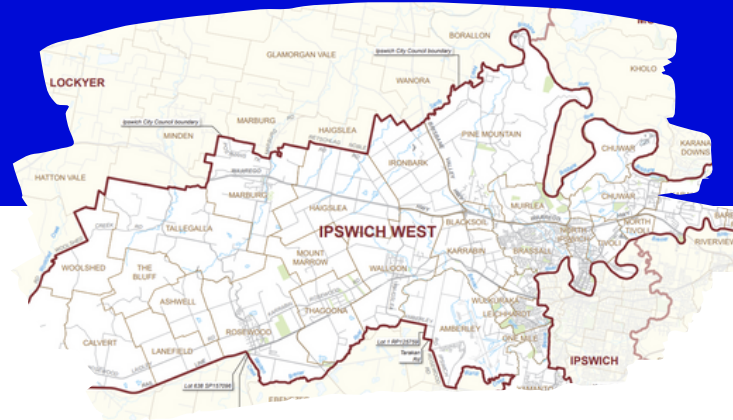
**Our prediction: LNP gain.**



Georgia Toft (LNP) Wendy Bourne (ALP)

# Ipswich West

Incumbent party - LNP 3.5%



## Voter Profile

- 5th highest proportion of Born in Australia in Queensland: 83.04%
- 10th lowest proportion of Flats & Apartments in Queensland: 0.86%

## SAS Team Assessment

The seat of Ipswich West will be an interesting contest. The result at the recent by-election is unlikely to reoccur as this was widely viewed as a protest vote against the government. Similarly, since then the ALP have announced more policies and the LNP won't be able to expend the same resources as they did in the by-election due to other seats taking priority. Combine this with Darren Zanow announcing his resignation due to being diagnosed with an incurable brain disease, the benefit that incumbency provides like visibility and established relationships will be diminished. Given these factors, Ipswich West will be a close battle.

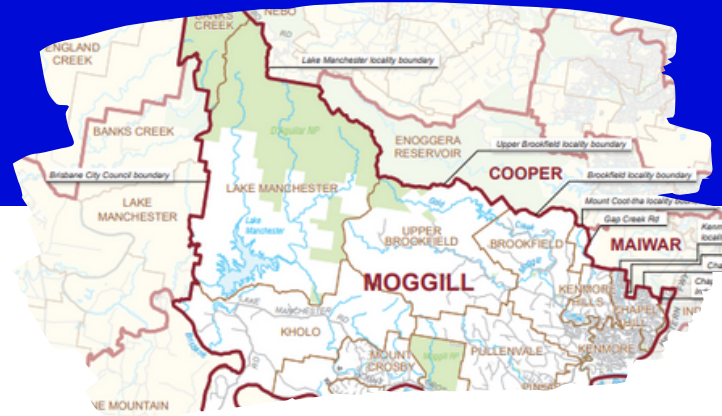
**Our prediction: ALP gain.**



**Dr Eric Richman (ALP) Dr Christian Rowan (LNP)**

# Moggill

**Incumbent party - LNP 3.6%**



## Voter Profile

- 1st highest proportion of Age 45 - 54 in QLD: 16.01%
- 1st highest Median Household Income in QLD: 2689
- 1st highest proportion of Dwellings With 2 Motor Vehicles in QLD: 46.51%
- 2nd highest Median Rent Payments in QLD: \$490
- 2nd highest proportion of Postgraduate degree attainment in QLD: 19.31%

## SAS Team Assessment

The LNP is predicted to retain Moggill, with the main threat likely to come from the Greens. While Labor has fielded a strong candidate, this is expected to make little difference in this traditionally unwinnable seat for them. The Greens are unlikely to see a significant shift due to the area's demographics: lowest electorate with renters in QLD (12.97%), lowest electorate with voters aged between 25-34 (7.26%), and highest electorate with voters aged between 45-54. The Greens have a reasonable chance of making it into second place due to the overlapping federal seat of Ryan swinging to Labor and the Greens at the 2019 federal election, against the strong state trend towards the LNP, and the strong greens support at the recent council elections.

