

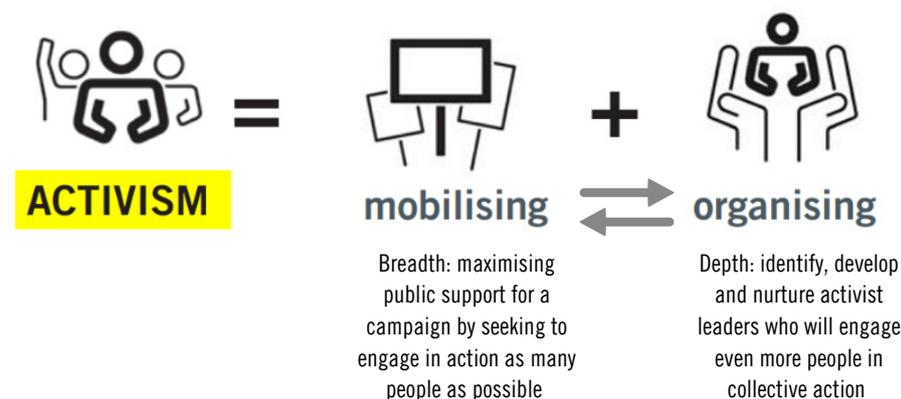
ACTIVISM STRATEGY

ACTIVATE. EMPOWER. IMPACT.

Amnesty International Australia (AIA) challenges injustice whenever and wherever it arises by researching the issue, developing a strategy for change and importantly by activating our courageous movement of everyday people to stand up and speak out. In a world where we are seeing increased attacks on our rights, we need this people power more than ever.

Our Activism Strategy is the plan for how we are going to grow, deepen and improve our activism so that no matter what the human rights issue, we have an empowered movement ready to act.

Activism at AIA is made up of two vital components - mobilising and organising our movement.



The Making of our Activism Strategy:

After consulting with activists, Activism Leadership Committees and staff across 2017, we launched our Activism Strategy in 2018.

Since this initial approach was proposed, we changed operating models, databases, overhauled our activist training program and embedded circles of commitment across the organisation and activist base. In addition we reinvigorated our activist communications including reporting back our progress through the Grassroots Report.

We went back to our movement at the Activism Forum in 2019 to seek priorities in focusing our work in our new people powered model.

From their input we were able to distil the initial 6 chapters into three primary work packages: Growth, Development and Impact.

Our 2020 - 2023 Activism Strategy is the road map to making all our initial plans a reality. All of us - the Board, staff, activist leaders and activists will work together to deliver these projects. This will result in an activated, empowered, and influential movement which will ensure unprecedented human rights impact.

By the end of 2023 no one will be able to dispute our movement's widespread strength and power. We will have a visible and active presence in communities right across Australia. Together we will empower a skilled and confident activist base who will lead from the ground up. We will deepen the connections between individual activists and with other grassroots movements. Because we all need to stand together in this fight to protect and promote human rights in Australia and around the world.

Check out and share the
Activism Strategy
one page summary





Statement

Human rights are embedded in Australia's culture and people are convinced that they have the power to change things. We demonstrate and celebrate our movement's power by showcasing the range and scale of AIA activities, the community presence of our activist structures and our collective influence.

Outcomes

By 2023 Human rights are better understood and valued.

By 2023 AIA's Activism is visible and is seen to be having measurable human rights impact.

How:

- 1** Promoting and celebrating our community activism to inspire others and build our public profile as a grassroots movement.

Activists are developing and sharing stories about their activism and our campaigns and AIA is seen and understood as a grassroots movement using people power to win campaigns.

- 3** Developing a program of human rights education attracting 500,000 supporters to express their support for Human Rights.

AIA is seen as a leader in Human Rights Education (HRE) and is being approached by other organisations to provide HRE training and guidance. We enable 50% of HRE supporters to go on to take further action for human rights issues they care about.

- 2** Focusing on growth of our membership and increasing the engagement of members in our campaigns and grassroots activism.

We will develop a diverse community of members 25,000 strong who are actively encouraged to participate in platforms to enable their input into our campaigning work and to be part of our wider movement.



Statement

The activist journey is empowering, sustainable and ultimately has tangible impact for our movement and human rights. Activists have opportunities to develop skills through training and have access to the tools and inspiration to achieve change.

Outcomes

By 2023 we have created a skilled, capable and empowered movement creating, shaping, and strengthening AIA campaigns and activism.

How:

- 1** Developing over 1000 activist leaders who are creating and implementing their own strategies.

In 2023 critical leadership structures will be writing the next Activism Strategy. Activist leaders are evaluating, innovating and learning from the sentiment of the movement.

- 2** Increasing training and resourcing to ensure a skilled, autonomous and diverse activist base.

Our training program is distributed across our activist structures which incorporate a train the trainer and skill sharing approach to skill up and move activists between the Circles of Commitment.

- 3** Encouraging activists everywhere to build over 10,000 relationships in the community.

All core leaders have access to our database and are using it to identify relationship opportunities and track relationships they have with individuals, schools and partners in their community.



Statement

We have inspiring, dynamic and tailored pathways for people to move through their activism experience with AIA. Activists are designing and leading campaign mobilisations. We are seen across the social change sector as leaders in innovation, partnerships and impact.

Outcomes

AIA is a large, visible and powerful movement with 10,000 engaged activists by 2023

How:

1 We will win campaigns centered around a people powered strategy.

We demonstrate the strength of our movement through strategic activist designed and led mobilisations. We are also working across the sector to spearhead a coalition of organisations on a flagship campaign.

2 We will increase in size with over 10,000 engaged activists.

AIA establishes a best practice model for creative and meaningful entrance pathways, with three distinct supporter to engaged pathways: education, advocacy, and activism.

3 We will diversify how we take action. We want more than 40,000+ non-petition based actions and fundraising activities.

In the past, petitions were seen as innovative. We need to be at the forefront of developing new tools and actions to force change. AIA collaborates with developers and other organisations to evaluate existing tools and co-design a new tool for activist outcomes with sector wide applications.

YOU! WHAT PART CAN YOU PLAY?

At a local, regional, national and even international level we need activists like yourself to shape, lead on and roll out the projects in this activism strategy.

Together we are an unstoppable people powered movement.

If you are new to the movement, your first step is to register for our [Get Active sessions here](#). You can find out more about Amnesty International Australia, how we create change and the part you can play.

If you are already involved get in touch with your Activism Leadership Committee to see what leadership opportunities are in your region:

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nswpresident@amnesty.org.au
qldnswpresident@amnesty.org.au
santpresident@amnesty.org.au
taspresident@amnesty.org.au
vicpresident@amnesty.org.au
wapresident@amnesty.org.au

If you are interested in learning more about a particular project identified in this strategy contact communityorganising@amnesty.org.au to hear what opportunities you may be able to join at a national level.

Be sure to share activist highlights, ideas and challenges on our [National Amnesty Activist Facebook Group](#)

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**BEING PART OF THIS
MOVEMENT HAS
SHOWN ME THE
POWER WE ALL HAVE.
IN UNITY WE CHANGE
THE WORLD.**

NINA ASHFIELD-CROOK
CORE ACTIVIST

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**CHALLENGE
INJUSTICE.**