

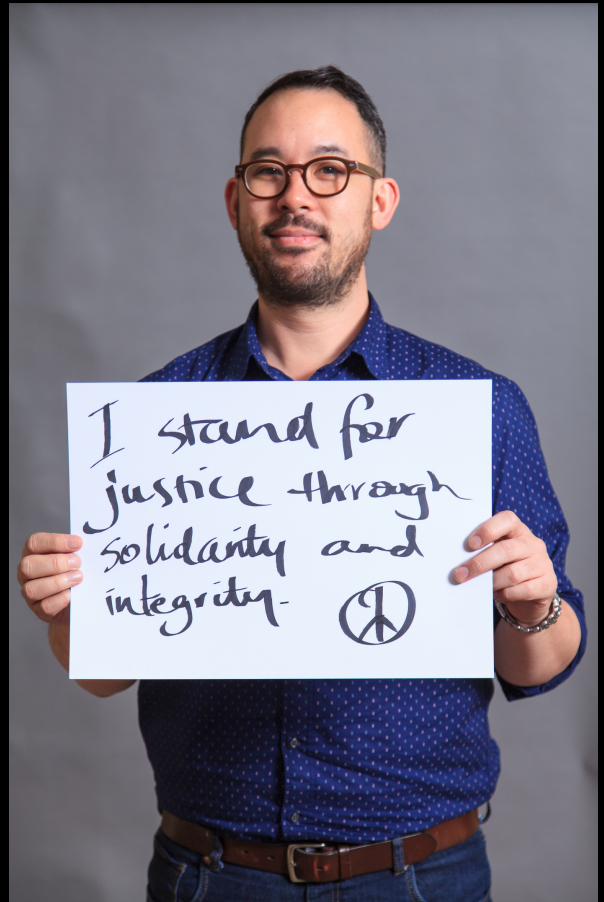
AMNESTY INTERNATIONAL AUSTRALIA

WRITE THE FUTURE CONSULTATION REPORT 2021-2025

TO INFORM THE 2025 VISION

ACKNOWLEDGEMENTS

Amnesty International Australia acknowledges the traditional custodians of the land on which we work. We recognise the thousands of years of culture and custodianship and we specifically acknowledge the voices and resistance of the incredible Aboriginal and Torres Strait Islander activists that have led the fight for human rights in this country. This land always was and always will be Aboriginal land.



A huge thank you to everyone who participated and especially to Activism Leadership Committees and the Youth Advisory Group for hosting activist-led consultations. This was made possible thanks to the work of incredible people across the movement who were committed to Amnesty's people power model, collaborated with one another, and were genuinely curious to find similarities and differences between each approach.



Findings Summary

The three areas of consultation are represented below with their definition and some major findings.

Note: this report focuses on areas needing change rather than reinforcing things we are currently doing well; this means we may not mention all key areas that will be a part of the upcoming Vision or our ongoing strategy.

STRENGTHEN HUMAN RIGHTS

Amnesty works to represent and uplift community voices, so it was crucial to discuss which campaigns are most exciting for the movement and how we should approach them. **These human rights issues motivated people to challenge injustice the most:**



Amnesty has a key role to play in relation to climate change but must be clear on what that role is and stay true to our mission as a human rights organisation

THE FUTURE OF ACTIVISM

As a people powered movement, Amnesty is committed to ensuring that the way we work works for activists and supporters.



There was real endorsement from members and supporters alike for establishing measures to do more to connect activists to each other and to break down financial barriers of entry to membership.

Human Rights Education is a strategic approach to long-term changes to hearts and minds.



GROW SUSTAINABLY

Increasing the number of supporters and influence is important, but it cannot come at the cost of the future or leave anyone behind.

As part of our commitments to people power and diversifying the movement, we must consult with people with lived experiences better and often.

We need a flexible vision that allows us to prioritise on the go, being agile to changes in circumstances

but...

we cannot forget sustainability: protecting the wellbeing of our movement, staff, and the planet.

Project overview and engagement

The purpose of developing a new vision is to make sure that Amnesty International Australia has a clear direction of travel over the next four years that is both strategic and inspiring. Having a clear vision for the world we want to see and developing strategic goals to get us there is critical to achieving tangible human rights change. We asked our movement to imagine a society that they wanted to live in and the steps and changes we needed to make to get there. Nearly four thousand of you heeded the call. The results presented here are the top-level findings of the consultation which will inform our next Vision.

The consultation was built around a premise that we would take as many opportunities to consult with our movement as possible.