**Our prediction: LNP retain.**



**Kim Richards (ALP)   Rebecca Young (LNP)**

# Redlands

**Incumbent party - ALP 3.9%**



**ALP Faction - Left**

## Voter Profile

- 4th highest proportion of Indigenous and/or Torres Strait Island Persons in QLD: 11.71%
- 6th highest proportion of Age 15 - 19 in QLD: 7.23%
- 9th highest proportion of Born in Australia in QLD: 81.66%

## SAS Team Assessment

Rebecca Young, a business owner and former president of the local Chamber of Commerce, is a strong local LNP candidate for Redlands. Despite not receiving much attention in the previous election, Redlands remains a crucial marginal seat. Its status as a traditional 'bellwether' seat suggests that Redlands will be essential for the LNP to secure a majority government. The seat has a significant population of retirees, similar to other marginal Labor seats like Pumicestone, Caloundra, and Hervey Bay. While many retirees may have supported Labor in the last election due to COVID concerns, the diminishing urgency of this issue may lead to a swing towards the LNP.

**Our prediction: LNP gain.**



**Les Walker (ALP)**



**Janelle Poole (LNP)**

# Mundingburra

**Incumbent party - ALP 3.9%**



**ALP Faction - Right**

## Voter Profile

- 2nd highest proportion of Age 15 - 19 in Queensland: 7.93%
- 4th highest proportion of Age 20 - 24 in Queensland: 10.73%

## SAS Team Assessment

Mundingburra in 2020, along with neighbouring seats Townsville and Thuringowa, was considered at high risk of being lost by Labor. The collapse of the ONP vote helped Labor’s Les Walker win in 2020. The primary votes from KAP and ONP can fluctuate, making the seat highly contestable. In previous elections, ONP significantly impacted the LNP's primary vote. To secure victory, Labor or LNP need to gain primary votes from either KAP or ONP. The LNP have fielded a strong candidate in Janelle Poole, a police officer with extensive community service.

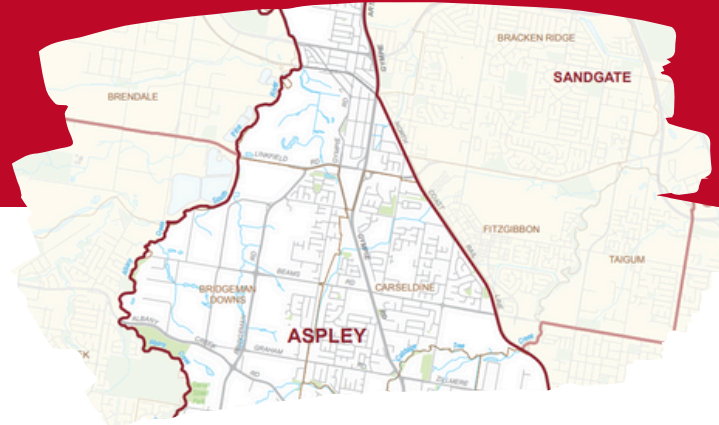
**Our prediction: LNP gain.**



**Bart Mellish (ALP) Amanda Cooper (LNP)**

# Aspley

**Incumbent party - ALP 5.2%**



**ALP Faction - Right**

## Voter Profile

- 2nd highest proportion of Catholic in QLD: 26.70%
- 4th highest proportion of Indian Ancestry in QLD: 5.68%
- 5th highest proportion of Age 85 & Over in QLD: 3.25%

## SAS Team Assessment

Aspley will be a pivotal seat in the upcoming election, featuring a rematch between Labor's Bart Mellish and the LNP's Amanda Cooper. Mellish's promotion to Minister for Transport might work in his favour, but he will need to address local issues like congestion on Gympie Road. Cooper is a strong campaigner with significant experience as a Brisbane City Councillor. Both major parties will heavily target it, making it a critical pointer to any change in government.

**Our prediction: Too close to call.**



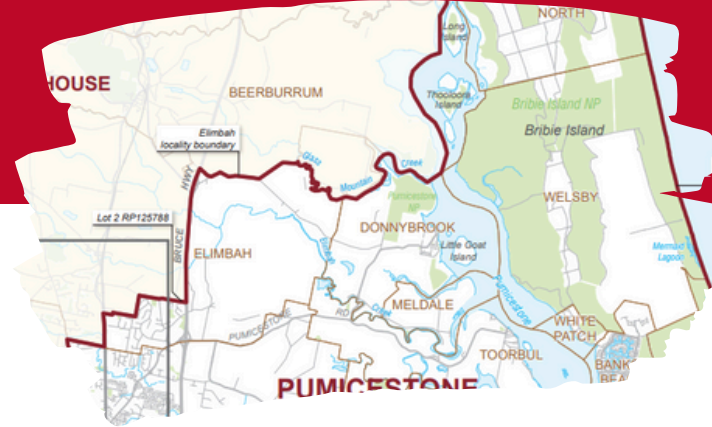
Ali King (ALP)



