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Game plan: Survival

KUALA LUMPUR: Umno president Datuk Seri Najib Abdul Razak yesterday urged party members to be aware of two new "game changers" and outlined five core strengths for the survival of the party and the Barisan Nasional (BN).

In his hour-long speech at the 2011 Umno General Assembly, he also highlighted 10 historical moments, which he described as "game changers" to the national political landscape which members should understand. The historical moments he highlighted - which occurred in 1946, 1951, 1955, 1957, 1969, 1970, 1988, 1990, 1999 and 2011 - underscore Umno's role in uniting the Malays, to the country's journey throughout the years, till the present borderless world.

"If Umno members fail to understand the factors which cause change and come up with an organised game plan, the party is heading towards tragedy," said Najib who named the game changers as "the new reality" and "the new media".

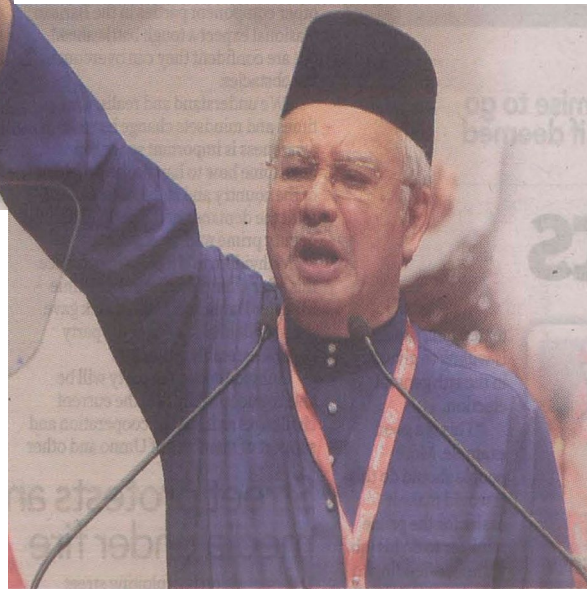
"If Umno does not understand the new reality of national political landscape, how can Umno and BN survive?" he asked.

As for the new media, he said, like it or not Umno must be in control of them because they can determine the party's victory or failure. "The media can level the playing field or create an unbalanced war. Thus, it is compulsory for Umno members to learn to use new media for the party's survival," he said

The prime minister told 2,711 delegates from 191 divisions at the PWTC that the five core strengths for Umno's survival were:

- the ability to regenerate and benefit from the new environment;
- moderation in all fields, be it

> Najib warns of new game changers; outlines five strengths for Umno



Full of fighting spirit . Najib leads party delegates in three shouts of *Hidup Umno* at the end of his hour-long speech yesterday.

administration, power-sharing, economy, race relations or international relations;

- champions "supremacy of ideas" in this age of mental warfare and stiff competition in the information and ideas market;
- put the people's welfare above everything else; and
- fulfil its promises.

"All policies mooted, all initiatives planned and all programmes implemented must give priority to

the people's welfare. The bottom-line is, we are not like certain parties who are merely storytellers," he said.

Najib said today's achievements were due to hard work of "our forefathers". "Remember, all these were made possible by Umno, a party which has done a lot of good deeds for not only the Malays, but also for all Malaysians.

"But, how hurt we feel when today, Umno which has served so

much, is being incessantly condemned and criticised to the extent of erasing from history all of our past contributions," he said.

He also described what it meant to be *orang Umno* (Umno people), saying it was not enough for Umno members to be members, but they must be *orang Umno*.

"We must be Umno people whose characters are reflected by our behaviour and the value system we hold on to. Umno people must be loyal to the party, love the party and be willing to sacrifice anything for the party," he said.

He said unlike the Opposition, Umno was not afraid of democracy as claimed, but was a party which embraced democracy. "The proof of the pudding is in the eating," he said, hitting at the opposition alliance, without naming any party.

"The first example, Party A, its secretary-general was not chosen through democratic means, but he is more powerful than the party president.

"Second example, Party B which has 'democracy' in its name is not that democratic. How can it be democratic if branch delegates elect the 20 central committee members and these committee members elect the topmost leadership?" he asked.

"Third example is Party C which claims to fight for a welfare state, but its *Mursyidul Am* (spiritual adviser) is not democratically elected and is far more powerful than the president," he said.