



ACTIVISM LEADERSHIP COMMITTEE GUIDE

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DEFENDING HUMAN RIGHTS

**CHALLENGE
INJUSTICE.**

INTRODUCTION

Activism Leadership Committees (ALC) bring together regional leaders and their respective skills, passions, and commitment to create human rights impact that is both strategic and sustainable. The role of ALCs is to inspire, coordinate, and advance human rights activism in their region.

As an ALC member, you will shape activism and membership in your region by mentoring and supporting partners, activists and action groups, leading the way towards Amnesty International Australia's (AIA) vision, values, campaign priorities, and human rights outcomes. With collaboration and shared leadership, you will help bring the collective power of AIA to life.

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THIS GUIDE COVERS:

- How AIA creates change and the unique role ALCs play in our Movement
- The responsibilities of ALCs
- Examples of successful ALC initiatives and projects in different regions
- What role you can play in your ALC and how to ensure your activism is sustainable
- Who to contact: the support and structures available to ALC members

HOW DOES AIA ACHIEVE CHANGE?

By publicising the findings of systematic and impartial research into the facts of individual cases and broader patterns of human rights abuse, we are able to equip our members, supporters, staff, volunteers and activists to exert public pressure on governments, corporate actors and others to take the human rights action needed to prevent abuses and advance the enjoyment of all human rights for all.

People power is at the heart of our ability to create change. People power is defined as the intrinsic power of a critical mass of people acting at community, national and/or global level to create human rights change by exerting influence over government, corporations and broader society. It is built and deployed by people with the necessary skills and attitudes who inspire, support, organise and mobilise others strategically.

This is where ALCs play such an essential role ensuring we move towards our global commitments to:

- Empower our members, activists and supporters to be more connected to grassroots campaigning, skilled, human rights impact-oriented, and autonomous within Amnesty policies and the Strategic Framework.
- Create an inclusive culture and resiliently anti-racist movement, increasing our diversity by attracting groups who are under-represented in Amnesty's membership.
- Act to foster belonging, connectedness and wellbeing among our movement, acting towards each other with respect, empathy and dignity, and evaluating our relationships together to better uphold our accountability to our core values.



WHAT IS AN ACTIVISM LEADERSHIP COMMITTEE (ALC?)

ALCs hold a strategic leadership position in the AIA movement. Each ALC is made up of between five and twelve AIA members elected by other members living in that region (QLD/Northern NSW, NSW, ACT/Southern NSW, VIC, TAS, SA/NT or WA).

These elected members work together to drive sustainable and strategic human rights activism in their region. They each serve a two year term, with half being elected in even years and the other half in odd years. This structure ensures continuity and stability in the activism of the ALC while also allowing for fresh perspectives and ideas to be brought in.

WHAT DO ALCs DO?

ALCs are responsible for initiating relationships with activists, partners and action groups to coordinate human rights activism. ALC members enable the active participation of these stakeholders to develop, tailor and monitor key projects that contribute to AIA's Vision, campaign priorities and human rights outcomes. By focusing on cultivating relationships, developing strategy and providing mentoring and support, ALCs play a crucial role in ensuring a long-lasting impact for human rights.

Being a part of an ALC is a valuable opportunity to expand your leadership capabilities, empower others and together leave a lasting impact on the human rights movement in Australia.



ALC RESPONSIBILITIES

Each ALC will look different depending on the interests, capacity and skills of the elected members but across the country ALCs are expected to:

Champion Human Rights: Develop a Strategic Activism Plan for Your Region

- In collaboration with staff, fellow activists, and partners, develop, implement, and monitor a strategic plan for human rights activism within your region that is aligned with [AIA's Vision](#) and objectives
- Motivate and coordinate fellow activists in delivering projects, activities, or events that support your regional human rights activism plan, with support from staff
- In collaboration with staff, engage activists and members in priority campaign and mobilisation moments
- In collaboration with staff and fellow activists, support the ongoing recruitment of new activists and members

Lead the Way: Cultivate Relationships and Support Activists, Members and Partners

- Prioritise [AIA's Vision](#) and adhere to policies including the [Values and Behaviour Charter](#), [ALC Charter](#) and [Participation Protocol](#)
- Build a culture of ongoing support, appreciation, and development for activists, members, and action groups in your region, and report on wins in your region back to the broader movement
- In collaboration with the Regional President, the Activism and Membership Committee, and the National Board, engage with activist and member feedback and support the resolution of any conflicts or concerns
- Welcome and enable the participation and development of activists and members in your region including new members, new groups, and new members to the ALC. Facilitate engagement with the online [Member Community](#)
- Manage your regional budget and assess all budget requests put forward by other activists in the region

Represent and Advocate for AIA and human rights in your region

- With guidance from the Activism and Membership Committee (AMC) and training from staff, proactively represent AIA and its people-powered movement at key regional events, with partners and media
- Where relevant, engage in advocacy and MP engagement efforts to raise awareness and support for AIA's human rights causes
- Complete special assignments and initiatives assigned by the AMC or National Board to advance AIA's objectives in the region



AIA activists commit to:

- respect the human rights and dignity of all people and work in a manner free from discrimination, harassment and bullying;
- represent AIA in good faith and consistent with the values, vision and independence of AIA;
- work collaboratively with AIA staff and other activists;
- responsible use of AIA resources - both in the community and the Amnesty Action Centres; respect the need for privacy and confidentiality; and
- respect AIA conflict resolution procedures and participating in them should conflict arise.