The primary forms of engagement were:

- Interactive platform hosted on CitizenLab (386 total users)
- Online survey hosted on Typeform (3,524 surveys completed)

Understanding that these modes of participation could be exclusionary for some supporters, we also offered an accessible consultation webinar, safe space webinars for specific audiences, and ACT/Southern NSW, WA, and VIC Activism Leadership Committees (ALCs) hosted regional consultations.

Level of Amnesty Support from Survey Respondents

Very high	
10	12.6%
9	7.9%
8	17.6%
7	19.1%
6	13.3%
5	13%
4	5.5%
3	5.2%
2	2.9%
1	1.6%
0	1.4%
Very low	

Survey Engagement

Total started	5,462
Total completed	3,539
Completion rate	64.8%
Average time	17:39
Desktop device	63.9%
Mobile device	32.0%

CitizenLab Project	Total comments
Strengthen Human Rights	261
Continuing Staff Conversations	119
Sustainable Growth of our Movement	60
Human Rights Education	51
Building Amnesty's Membership	39
Diversity, Inclusion & Wellbeing	19
Youth Consultation	14
The Future of Activism	9

CitizenLab Users

Staff	61
Activists	159
Members	90
Elected members	32
Nominated as diverse	110
Under 25	52

Data sources in this report are from the CitizenLab Platform unless specified by an icon



Typeform
survey



ALC regional
consultation



Webinar

Strengthen Human Rights

KEY INSIGHTS for this project showed an endorsement for addressing a variety of human rights issues, possibly under a national campaign for a human rights act, while remaining agile to respond to changes in global and national circumstances.



While 37.6% of survey respondents thought that covering a breadth of issues was key to AIA's success, it is pertinent to think carefully about which campaigns to focus on.



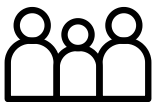
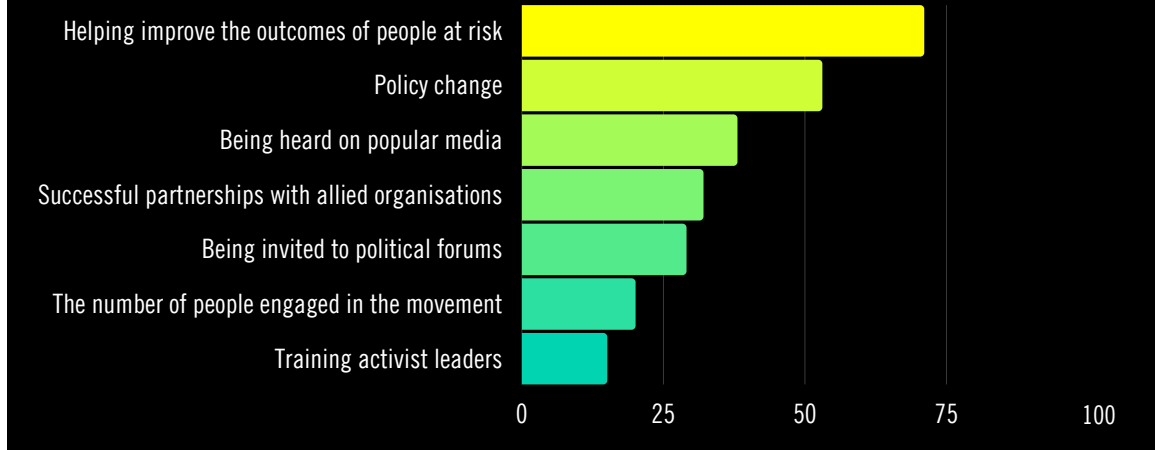
82% of survey respondents agreed that Amnesty International Australia should do more to engage with human rights issues in the Asia-Pacific region. This was reflected in lively platform debates and in discussions regarding Amnesty International Australia's obligation to other sections.



Climate justice is the only issue where people who designated themselves as medium-level supporters of Amnesty showed more concern than the high-level supporters. This suggests that campaigning on climate issues may be an opportunity to increase people's involvement. Indeed, 56.6% of survey respondents wanted to do more to address Climate justice issues.

Strengthen Human Rights (continued)

How should Amnesty International Australia measure impact? (%)

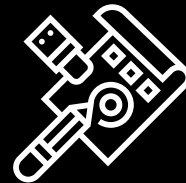


ALCs suggested finding issues that intersect with the Human Rights Climate Crisis, particularly Indigenous rights and future work in the Asia-Pacific region.