Arianna Doolan (LNP)

# Pumicestone

Incumbent party - ALP 5.3%



## ALP Faction - Left

### Voter Profile

- 1st highest proportion of Age 65 - 74 in QLD: 18.64%
- 2nd highest proportion of Age 75 - 84 in QLD: 11.12%
- 3rd highest proportion of Home Ownership - Outright (No Mortgage) in QLD: 43.54%
- 2nd lowest proportion of Age 35 - 44 in QLD: 9.46%

## SAS Team Assessment

The LNP is well-positioned to win this seat, especially if current poll trends continue. Key factors include the electorate's median age of 52 and its history as an LNP seat before the 2020 election. As a potential first Gen Z member of the Queensland Parliament, Ariana Doolan will appeal to younger and environmentally minded voters while differentiating herself from the Greens. By focusing on local issues and leveraging her youth, Doolan has the potential to perform well.

**Our prediction: LNP gain.**





**Michael Healy (ALP) Yolonde Entsch (LNP)**

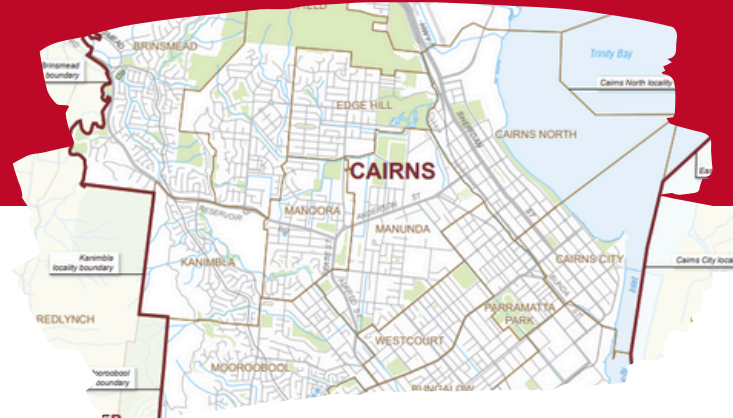
# Cairns

**Incumbent party - ALP 5.6%**

**ALP Faction - Right**

## Voter Profile

- 4th highest proportion of Dwellings With No Motor Vehicles in Queensland: 10.97%
- 6th highest proportion of Indigenous And/Or Torres Strait Island Persons in Queensland: 11.22%
- 7th highest proportion of Community Housing in Queensland: 1.17%
- 10th highest proportion of Renters in Queensland: 44.38%
- 4th lowest proportion of Dwellings With 2 Motor Vehicles in Queensland: 30.68%



## SAS Team Assessment

Historically a safe Labor seat, except for one term during the Newman LNP landslide, Cairns will not fall easily. The LNP candidate, Yolonde Entsch, was preselected early and has strong name recognition within the electorate. Furthermore, considering the statewide polling and the issue of youth crime, the LNP may pick it up but not by a big margin. Cairns has a big urban centre and is more dependent on Labor’s areas of strengths such as social and healthcare services rather than the LNP’s strengths of farming and mining.

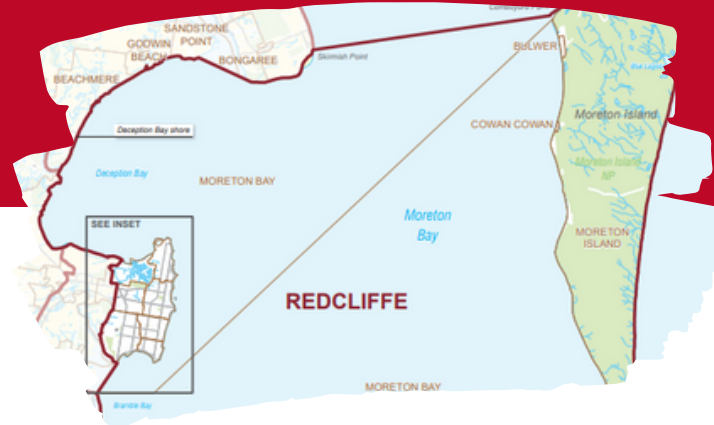
**Our prediction: ALP retain.**



**Kassandra Hall (ALP) Kerri-Anne Dooley (LNP)**

# Redcliffe

**Incumbent party - ALP 6.1%**



**ALP Faction - Right**

## Voter Profile

- 7th highest proportion of Age 45 - 54 in Queensland: 14.68%
- 7th highest proportion of Age 75 - 84 in Queensland: 8.19%
- 8th highest proportion of Age 85 & Over in Queensland: 3.07%
- 8th highest proportion of Age 55 - 64 in Queensland: 15.04%
- 9th highest proportion of Age 65 - 74 in Queensland: 14.60%

