

Cover original artwork by Bill Leak

## Media kit

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**Media interviews for Simon Benson, preview copies and cover images:**  
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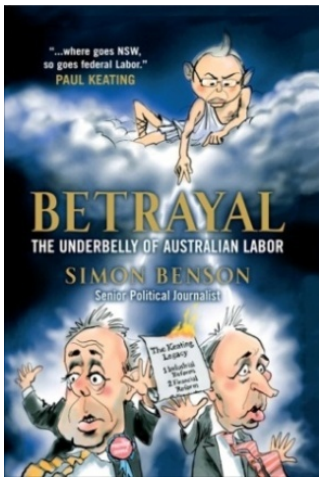
**EMBARGOED UNTIL 6AM, MONDAY 31 MAY 2010**

## **MEDIA RELEASE**

***BETRAYAL*: Simon Benson's explosive tell-all book reveals Kevin Rudd's betrayal of Australia's most populous State, that led to an elected Premier's forced resignation, exposing the Labor Party as one no longer focused on policy but politics.**

***"If you help me, I'll get elected and you will prosper. Work with me and, when the time comes, we can f\*\*k them together."*** KEVIN RUDD, TO NSW PREMIER MORRIS IEMMA (SEPTEMBER 6, 2007)

***"... where goes NSW, so goes federal Labor."*** PAUL KEATING



On 31 May 2010 Pantera Press releases ***BETRAYAL*** by Simon Benson, *The Daily Telegraph's* Chief Political Reporter.

An insiders' account of Australian Labor Party machinations, from the Prime Minister down. It reveals nasty secrets about how the Labor Party is run today, and how today politics dramatically runs over policy. It will make readers wonder about Prime Minister Kevin Rudd's methods with worrying implications for federal Labor's prospects, and for Australia.

***BETRAYAL*** reveals these insights through Simon Benson's detailed exposé of an extremely vicious, behind-the-scenes battle over a few clapped out power stations in NSW... when the Labor Party machine brought down an elected Premier and helped cripple Australia's most populous State.

"It soon became apparent that this was not just a story confined to the brutal world of NSW politics. It was also an episode that appeared to lay the foundation for what is now currently going on federally, how the Labor Party was run, is now being run and what lies ahead," says Simon Benson.

"It put a vivid explanation to the evolution of one of the most formidable and influential political machines in the country, and not just from a policy perspective, but its fundamental purpose for being," he adds.

In ***BETRAYAL*** Simon Benson vividly recounts in detail the secret and vicious behind-the-scenes battle over the NSW Labor Government's attempts to solve the NSW power crisis and keep the State financially secure.

Proposing to sell the State's power stations, a solution unpalatable to the Trade Union movement, but expedient for the NSW Government, Premier Iemma's plan was stalled at the last minute by the personal intervention of Kevin Rudd (then running for election as Prime Minister) who, according to Simon Benson's book, feared the move could kill his electoral chances against John Howard in 2007.

At the time the landscape was already politically volatile with the Trade Unions vehemently opposing John Howard's 'Workchoices' industrial reform package. Rudd was desperate to avoid a brawl between the NSW Government and the unions which he feared would play right into John Howard's hands. According to sources in the book, this motivated Kevin Rudd to persuade Morris Iemma to shelve his plan, in exchange for his promise to back Iemma on it when Rudd was elected Prime Minister. A promise not kept. /over...

“My hope is that this book brings to life the world of politics for a broader audience, one that matters more than most in politics: the voting public,” says Simon Benson. “More than a tale of political betrayal, this book shows the betrayal of ideas and the platform that past Labor leaders stood on and fought hard for.”

Award-winning journalist Simon Benson is the Chief Political Reporter for Sydney’s *The Daily Telegraph*, where he has worked since 1994. During the events that led to the collapse of NSW’s lemma government, Simon was *The Daily Telegraph*’s NSW political editor, and also president of the NSW Parliamentary Press Gallery.

With over 100 hours of interviews of more than 40 politicians (both federal and state), union officials, staffers, advisors, bureaucrats and former MPs, the key hurdle in writing *BETRAYAL* for Benson was getting the subjects to talk openly and candidly about what happened.

“I had to weave a path through myriad and competing ideological positions and agendas to arrive at what I believed was a comprehensive portrait of what had really happened, and why,” says Benson.

“Eventually several key people agreed to put their names to the story. Morris lemma, Michael Costa, Paul Keating and Barrie Unsworth, and many others spoke off-the-record.”

***BETRAYAL* is available in all good book stores around Australia from Monday 31 May 2010**  
RRP \$49.99 | ISBN 978-0-9807418-2-7 | [www.PanteraPress.com](http://www.PanteraPress.com)

## SIMON BENSON



Award-winning journalist Simon Benson is Chief Political Reporter for Sydney’s *The Daily Telegraph*, where he has worked since 1994.

During the events that led to the collapse of NSW’s lemma government, one of the State’s most turbulent political periods, Simon was *The Daily Telegraph*’s NSW political editor, and also president of the NSW Parliamentary Press Gallery.

A former environment editor, Simon won the Australian Eureka Prize in 2001 for environmental journalism.

He grew up in Melbourne and studied philosophy before completing a postgraduate degree in journalism. Simon is married to SBS journalist Peta-Jane Madam and lives in Sydney’s inner city suburb of Woollahroo.

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## **Pantera Press**

In partnership with its major book distributor *Simon & Schuster Australia*, *Pantera Press* is a new independent Australian publishing force.

*Pantera Press* is focused on discovering and nurturing new writing talent... writers who create well-written, riveting reads, in quality popular nonfiction and fiction. *Pantera Press*'s first list is being released in 2010, launching with five new titles, two fiction and three non-fiction in May/June 2010 and more to come later in the year.

*Pantera Press* aims to publish *books that readers will rave about*. Their initial focus is on discovering and nurturing new writing talent... writers who create well-written, riveting reads with broad appeal. Their core goal is to become "**a great home for the next generation of Australia's best-loved authors**".

As well as launching new authors, with its symbiotic mix of business and philanthropic objectives called **good books doing good things™**, *Pantera Press* will use some of its profits to promote the joys of writing and reading, foster debate of important ideas and issues, and help close the literacy gap.

*Pantera Press* already sponsors the prestigious **Walkley Awards** and has recently announced a partnership with **Let's Read**, a literacy program for pre-school children and their families being implemented around Australia, including Indigenous communities, by The Smith Family.

*Pantera Press*'s readers will not only get great stories and insights but they'll feel good about it. *Pantera Press*'s fresh approach has already won early positive media profile and support with articles and interviews in *The Sydney Morning Herald*, *The Australian*, ABC Radio 702, *Good Reading* magazine, and trade magazine *Bookseller + Publisher*.

### **Auction of BETRAYAL cover artwork for benefit of The Smith Family's Let's Read program**

The **original artwork** for the cover is by **Bill Leak**, renowned artist and one of Australia's best-known political cartoonists.

With Bill Leak's consent, **Pantera Press is making available** a limited edition of **framed and signed prints of this work** for The Smith Family to auction **to help raise even more funds for Let's Read**.

Find out more at [www.PanteraPress.com/Donate](http://www.PanteraPress.com/Donate)