AIA commits to:

- adherence to Volunteering Australia's National Standards for Volunteer Involvement ;
- recognise the work and commitment of AIA activists and everyone engaged in AIA's work;
- provide a safe, welcoming, and professional work environment;
- provide activists with the guidance, direction, and skill development opportunities needed to achieve success in their work with AIA;
- respect the privacy of AIA activists; and
- promote self-care and recognise activists' commitments and responsibilities outside of AIA.

ALCs IN ACTION

WA travelled to regional areas e.g. Albany, to connect with activists, host events and informal meetings. The ALC also organised a region-wide action and event for International Women's Day in partnership with a network of Women's Rights Organisations.

SA/NT works collectively with allied organisations and multicultural groups in the region including documentary movie nights, weekly rallies and monthly market stalls within various themed Action Groups

VIC campaigns alongside partners e.g. AsiaLink Foundation and Aboriginal Legal Service to hold co-deliver campaigns and events to ensure human rights impact.

QLD / NNSW ensures activists across our region are equipped to advocate for human rights by providing training and campaign expertise. We run regular region-wide webinars to connect activists, share ideas and work collectively on submissions to change policy.

NSW supports group Convenors by providing weekly campaign updates, monthly newsletter, a comprehensive set of resources, regular contact from one of the ALC members, face to face and online get-togethers, and skills development.

ACT/SNSW collaborates with diaspora groups, campaigns in and outside Federal Parliament, and aims to be a safe, welcoming space that supports activists across the region.

TAS is working on growing leadership in the region and connecting groups and activists to one another

ENSURING SUSTAINABILITY: YOUR ROLE

Each ALC will have a Regional President who is elected by the ALC in a method of their choosing. The ALC Regional President leads the committee, attends monthly Regional President forums, and reports to the Activism and Membership Committee (AMC) of the National Board on behalf of the region.

However, all ALC members are collectively responsible for the work of the ALC. All ALC members are expected to shape and share the responsibilities of the ALC (as detailed on the previous page). It is up to individual ALCs what other roles they may want to include in their Committee, but it is important for the sustainability and well being of the committee that responsibilities and tasks are shared in some way. It's important to recognise that some of the suggested roles (below) may require more time than others; you could consider having a support person or multiple people taking on responsibilities.

Some examples could be:

Regional Vice President

- Support and assist Regional President
- Ensures regional plans and activism are in line with AIA Vision, priorities and policies
- Assist in recruitment and induction of new ALC members

Regional Secretary

- Draft agendas in consultation with Regional President
- Take and distribute meeting minutes
- Manage ALC contacts and documents
- Contact new members each month to welcome them to the region

Campaigns Liaison (recommend different people for different campaigns)

- Develop expertise on a campaign
- Lead on planning the implementation of the campaign in the region
- Motivate and support groups to organise events and contribute to the campaign
- Develop region-specific campaign material / information
- Lead regional campaign moments

Activist Liaison - Recruitment and Retention

- Connect with groups / activists Arrange group visits and calling programs
- Mentor and support activists in the region on event coordination / strategy
- Facilitate opportunities for activists and groups to come together e.g. phone conferences, regional day
- Welcome new members to the region via online and/or in-person events each quarter connecting them to action groups.

Communications Specialist

- Training and access to AIA's database
- Develop, deliver and monitor a regional communications plan e.g. Member Community content and engagement, social, email, newsletters etc
- Maintain and report on activists and members in the region

External Partnerships

- Work with AIA staff to develop external relationships with partners, people with lived experience and diaspora groups
- Ensure AIA's Participation Protocol is prioritised
- Collaborate on campaigns and events
- Keep records of relationships and collaboration

Youth Liaison

(potentially Youth Advisory Group member)

- Youth voice on the ALC and point of contact for youth networks
- Collaborate with youth organisations in the region
- Enable young people to participate in AIA's campaigns and activities

Learning & Evaluation Specialist

- Monitor and evaluate regional plan
- Identify barriers and opportunities to innovate to achieve regional plan
- Collaborate with activists, partners and staff to support learning, skill and capacity development

CREATING A CULTURE OF COLLECTIVE CARE

Activists are part of our movement because they deeply care about creating a world in which everybody's human rights are protected. Sometimes this commitment and passion can act as a double edged sword and can impact mental health through compassion fatigue or vicarious trauma. It can be incredibly difficult to maintain hope and optimism in the face of continued structural and systemic injustice. Activists are also often generously committing their time and energy for free while balancing multiple other personal and professional commitments which can lead to burnout.

Sustaining hope, optimism and the mental health and wellbeing of our movement in the fight for human rights is crucial for the sustainability of our movement and our ability to have an impact on injustice. The change we seek and care so deeply about requires years of dedication and so we must remember to burn brightly but not burn out.

