

Mike Baird expects to win next election, despite massive backlash over the greyhound ban

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- [DOG OWNERS HIT BACK AT BAIRD'S 'STUPID' BRIEF](#)
- [BAIRD BRIEF: HOUND OWNERS LARGELY ILLITERATE](#)
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PREMIER Mike Baird, under pressure over his greyhound industry ban, told his MPs yesterday that he expects to win the next election with an increased majority.

“He actually said that we’re going to win government again and that we are going to not only hold all our seats but we’re going to go after Labor seats,” an MP said.

The confident assessment by the under-fire Premier to the Coalition partyroom came as Deputy Premier Troy Grant conceded to colleagues that winning the Orange by-election on November 12 would be very tough but he expected the Nationals to win.

The government’s confident predictions came on the day it faced a storm over damaging emails involving government officials over the greyhound ban being released to the upper house under a “call for papers”.

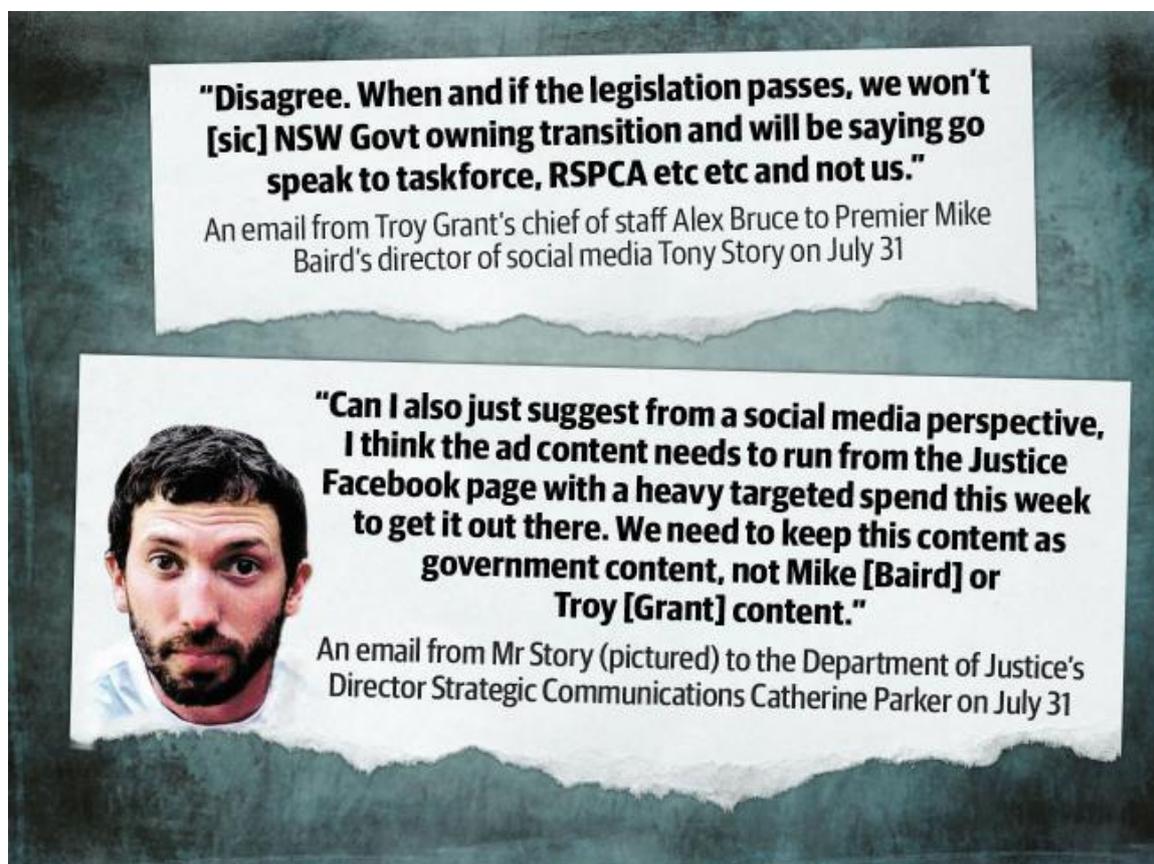


A very animated Premier Mike Baird answers questions from the opposition on greyhound industry during Question Time / Picture: Cameron Richardson

Among the emails, Deputy Premier Troy Grant’s chief of staff said the government wanted to disown the transition after the greyhound industry ban and fob it on to others.

Asked to comment on the proposed greyhounds ad, Mr Grant’s chief of staff Alex Bruce sent an email on July 31 to his office and the Premier’s director of

social media Tony Story saying: “Disagree. When and if the legislation passes, we won’t (sic) NSW Govt owning transition and will be saying go speak to taskforce, RSPCA etc etc and not us.”



