

# Gillard wins election on Facebook

Julia Gillard has beaten Tony Abbott and Hamish & Andy in online poll (on Facebook) to select Australia's next PM

Australian based crowdsourcing site DesignCrowd has announced Julia Gillard as the winner of their Unofficial Australian Election on Facebook. Gillard received 25.8% of total votes followed closely by Hamish & Andy from 2DayFM with 19.7% of votes and Tony Abbott with 15.2% of votes. Kevin Rudd tied with Batman on 6.1% of votes while Jeff (from The Wiggles) and Sam Newman both received 4.5% of votes. Kyle Sandilands, Mark Philippoussis and The Fully Sick Rapper also received nominations and votes. The online election, launched last week, was designed to explore alternative Prime Ministers to Abbott and Gillard as well as stimulate public discussion and interest in how 'crowdsourcing' and technology might help improve our system for electing governments and operating governments. About DesignCrowd DesignCrowd is a leading design crowdsourcing and logo bidding site for design competitions, online logo design, freelance designers and design outsourcing. Businesses can use DesignCrowd to access over 10,000 graphic designers and design studios from around the world via crowdsourcing. Past Press for DesignCrowd Sydney Morning Herald - Crowdsourcing gets the job done Crowdsourcing site hosts 2010 Election on Facebook Smartcompany.com.au - Crowdsourcing 2.0 DesignCrowd receives 10X10 Award at Vivid Sydney Festival Crowdsourcing site launches agency friendly crowdsourcing

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