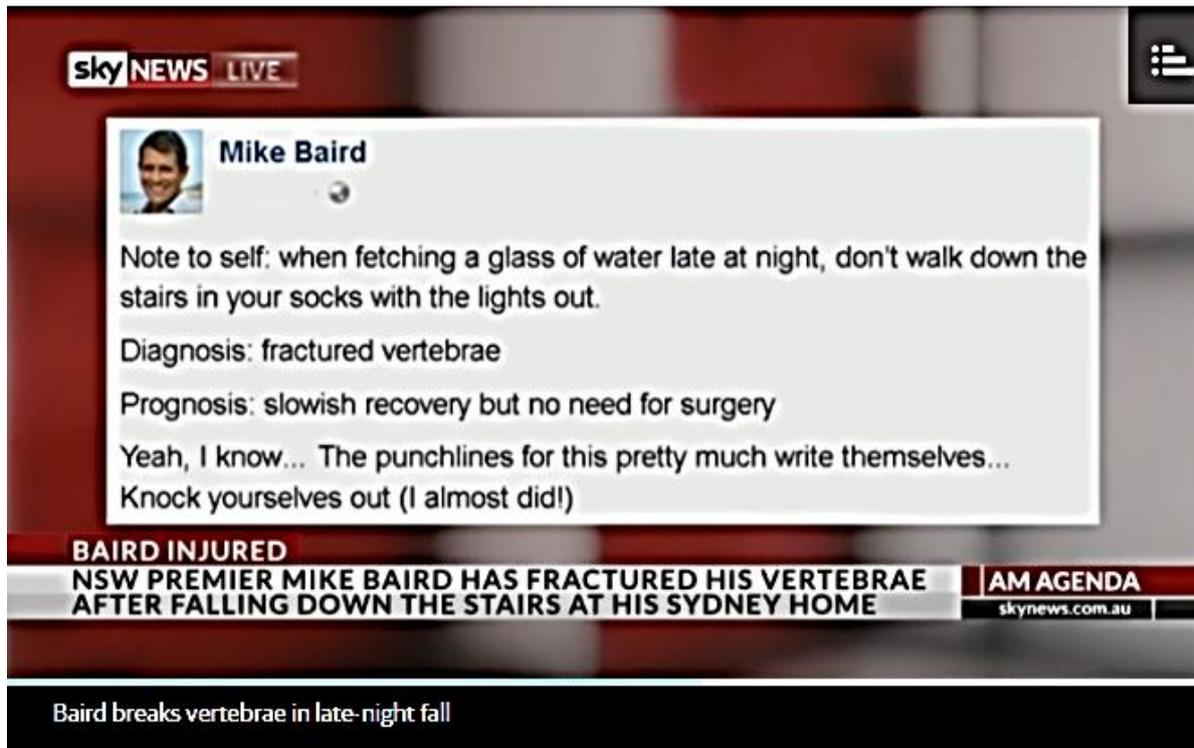


Editorial: Hubris will return to haunt Premier Mike Baird

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NOT so long ago some pundits were touting Premier Mike Baird as a potential prime minister. While Mr Baird can take credit for delivering a prosperous, growing NSW economy, rash decision-making is tarnishing his well-crafted image of a nice guy with humility and talent.

It is too early to conclude that such damage will prove fatal, but there are signs the Premier is vulnerable to that deadly political affliction known as hubris.

Many around Mr Baird like to project a new-age arrogance, manifest most notably in the idea the Premier has a special connection with the people of NSW through his favourite social media platforms. It follows, as those around him like to brag, that traditional mainstream

media outlets, such as this newspaper and high-rating broadcasters such as Alan Jones and Ray Hadley, are merely diminishing distractions.

What this attitude indicates is a fundamental misunderstanding of the role of the media in politics. It's not the egos and personalities that count — it's the readers and listeners they serve.

Mike Baird's "advisers" believe that his 113,088 "followers" on Facebook are more relevant to him than The Daily Telegraph's 984,000 daily newspaper readers or the 4.631 million people who consume The Daily Telegraph's content on all platforms each month. Or, for that matter, our 1,061,451 Facebook followers.



Premier Mike Baird / AAP

The latest radio ratings would suggest that smugly telling anyone around town who will listen that Jones and Hadley are irrelevant is, well, foolish. It's not about Jones, Hadley or this newspaper.

But Mr Baird cannot dismiss the millions of everyday folk — voters they're called in politics — who read, listen and engage with them.

A bloke in Queensland called Campbell Newman thought he could crash through without taking the people with him. Despite running a solid economy, arrogance saw him lose the greatest majority in history and sentence the state to the worst government in memory.

Don't fall for the same trap, Mr Baird. When it comes to the crunch, the Greens won't save you.



Cartoonist Warren Brown's view.

<http://www.dailytelegraph.com.au/news/opinion/editorial-hubris-will-return-to-haunt-premier-mike-baird/news-story/ea8001039b73abb5ef4f86eabf2cfe37>