

The Way Forward

A 100 Day Action Plan

Trust in politics has been broken in Bermuda. Too many people feel let down by the PLP and public confidence in government has eroded. Bermudians don't need more empty pledges – they need leadership that works full-time, rebuilds trust and delivers results.

If afforded the privilege of being elected Leader of the One Bermuda Alliance, I will serve full-time as the Leader of the Official Opposition and hold the PLP to account. I will be available, committed and focused on strengthening the OBA and preparing our party for the next election.

As OBA Leader, my immediate priorities will be:

Putting People First.

Our team will begin a series of public town hall meetings across the island, with remote options available for those who cannot attend in person. I will host a monthly open house from the Opposition Leader's Office for direct access to raise concerns, ask questions and share ideas. I will travel to meet our members directly, where they are, in their community. Our team will gather advice from policy experts, academics, and our community organisations. What we learn will shape our political strategy and the policy roadmap for the work ahead, grounded in the voices of our members and the public, and delivered to caucus by December, 2025.

Getting Our Message Heard.

For too long, the OBA's ideas have been lost before they reached the people who needed to hear them. I will establish a dedicated team to strengthen how we connect across the party, with the media and with Bermudians. Within my first 100 days, we will launch a refreshed communications strategy that ensures OBA solutions are not just announced but heard, understood and remembered – and not lost after a single day's headlines.



Robert King, MP

**MP for Constituency 10
(Smith's North)**

**Candidate for OBA
Leader**

Shadow Minister of National
Security, Cabinet Office &
Digital Innovation



Supporting Our Team.

The OBA has nearly doubled its strength in the House, but the support around our team has not kept pace. I will bring together past leaders and new voices to build a system of training and support. This means mentoring for new MPs, professional development for candidates, and clear expectations of performance and responsibility. By investing in our people, we will ensure that every member of our team is effective in the House, visible in the community and ready to govern with confidence.



Securing the Resources to Win.

I will ensure that the fundraising and volunteer base are in place to build the campaign machinery to win government. However, true success depends on people as much as it does on resources. That is why we will establish a Youth Wing and a Women's Commission within the party, creating new ideas and opportunities for perspectives and engagement. We must recruit, inspire and prepare the next generation of leaders so that the entire OBA team - our candidates, staff and volunteers - are campaign-ready the moment the next election is called. With clear priorities, a strong organisation and a united team, we will be ready to lead Bermuda.

The next election will not be won with empty promises. It will be won through hard work on the doorsteps and earning the confidence of the Bermudian people. With your support, I will stand with courage, lead with conviction and deliver the determined leadership Bermuda deserves.

Sincerely,



Robert King, MP



On September 6th, Vote For King. Change Starts Now.

robertkingmp.com