

Amnesty Partnership Guide

Why, when and how to successfully partner with other groups and organisations?

1. WHY DO WE WANT TO PARTNER WITH OTHER ORGANISATIONS AND GROUPS?

Working in partnership with external organisations is integral to Amnesty's campaigning approach and essential for the success of our movement.

Partnering allows us to be an even larger and more powerful mass movement of people

Partnering with diverse organisations, community groups, and NGOs helps us to:

- Reach new audiences and grow our supporter base
- Increase Amnesty's visibility in communities that would not otherwise come into contact with our campaigns
- Work directly with affected communities/ rights holders, establish meaningful connections and amplify the voices of marginalised groups
- Engage and build relationships with ally groups and networks that outlast a specific campaign
- Learn from each other and pool resources
- Ultimately improve human rights outcomes

We have a strong visible presence and support in local communities

Partnering can be especially important for our success in regional and remote communities outside of easy access to our Amnesty Action Centres.

Where there are existing community groups in regional areas campaigning on human rights or social issues, it can be more effective to partner with these groups than to establish a separate Amnesty action group that competes for supporters and members.

ORANGE SOCIAL JUSTICE GROUP

We have partnered with this existing local group to run film screenings and exhibitions in support of Amnesty's Refugee campaigns.

REGIONAL PARTNERSHIPS

Amnesty's Moruya Action Group partnering with Eurobodalla Refugee Action Collective to co-host events and share resources.



2. BUILDING POSITIVE RELATIONSHIPS

When partnering with other organisations it is important to be mindful of building a positive and mutually beneficial relationship. We need to be considerate of what other organisations get out of partnering with us, not just how the partnership will help achieve Amnesty's goals.

Inclusivity/ being a good ally

Supporting and partnering organisations with diverse leadership and supporters is essential to our success as a movement committed to protecting and defending human rights. This includes Indigenous led organisations, Culturally and Linguistically Diverse organisations, Disability advocacy groups, and LGBTQI rights organisations.

At each point in building relationships with these groups we need to be conscious of elevating the voices, perspectives and goals of rights holders, and being mindful of the resource and time demands we place on them.

We also need to provide accessible, safe and culturally appropriate spaces for people to participate in events. For further resources and training on being a good ally, contact the community organising team via your local action centre.

Ongoing relationships

Creating ongoing, sustainable and mutually beneficial relationships is the goal of our partnership work. By mapping your community early on you can identify potential partners to reach out to and develop a relationship with. It is beneficial to check with regional staff to find out if there is an existing relationship already to prevent multiple approaches. With all communities, we should be looking to support their events and activities, where appropriate. This does not require us to have Amnesty's brand front and centre.

3. MANAGING RISK

The worldwide movement of Amnesty International is a non-denominational, non-partisan movement, independent of all governments, political parties and religious institutions. Maintaining Amnesty's independence and impartiality is essential for our continued authority to speak out on human rights issues. This impacts decisions around which organisations to partner with, and who will be seen as a public representative of Amnesty at events.

Types of risk to consider when partnering include political, policy related, financial, legal, reputational and physical.

When holding events where there will a member of Parliament or local council speaking, we need to consider whether their presence could be seen as endorsement of a particular political party. For both Amnesty branded, and partnered events, we need to ensure we are being non-partisan by inviting members of each major political party to attend/speak or provide a statement that we can read out.

The same consideration applies to partnering with religious institutions e.g. at Palm Sunday rallies. Partnering with a particular religious institution for formal Amnesty events can run the risk of being seen as exclusionary to people not of a particular faith. These kinds of events could be better supported as "silent" partners where activists and staff provide logistical or resource support, but without publicly branding as Amnesty.

For some events, the political or policy related message may not be the same as Amnesty. We would not partner but may attend to support a particular human rights issue or case e.g. campaigning in support of a Tibetan prisoner of conscience without endorsing the Free Tibet cause. These circumstances should be explored on a case by case basis. Please discuss with regional staff and your Branch Committee.

For organisations or events that carry a significant legal or reputational risk to Amnesty or physical risk to attendees, that cannot be mitigated, we should not participate as partners in these events. This requires us to be aware of past actions and statements made by the organisers of external events. Amnesty is held accountable to comply with the laws of the country in which they operate, so long as those laws do not contradict international human rights standards.

EXAMPLE GUIDE

when and how to partner with external organisations across different campaigns

Event	#LightTheDark vigil for Asylum Seekers	NAIDOC week celebration events	Amnesty Pride Sporting Match	International Women's Day Event	Community Forum During Election Campaign
Theme	Commemorating Reza Barati and showing support for asylum seekers	"Because of Her, We Can" Celebration of achievements of indigenous women in local communities	#puckhomophobia Mustangs Amnesty Pride ice hockey match	IWD Breakfast Event	MPs and candidates invited to public forum on international aid and human rights
Organisers	Get-up, ARAN/ Refugee Action Collectives and the Welcome Group	The National Centre of Indigenous Excellence (NCIE)	Melbourne Mustangs/ Amnesty	Commbank International Women's Day Breakfast	Oxfam/ Amnesty
Consider	Condemning policy, not government Organised by partners with official support from AIA	Consider what NCIE would get out of partnership with Amnesty Careful not to dominate space of Indigenous led organisation Directing all funds raised to indigenous organisations Consider whether Amnesty branding is necessary or beneficial to building long term relationships	Check sporting club's corporate and other affiliations for reputational risk	Consider risk of affiliation with corporate interest groups Check speakers list for political or other affiliations	Make sure representatives from all major parties are attending or provide public statement of invitation Non-partisan moderator (journalist etc) Ensure the event does not result in Amnesty endorsing any particular candidate or party, and does not direct voters how to cast their ballot
Conclusion	Activists encouraged to attend with Amnesty t-shirts and banners	Partner after careful consideration and full consent of NCIE, encourage activists to attend event without Amnesty branded clothes/ banners, prioritise indigenous communities and organisations	Event widely promoted as Amnesty Pride Match, activists encouraged to attend wearing Amnesty colours and banners, Club jerseys carry Amnesty candle & Pride colours	Reconsider partnership given the corporate nature of the organisation, and the potential for perceived endorsement by Amnesty of their actions	Reconsider if there is no response from major parties, or if the panel has the appearance of partisanship.