## SAS Team Assessment

The margin, location, and the retiring member factor have led to this being labelled as a key seat. Kassandra Hall is a strong local candidate with a background in education and law enforcement. The LNP faces a tough battle, as their candidate Kerri-Anne Dooley has previously lost this seat in the 2014 by-election, and the 2015, 2017, and 2020 elections, with swings against her in most of them. The margin here is slightly inflated due to Dath's personal vote and the government's hard border policy during Covid.

**Our prediction: Too close to call.**



**Nikki Boyd (ALP)    Dean Clements (LNP)**

# Pine Rivers

**Incumbent party - ALP 6.7%**



## ALP Faction - Left

### Voter Profile

- 5th highest proportion of Home Ownership - Mortgage in QLD: 46.01%
- 6th highest proportion of Age 45 - 54 in QLD: 14.81%
- 6th lowest proportion of Age 85 & Over in QLD: 1.02%

## SAS Team Assessment

The early preselection of Dean Clements, a service veteran, as the LNP's candidate for the Pine Rivers seat indicates that the LNP believe they have a strong chance of winning. This is because other critical seats like Aspley, Mansfield, and Springwood had not yet seen preselection before this one. While Nikki Boyd has recently been promoted to a cabinet position within the Miles ministry, the name recognition of Peter Dutton as the Federal Leader of the Opposition is expected to have some effect on this seat.

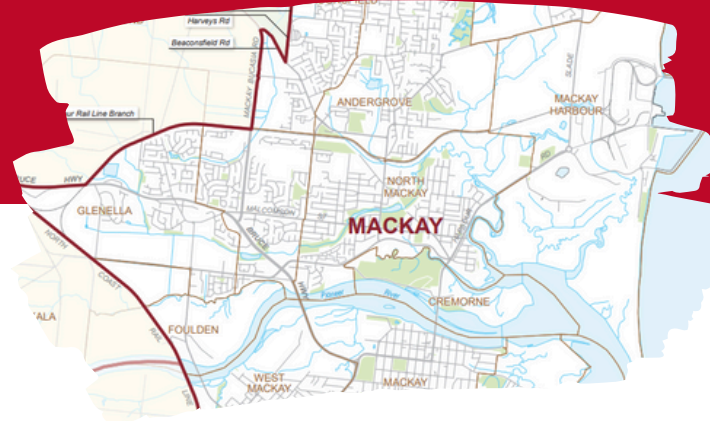
**Our prediction: LNP gain.**



**Belinda Hassan (ALP) Nigel Dalton (LNP)**

# Mackay

**Incumbent party - ALP 6.7%**



## ALP Faction - Old Guard

### Voter Profile

No metrics for Mackay are top ten or bottom ten ranked when compared to the other divisions. This suggests that it has fairly typical demographics.

- Average age: 38
- Weekly median household income: \$1,853
- 36.6% describe themselves as having no religion.

## SAS Team Assessment

Labor has held Mackay for nearly a century, with an exception during a brief stint by independent Ed Casey. Despite this, Mackay and Thuringowa were the only regional city seats besides Toowoomba to swing against Labor in 2020. Furthermore, Labor's current MP Julieanne Gilbert has announced her retirement paving the way for Belinda Hassan. This will make it increasingly difficult for Labor to retain the seat. The LNP have preselected an excellent candidate in Nigel Dalton who is a long-serving police officer and the winner of Mackay's Australia Day award last year. Inside the LNP they are very confident of winning this seat. Considering this, Labor face a difficult task retaining this seat.