Notably, there were two areas in which survey respondents showed interest that weren't reflected in the platform discussions. These were Inequality and economic insecurity (62.2%), and Data, surveillance and digital security (44.2%) — both of which could be strategic campaigns to consider.



Two webinars were held to determine the measures of human rights impact that are most important to the movement. Results reflected the survey outcomes (above) showing that improvements in the outcomes of individuals at risk (71.2%) and policy change (53.4%) were the best markers of impact.



Areas for improvement

Do more to include people with lived experiences across all of our campaigns. Genuine consultation starts at project inception and is accountable through its entirety.

Do more work in the Asia-Pacific region, particularly through partnerships with other sections.

Remember that some human rights wins will need more than 5 years.

Build People Power

Activism does not exist in a vacuum; it must be linked to strong people powered campaigns, which remain crucial to our functions. The **KEY INSIGHTS** that came out of this consultation project were:



Spaces for connection that encourage collaboration by diversifying the ways in which activists network with each other on local, state, and national levels



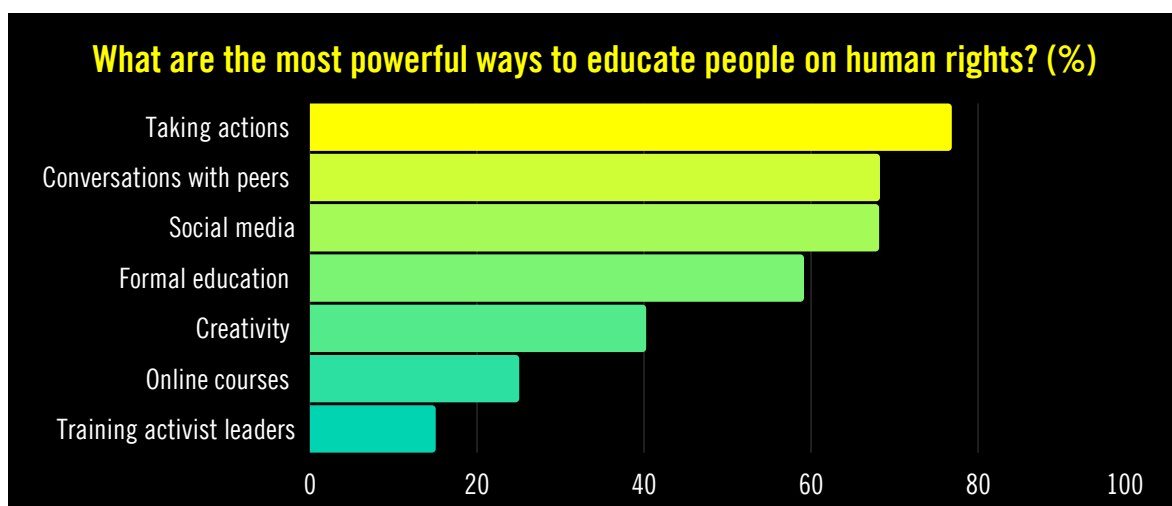
Prioritising consultation, co-design and co-production with affected communities



Telling more stories from affected communities with a focus on underlying values will help in both bringing people together and on ensuring inclusivity



Human Rights Education (HRE) came up across different areas of the consultation as significant for building the movement and improving impact. Conversations recommended that we embed HRE within existing community structures including school students, sporting communities and professionals networks. Taking actions took first place as the best method to educate on human rights (77%). Furthermore, it is interesting to note that formal education was much more popular than online courses (59.1% versus 25.0%) as an opportunity for informing the public about human rights. Full results are below.



Build People Power (continued)



Activism Leadership Committees advocated for resources to be invested into membership with a clear plan on how to bring in new members and what their journeys might be as activists. The findings for this project endorsed establishing measures to connect members to each other and to our larger movement.

There was also key support on the platform for trying initiatives to make our membership more accessible and diverse. 67.9% of respondents supported Free membership for 16 and 17 year olds; and 60.6% supported Annual sponsorships for affected communities.

