



State's 'red tide' is in like Minns

Perrotet's endorsement for new premier

BY LUKE COSTIN AND PHIBBE LOOMES

PREMIER ELECT Chris Minns has promised to build a government of which all NSW can be proud following his definitive election victory which shattered coalition hopes of a historic fourth term.

Labour took at least nine seats from the government in Saturday's election with a statewide non-party preferred voting of seven per cent.

The Labor leader continued to working for all, whether you voted Liberal, National, Labor or for a minor party.

"We will make sure you've got a government in place that you can be proud of and that will work on behalf of the people of NSW," Mr Minns said.

He noted there was not a moment to lose and planned to sit down with his leadership group yesterday afternoon to map out his government's initial steps, including removing the public sector wage cap.

While the timing of the swearing-in is up in the air, Ryan Park will take the health portfolio, deputy leader Prosser will take education and in Fairfax will oversee the state's housing transport and roads, as expected.

The Minns ministry would "urgently" assemble the shanties cabinet but its exact formation would come after individual seat counts were more clear.

One hand out, asking for a portfolio could be former primary industries and emergency services minister Steve Whelan, who mounted a 15 per cent swing to rip-bull-worth Minns from Victorian hands.

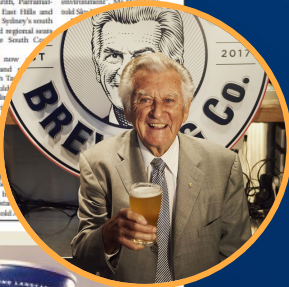
"I'll have those conversations with my colleagues in the next few days," Mr Minns said.

Labour is predicted to form a comfortable majority, after claiming 69 seats, Parliament, Camden, East Hills and Riverina in Sydney's south and some mid-regional seats including the South Coast and Terrag.

The ALP now has every mainland territory, with 70 seats in the Liberal-held Federal Capital Territory.

Minister Clark the overnight nature of the demonstration Labor won.

Labor ending up with 65 to 68 seats, in a parliament requiring 57 votes for a majority, would make for a very narrow parliament and a "tightly contested political environment".



Case Study: Finding new pastures in the regions

BACKGROUND

Launching in 2017, Hawkes Brewing Co. made a name for itself and achieved full east coast distribution in bottle shops and licensed venues. But it was time for Hawke's to scale up by finding new audiences in new territories.

CHALLENGE

The beer category uses a very 'same same' channel strategy of TV, digital and OOH, and the number one association was sport.

AUDIENCE

Premium beer drinkers aged 30-60.

OBJECTIVE

Find 'untouched' beer drinkers in new fertile markets to help grow Hawkes brand and drive sales (whilst aligning with 'one for The Country' proposition)

SOLUTION

6 month branding partnership across the ACM footprint, leveraging the power of newspapers with a mix of half and quarter page formats.

RESULTS
Whilst the Australian beer category went back 0.1% and premium beer declined 11%, **Hawkes Brewing achieved a 16% sales increase within the ACM footprint.** This is against a backdrop of no previous regional advertising support!

INVESTMENT: \$350,000 - 6 month partnership. **Timing:** Dec 2022 - May 2023.

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ACM ConnectNow



Brewed right here in Australia, using ingredients from Australian farms, Hawke's Lager delivers real beer taste and real beer refreshment to Australian mouths. What's more,

every sip of Hawke's is doing your bit for the environment we love. Now that's what we call 'One for the Country'. Available at more good outlets that sell independent beer.

HAWKE'S BREWING Co.