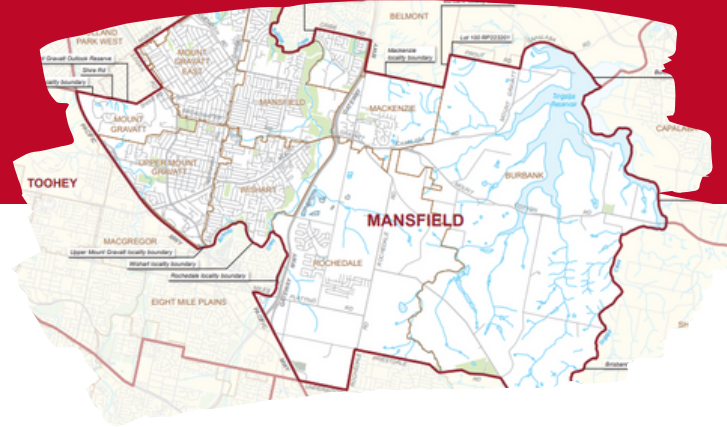
**Our prediction: LNP gain.**



**Corrine McMillan (ALP) Pinky Singh (LNP)**

# Mansfield

**Incumbent party - ALP 6.8%**



## ALP Faction - Right

### Voter Profile

- 3rd highest proportion of Chinese Ancestry in Queensland: 16.02%
- 8th highest proportion of Age 15 - 19 in Queensland: 7.14%
- 8th highest proportion of Age 35 - 44 in Queensland: 15.69%
- 9th highest proportion of Postgraduate degree attainment in Queensland: 14.83%

## SAS Team Assessment

Labor will most likely hold Mansfield, with Corrine McMillan being very popular locally and building a strong reputation as an effective member of parliament. The LNP's Pinky Singh, may be unfamiliar with voters in this electorate due to her switch from McConnel (Brisbane's CBD) to the Southside. This could also provide Labor with political ammunition.

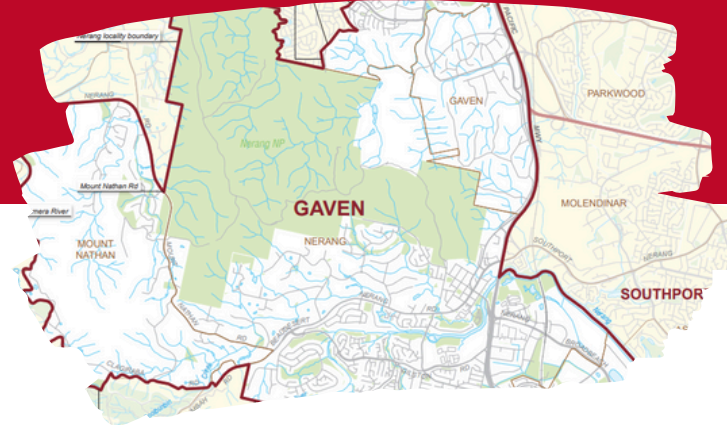
**Our prediction: ALP retain.**



**Meaghan Scanlon (ALP) Bianca Stone (LNP)**

# Gaven

**Incumbent party - ALP 7.8%**



**ALP Faction - Left**

## Voter Profile

- 3rd highest proportion of New Zealand Ancestry in QLD: 2.53%
- 7th highest proportion of Maori Ancestry in QLD: 2.69%
- 9th highest proportion of Home Ownership - Mortgage in QLD: 43.77%

## SAS Team Assessment

Former television reporter Bianca Stone has been picked by the LNP to run against Queensland Housing Minister Meaghan Scanlon in the upcoming state election. Given Scanlon's significant 7.8% buffer and the fact she is the only Labor member of parliament on the Gold Coast, Labor will try and sandbank this seat. However, given the Gold Coast's conservative lean and current statewide polling, this seat will be a close contest.