Mr Story also said in an email in July 31 to the Justice Department’s Catherine Parker: “Can I also just suggest from a social media perspective, I think the ad content needs to run from the Justice Facebook page with a heavy targeted spend this week to get it out there,” he wrote. “We need to keep this content as government content, not Mike (Baird) or Troy (Grant) content.”

The Daily Telegraph revealed yesterday greyhound owners and trainers were insulted by official Baird documents describing them as stupid.

The communications director of Mr Grant’s Justice Department, Ms Parker sent out a “creative brief” for the state government’s greyhound advertising campaign which claims they are largely illiterate.

The document, obtained by The Daily Telegraph, says: “Take into account the intended audience. [A large number of the target group potentially have low levels of literacy.](#)”

Perception and Tone

- As this campaign will be multipronged, information should have a conversational and friendly and professional and authoritative tone, depending on the message and audience.
- Easy to understand and find information.
- Take into account the intended audience. A large number of the target group potentially have low levels of literacy.

An excerpt from the Baird's government's 'creative brief'.



The government's confident predictions came on the day it faced a storm over damaging emails involving government officials over the greyhound ban being released to the upper house under a "call for papers".

In the document, it said the campaign was targeting the "wider NSW community" but also "existing members of the greyhound racing industry - including owners, breeders, trainers and dog handlers".

On 2UE yesterday, Mr Baird said the brief was not implying those in the industry were stupid: “No one’s saying that, and you know, my understanding of reading that is the context that it, it could well be that it’s across the entire community.

“I mean any, any campaign that you create, I mean there, there are low levels of literacy across the community, I mean multicultural communities, as an example. I mean there are low levels of English literacy. So I mean, any campaign needs to take on account of that.”

Yesterday, under fire over the document, Mr Baird said in Question Time that Opposition Leader Luke Foley was attempting to create “class warfare” over the greyhounds issue.



Premier Mike Baird reckons his government will be returned with an increased majority / Picture: Cameron Richardson

Comments

Marilyn

He was my most respected Politician until this year. I have no idea what has happened to him. The Council amalgamations and the Dog's decisions smacked at being a dictator not doing what the people wants, and is fair. The Libs will be smashed at the next election if they do not get rid of him

Maria

Why so much focus on greyhounds? Baird did so much damage before this - Westconnex, light rail, cutting down ANZAC trees, lock out but casinos open, protest laws, mining, over development, next will be land clearing

Brett

He is absolutely delusional.

Mark

He needs Medication if he honestly believes he will win after the contempt and arrogance he has shown towards the residents of NSW.

Gabrianga

Is arrogance hereditary ?

Kevin

Out of touch - confirms he is living in a protected cocoon of inner city political yes men and women

Kevin

do you think the liberals will be in power forever ? labor will reinstate the dogs eventually. all governments eventually get changed by voters

Lisa

Culture and tradition cannot be killed so easily. The human-animal bond is not so easily broken, particularly when you are talking about a breed of dog that has been specifically bred for racing! To hollow out the greyhound breed like this is a disgrace. To see the elite enjoy their horse racing this spring will be further poison in the wound. The elitism and political opportunism is disgusting.

Vaughn

Baird and his little poodle off sider will be punted.

The electorate just won't cop the rubbish that he's peddling. I'm a lifelong lib voter but never will I support this man or his government , he's in for one hell of a shock. Troy Grant better get his old cop uniform dry cleaned because he'll also be looking for a gig in Dubbo. Maybe he could be the caretaker at the local dog track once it is reinstated .

Deborah

@Vaughn Just loved the opening line Vaughn could not stop laughing.

Shaun

Hmm, everyday i wonder more who the illiterate and uninformed are. Clearly this bloke is on another planet. If the recent council elections are anything to go by he had better make sure his job prospects after parliament are locked in.

Michael

You have lost the seat of Kiama Adolf Baird. The backlash down here is huge. Garath Ward is history.

Peter

When Mike and Troy get the punt, I hope whoever takes over makes sure that old mate Alex Bruce and company also join the ranks of the unemployed.
Come on elections.

Elizabeth

Who's illiterate? Grant's Chief Of Staff Alex Bruce can't even write an email with correct and coherent English. He would fail a primary school test with that.

Denise

Dream on sunshine come 2019 it's over

Tony

Crap, your gone KJB.

<http://www.dailytelegraph.com.au/news/nsw/mike-baird-expects-to-win-next-election-despite-massive-backlash-over-the-greyhound-ban/news-story/5730272d7344b841df463f34d72624a0>