

THE GRASSROOTS REPORT

2018 QUARTER 1 (JAN - MAR)



This quarterly report is an overview of Amnesty's national Organising program which is sent to activist leaders and staff. It shows how we're tracking against key goals in the 2020 vision, but it is also a snapshot of some of the most exciting activities and innovations activists have done over the last few months. We want to show key examples of how our grassroots movement has had impact for human rights as a result of their commitment, strategic thinking and hard work.

The purpose of this report is to:

- enable activists to see their individual contribution and understand their collective impact
- show transparency
- share activist led innovation
- identify our areas of strength and where we need to improve

If you have any questions or comments please contact the Organising Team at communityorganising@amnesty.org.au.

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What we are trying to achieve:

Amnesty organises a broad range of individuals across the country to be human rights activists in their community. These activists grow our movement and influence decision makers by taking our campaigns to the streets. They ensure that more Australians know about the human rights abuses going on through community events, engaging with the media and meeting with MPs. But the more unstoppable our movement is the more impact we have, which is why we have the following goals from the 2020 Vision.

2020 Goal	2018 Goal	2018 Q1
250 Action Groups covering 90% of electorates with a local plan of action	205 Action Groups covering 70% of electorates, 30% with a local plan of action	182 Action Groups covering 71% of electorates, 11% with a local plan of action
1,000 Leaders	600 Leaders and 5000 activists on Nationbuilder	397 Leaders, 2152 activists on Nationbuilder
At least 20% of actions not centrally generated	At least 13% of actions not centrally generated (130,000 actions). For the Organising program this means 19,500 actions per quarter	10,434 actions

What are all these things?

In very basic terms, an activist is someone that calls on others to take action, an activist leader is someone that coordinates activists. Nationbuilder is the database we are using to track our current activist movement.

An action group is the collective noun for 3 or more activists that work together to campaign for human rights. They could include local action groups (location based), a university groups, thematic networks (not location based & campaign on specific issues) or project based teams.

Non centrally generated actions are offline actions, mainly through paper petitions.

Now, let's see it broken down even further with all the data from our Community Engagement Dashboard! (see next two pages)



Q1 data	QLD / NNSW	NSW	ACT / SNSW	VIC	TAS	SA / NT	WA	National	2017 Q4
No. of groups (total)	26	45	20	44	8	18	21	182	178
- Local action groups	14	30	12	21	5	10	11	103	107
- University groups	7	6	2	6	1	3	3	28	30
- Thematic groups	2	8	3	15	2	5	5	40	40
- Other action groups	3	1	2	0	0	0	1	7	-
- Temporary action groups	0	0	1	0	0	0	1	2	-
New groups	2	5	2	1	1	2	1	14	5
Groups becoming inactive	0	0	1	1	0	0	2	4	6
Electorate coverage (%)	56%	75%	-	80%	80%	72%	60%	71%	72.14%
No. of groups with plans	3	0	4	8	0	0	5	20	18
No. of events	51	34	-	19	-	17	6	127	194
No. of media engagements	0	1	0	0	0	0	1	2	19
No. of MPs engaged	1	1	17	0	0	0	1	20	3
No. of offline actions (total)	471	3,043	815	2,697	718	1,292	1,398	10,434	12,241
- With contact details	337	1,410	-	499	443	1,275	-	3,964	9,794
- Without contact details	134	1,633	-	-	225	109	-	2,101	2,447

Q1 data	QLD / NNSW	NSW	ACT / SNSW	VIC	TAS	SA / NT	WA	National	2017 Q4
No. of activists trained	14	104	40	-	4	6	-	168	6
No. of activists (total)	242	663	-	-	57	356	369	2,152	1,450
- <i>Core & committed (leaders)</i>	<i>42</i>	<i>153</i>	-	-	<i>17</i>	<i>37</i>	<i>51</i>	<i>397</i>	<i>320</i>
- <i>Engaged</i>	<i>200</i>	<i>510</i>	-	-	<i>40</i>	<i>168</i>	<i>318</i>	<i>1,604</i>	<i>1,130</i>
School groups / active schools	-	15	10	20	8	6	6	65	57
No. of school visits	-	2	-	-	-	3	2	7	24
No. of youth leaders	13	26	-	-	6	5	-	50	84
No. of action centre volunteers	13	24	15	-	6	8	-	50	84
No. of volunteer EOI forms	89	141	32	-	12	30	-	304	292
No. of EOIs to volunteers	23	15	16	-	3	3	-	37	61
Volunteers hours (action centre)	544	2,660	290	-	-	295	-	3,789	3,619
No. of action centre meetings	108	20	20	-	-	9	-	157	171

Key takeaways:

GOING WELL / ON TRACK	AREAS OF IMPROVEMENT
<p>Event and action numbers were down from Q4 2017, but this is typical at the start of the year. Many activists start the year in February and the majority of activities for the year begin in March. There was actually an increase in actions per event compared to last quarter.</p>	<p>The most obvious area for improvement is data collection where there are a number of challenges:</p> <ul style="list-style-type: none">• Over half of the offline actions we have received had no data (email or phone) which means they do not contribute to the growth of our movement as we have no way to keep those supporters informed and engaged.• We had a very low response for our annual group returns which give our groups the opportunity to update their info including which activists are currently in the group. 15 of 182 groups responded meaning our database isn't as accurate as we would like.• Activist activities are not always reported on, which means events, media & mp engagement are likely higher than in this report. Potentially this is because they do not know of the reporting process yet or the process is a barrier in some way.
<p>Our regional activism is growing stronger thanks to a larger focus on these areas. Some of the best impact we had this quarter happened outside of capital cities including in Wagga Wagga and Mackay.</p>	
<p>Following on from Marriage Equality last year, the Women's Rights campaign in Q1 has helped us increase the number of thematic networks we have. Most regions now have LGBTQI and Women's Rights networks established leading to more activist driven campaign work outside of our priority areas to keep these issues on our radar. Feedback from staff and activists show that this campaign was very engaging which led to higher action numbers.</p>	
<p>Regional Social Media volunteer teams have been trying new strategies and tactics, including more digital / video content and livestreaming events. Because of this there is been more growth of followers on regional social media pages. Check out the QLD Amnesty Instagram for examples.</p>	

How we will improve in Q2:

The Community Engagement dashboard is useful for bringing all the data together and showing where the issues around data collection are. Now that we have a better understanding of these issues we can take a look at the processes around data collection and make them more efficient.

Some ways we will achieve this is by reducing the amount of forms activists need to fill in to report their activities and make them easier to find and use. We will also revisit the pre and post activity processes to ensure that activists are being more strategic with their activities and are receiving more support.

We need to run more training around talking to people about campaigns and the importance of data collection so that more of the actions we receive contribute to growth. We will develop a clear process around broadening what an offline action is, it will eventually include event RSVPs, urgent action, phone calls to MPs etc. We first need to work out an easy way to track this information and how to import the data.

We need to work out the barriers for our group returns and why they are not being completed. it's likely that activists don't have the time or capacity to complete it with all the other work going on. It's probably very low on the list of priorities and perhaps its not clear as to the importance of getting this information back to us.

Innovation & Impact (just some of the many examples):

- O-week was a big success with creative actions taking place all around the country for the Women's Rights campaign. Altogether there were 18 events including 3 by the Curtin University group and 4 by the UniSA group. Check out more at: <https://www.amnesty.org.au/owweek2018/>
- Tri-partisan (Liberal, Labor and Greens) motion in support of Community Sponsorship Program in the ACT government. This was because of the hard work, strategic conversations and network building of ACT governments. Read more here: <https://www.amnesty.org.au/my-new-neighbour-how-we-won-in-the-act/>
- Amnesty activists partnered with the ANU to hold an event with David Manne and Gillian Triggs as speakers to discuss a national Human Rights Act. Over 700 people in attendance.
- The VIC and ACT / SNSW branches helped to fund the Rural Australians for Refugees Conference held in Albury / Wodonga. Activists from most regions were able to attend. Refugee Campaign Coordinator Shankar Kasynathan launched our Better Plan for Refugees at the event.
- In Mackay, activist Kellie George successfully lobbied the local council to become a refugee welcome zone after many months of campaigning.
- Activists in SA / NT had a positive partnership with the local Vietnamese community which resulted in a donation of \$6,753 to support Amnesty's work on the Rohingya campaign.
- On Survival Day 2018 Amnesty deployed a team of nine Human Rights Observers at the Abolish Australia Day march organised by Warriors for Aboriginal Resistance (WAR). Recent rallies in Melbourne have been met with increased police presence and the use of force. Observers were spread throughout the march and observed behaviour and interactions between police and protesters. <https://www.amnesty.org.au/hro-reportback/>

If your group does something in Q2 that you think should be highlighted in the next report make sure to let your Community Organiser know or email communityorganising@amnesty.org.au.

Coming up:

Branch Annual General Meetings in every region, May 19 ([link](#))

National Reconciliation Week, May 27 - June 03

BRAVE mobilisation over the whole quarter, June 6 is a key date ([link](#))

Refugee Week, June 17 - 23

Activist Leadership Weekend, June 22 - 24

Finalising the Activism Strategy

For more, see the [Activism Planner](#).

Thanks for reading! We'll be back again after Q2 to show more about our organising program. If you have any thoughts, comments or questions please feel free to get in touch.