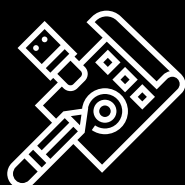
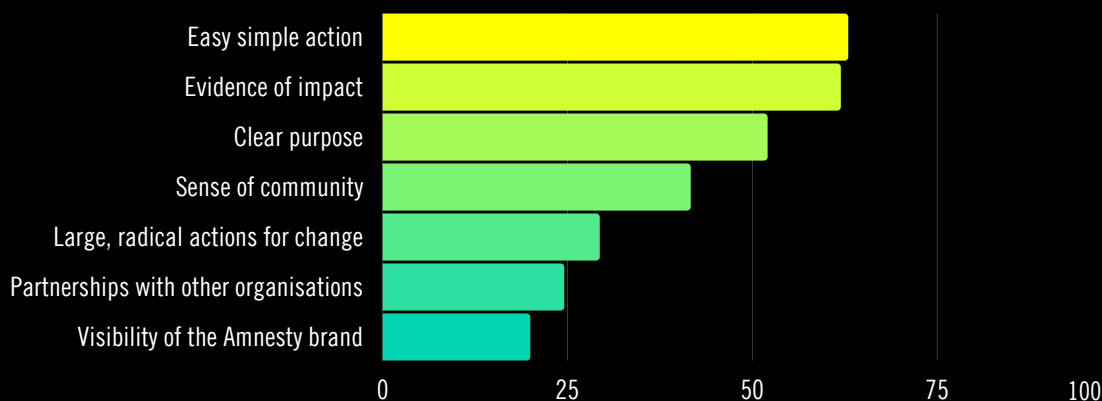
50.6% Seeking out like-minded people

Top survey response to the question, "What would motivate you to become a member of Amnesty International?"



Survey respondents also indicated that they are more interested in community and impact than exclusivity of membership. Only 9.1% said that members-only events would motivate them to become a member; 8.4% expressed interest in members' merchandise.

What would encourage you to be more actively involved with the movement? (%)



Areas for improvement

Learn and build upon existing Human Rights Education approaches from other sections. Promote and embed education content and courses into our work in Amnesty International Australia.

Offer a new membership product that both excites people to join for human rights change and is a point of connection with a like-minded community of human rights defenders.

Grow sustainably

KEY INSIGHTS to make the organisation more sustainable included: building campaigns that affected communities can take over and run themselves once we've done our bit; improving triaging and prioritisation methods to focus energy where we can have wins; recognising the work of volunteers; and showing successes and hope in our public communications.



Growing sustainably means being fully inclusive. The findings of the Diversity, Inclusion, and Wellbeing project of this consultation gave the following recommendations:

- Rights holders must be at the centre of all of our work and the communities we serve must be genuinely represented and included.
- Amnesty's role is to lead in this space, setting an example of what a diverse and inclusive community can look like, how it can function, and how it benefits everyone.
- We need to amplify the voices of people with lived experience, including working in partnerships, and know when to act as an ally.

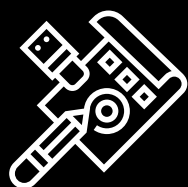


Webinar contributions thought that the level of engagement we got from people with lived experience will be a testament to how well we're doing at being truly inclusive.

Grow sustainably (continued)

The Youth Advisory Group has played an essential role at advocating for mental health and wellbeing of our movement. Activists are not only at physical risk during an action, they also deal with heavy subjects on a daily basis. Genuine support is necessary and will decrease burn-out.

As part of this project, preliminary Vision statements were suggested to determine how close we were to understanding what the movement wanted to see in the final product. Here are a couple of the favourite statements:



Areas for improvement

Youth inclusion is imperative to ensuring that our campaigns are relevant not only for today, but that they remain future-focused.

Protecting the wellbeing of our movement, staff, and the planet will ensure sustainability — this includes mental wellbeing.

As part of our commitments to people power and diversifying the movement, we must consult with people with lived experiences better and more often.

We imagine an Amnesty where everyone can bring their full selves into the movement, be genuinely included for who they are, and have their differences valued. We must demonstrate a model of social change that is rooted in, and strengthened by, diversity and inclusion.

Youth voices will no longer be silenced when shaping the human rights landscape that impacts them uniquely and which they will inherit. We are stronger for listening to the diversity in our movement.



Next steps

This consultation has been a collective effort to write the future we want to live in. Amnesty International Australia is grateful to the movement for their impressive and devoted contributions. We want to include you in the next steps as well.

1

We are working hard to develop a concise, coherent, and inspiring vision from this consultation. This will set the agenda for the next five years and allow Amnesty International Australia to define itself in the modern world.

In February 2021, the Vision will be shared with the movement. Activist leaders and members will be trained to incorporate the Vision into their work.

2

3

As we get ready for Amnesty's 60th birthday in May 2021, we expect to make a splash then using our Vision to define and inspire sympathetic audiences and new members. See you there!



VISION CONSULTATION 2025



AMNESTY INTERNATIONAL AUSTRALIA