

PRESS RELEASE
14 April 2016



Changing politics in the digital age: How two entrepreneurs plan to use technology to disrupt Australian politics

FLUX
• VOTEFUX.ORG •

[Flux](#), a new system of democracy, has recently launched, designed to increase the efficacy of political decision-making through greater public participation. The political movement embraces user-friendly technology to give people the power to vote on issues that matter to them most.

Co-founders **Nathan Spataro** and **Max Kaye** want to remove the barriers between voters and the legislative process and encourage more people to have a direct impact on policy formation.

"Since the launch of Flux we have heard from hundred's of people, of all ages, all turned off by big party politics and feeling excluded from the decision making which ultimately impacts their lives," said co-founder and leader, **Nathan Spataro**.

"We have a political framework that dates back over 100 years. Despite our current system of 'representative democracy', we live in a time where many people feel apathetic towards politics and politicians, largely because they don't feel truly represented. This alone is a good case for improving the system. Flux aims to be the change we need by empowering more people to become involved and vote on the issues that matter most to them. We want to encourage a system where more people feel involved, and where specialists are brought in to relevant issues, both of which will lead to better policy outcomes."

Technology plays a pivotal role in the success of Flux and has been instrumental since day one, with social media building awareness and driving membership. *"Facebook is like a digital town hall. It is a great tool for meeting and connecting with people and most of our membership to date has come through online,"* said Spataro.

In order to use Flux, people will need to sign up via the website (<http://www.voteflux.org>) or the app, and both founders are confident the Australian people will be quick to embrace the platform. *"Technology has become a fixture in our society. From a mobile phone we can order a meal, find a tradesman, see when our next bus is arriving, or communicate with family and friends in an instant. It makes sense to move our politics in the same direction, particularly if it means better politicians and policies are produced,"* said **Max Kaye**, co-founder and deputy leader.

Flux offers three main options for voting, which include casting a direct, yes or no vote, saving it for a future issue of personal relevance, or providing it to a third party to cast on their behalf. The technology gathers the data to identify the majority view on each issue. Flux senators then vote according to the will of the Flux system.

Kaye says the number one priority between now and the election is to build awareness for Flux, what it stands for and ensure people know how to vote for Flux at election time. At the same time the technology is being developed and tested in preparation for launch, post the 2016 federal election.

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AVAILABLE FOR INTERVIEW: Nathan Spataro, leader and co-founder, Flux | Max Kaye, deputy leader and co-founder

Flux Website: <http://www.voteflux.org> Twitter: [@VoteFlux](#)

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