**Our prediction: Too close to call.**



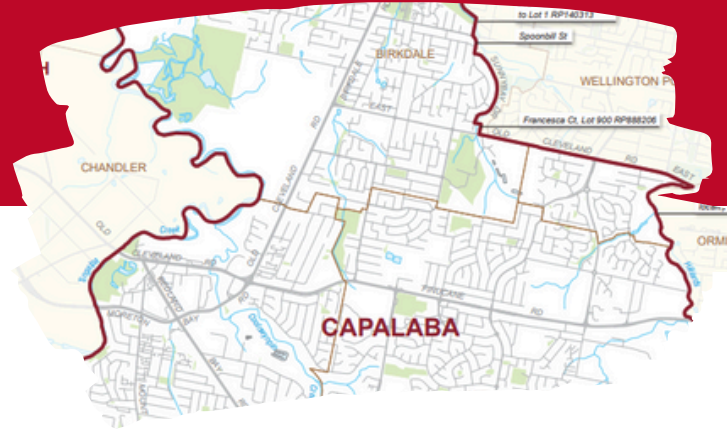
**Don Brown (ALP)**



**Russell Field (LNP)**

# Capalaba

**Incumbent party - ALP 9.9%**



**ALP Faction - Left**

## Voter Profile

- 10th highest proportion of Home Ownership - Mortgage in Queensland: 43.62%

## SAS Team Assessment

Capalaba has become a seat to watch closely this election due to the LNP's pre-selection of Russell Field, a high-profile local advocate for victims of crime. Mr Field's son Matthew, Matthew's fiancée, Kate Leadbetter and the couple's unborn child were struck and killed by a teenager in a stolen car in the Capalaba electorate on Australia Day in 2021. Incumbent Labor MP Don Brown has had a challenging term, marked by controversial decisions and frequent conflicts with those outside the Labor Party, including labelling youth crime a "media beat up". Capalaba has traditionally leaned towards Labor and should be considered safe with the current margin of 9.9 per cent, however the prominence of youth crime in the area and the LNP's selection of Mr Field will make this seat a line-ball contest.

**Our prediction: Too close to call.**



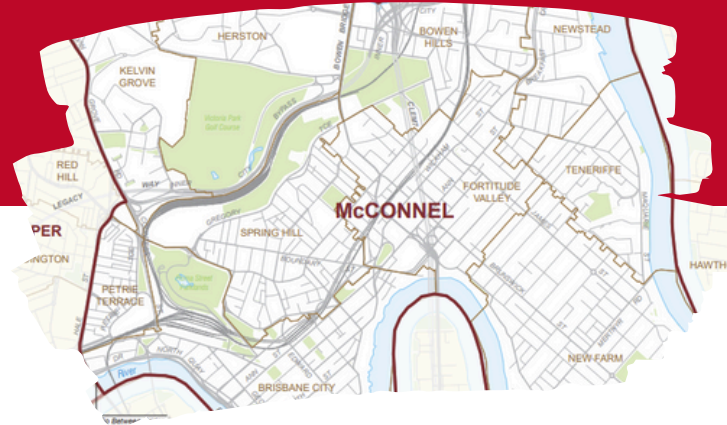
**Grace Grace (ALP)**

**Christien Duffy (LNP)**

**Holstein Wong (AG)**

# McConnel

**Incumbent party - ALP 11.1%**



## ALP Faction - Old Guard

### Voter Profile

- 1st highest proportion of High School Completion in QLD: 72.64%
- 1st highest proportion of Age 25 - 34 in QLD: 31.50%
- 1st highest proportion of Dwellings With No Motor Vehicles in QLD: 22.88%
- 1st highest proportion of Flats & Apartments in QLD: 86.31%
- 1st highest proportion of Renters in QLD: 66.74%
- 2nd highest proportion of No Religion in QLD: 49.60%

## SAS Team Assessment

McConnel will be a close race in the upcoming election. Anti-Labor swings will be more pronounced in outer suburbs and rural areas, while inner-city swings are less predictable. The Greens have been gaining momentum, as seen in the last federal election in Brisbane, where they marginally beat Labor in 3CP and won with Labor preferences. However, Grace Grace's established presence and high-profile role in State Development gives her an edge. Despite McConnel's demographics favouring the Greens, Grace's strong name recognition make this seat a close contest.

**Our prediction: ALP retain.**





**Joe Kelly (ALP)**



**Rebecca White (AG)**

# Greenslopes

**Incumbent party - ALP 13.2%**



**ALP Faction - Right**

## Voter Profile

- 2nd highest proportion of Irish Ancestry in QLD: 16.03%
- 4th highest proportion of Greek Ancestry in QLD: 2.21%
- 4th highest proportion of Bachelor Degree Attainment in QLD: 40.08%
- 5th highest proportion of Age 25 - 34 in QLD: 18.68%
- 6th highest proportion of High School Completion in QLD: 62.98%

## SAS Team Assessment

Greenslopes will be a close race, with the Greens confident of adding this seat to their existing haul of Maiwar and South Brisbane. The Greens' success in the federal seat of Griffith may help, but Greenslopes has a more suburban voter profile. The outcome will hinge on where the top three candidates stand after preferences are distributed. Labor's candidate, Joe Kelly is a third term member of parliament with strong name recognition in the electorate and amongst the Labor party. This seat will be one to watch.

**Our prediction: ALP retain.**





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*This brief has been prepared by the SAS Group from publicly available information. It includes information about the major parties, their policies, Queensland's electoral system and other relevant background information in the lead-up to the 2024 Queensland state election. This brief will be updated during the campaign and whilst we have used our best endeavours, we cannot guarantee that it contains all of the various relevant information. The SAS Group assumes no responsibility or liability with respect to the use of the information contained in this brief. If you have any queries in relation to this brief or the election, please contact the SAS Group.*

QUEENSLAND  
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