Practicing sustainable activism and self-care for yourself

We have developed a [Sustainable Activism and Self Care Guide](#) which has some great tips for practicing personal sustainability and self-care and some very helpful tools including a Self-Care Plan and Burnout Test which can help with identification of the signs of burnout. There are plenty of amazing sustainable activism resources online including some great resources from [Beautiful Trouble](#).

We also have an Employee Assistance Program which is available for all activists. It is a completely confidential counseling service and you can chat to them about anything - both Amnesty and not Amnesty related. Just call 1300 361 008 and let them know you are an Amnesty volunteer.

Supporting a mentally healthy and sustainable Movement

As activist leaders you have a role to play in helping build a Movement for fellow activists that prioritises and supports mental health and wellbeing. We encourage you to regularly remind activists about the resources we have shared with you here including the Employee Assistance Program. We also have slides available for a [Sustainable Activism and Self-Care Workshop](#).

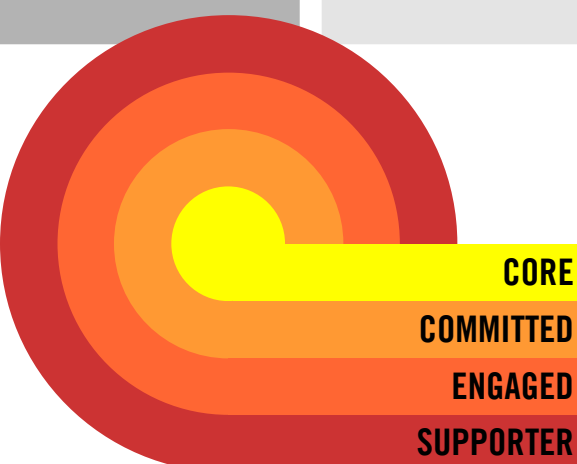
We have developed a [2022 - 2025 Mental Health and Wellbeing Plan](#) with actions within this plan that aims to strengthen the mental health and wellbeing of our movement.



WHERE DO ALCs FIT IN THE MOVEMENT?

At AIA we use the circle of commitment model to understand the different ways that people make up our movement. As core leaders, ALCs set the direction and strategy for the region and enable activists to contribute in whichever way suits them. As a movement we want to identify opportunities to grow our supporter base and move people through the circles of commitment.

CONSTITUENCY	SUPPORTER	ENGAGED LOW → HIGH	COMMITTED LOW → HIGH	CORE
DEFINITION	I am on the subscriber list and/or follow AIA on social media. I take action by signing petitions.	I am getting more involved with AIA's campaign(s) and Movement by taking step-up actions, like emailing my MP or attending activist events.	I have made a commitment to AIA and hold a reliable role within the Movement.	I am a lead activist who develops strategy and mentors other activists.
ROLE	Action taker, donor	Step-up taker, event attendee	Group member, group convenor, event organiser	ALC member, AMC member, YAG member, strategy volunteer



ALC members interact with other core activists including:

- Activist Leaders in their region (Action Group / Network Conveners, Campaign Leads, Lead Volunteers)
- Youth Advisory Group representative/s
- Partners, diaspora communities and individuals with lived experience

ALC members are also encouraged to interact with, brainstorm and learn from ALC members in other regions. This can be done by working together on national projects, via the Members Community All In page, Activist Facebook Group, Slack channels or during relevant webinars.

Governance Interactions - amc.group@amnesty.org.au

The Activism and Membership Committee (AMC) is broadly responsible for all of AIA's policies, strategies and programmes that relate to how supporters and members are encouraged and equipped to be effective participants in the AIA movement. In particular, the AMC acts as a liaison between the ALCs and the National Board. Each ALC has an assigned AMC buddy, which fosters peer relationships, enhancing communication and collaboration. The AMC provides guidance and support to the ALCs, ensuring that they are successful in promoting human rights activism in their respective regions. The AMC also receives reports from ALCs about regional planning and implementation and keeps informed about significant initiatives, successes, challenges, and general performance in their region.

The AMC will work with ALCs on a range of initiatives to ensure that they get all the support they need to be strong and effective. By enabling communication and collaboration between the National Board and ALCs, the AMC ensures that the AIA remains responsive to the needs of its members and supporters.

Staff Support - see complete organisational chart here

Community Organising Team: communityorganising@amnesty.org.au

The Organising team empowers individuals to drive human rights impact by creating clear pathways, cultivating relationships, embracing diversity, and providing training, coaching, and strategic guidance to our movement of changemakers.

There is regular collaboration between Organisers (and/or the broader Movement team) and ALCs to:

- Develop the ALC regional plan and key projects to support AIA's Vision and campaigning objectives
- Grow, develop, and support partnerships, members, activists, and action groups in the region
- Co-design national campaign plans with activists and support regional campaign planning and implementation
- Facilitate training to build skills and capacity of our movement including Get Active seminars for new people
- Collaborate for human rights impact in the region by creating campaigning moments.

Regional Presidents have a primary relationship with the Organising Lead, while the other National Organising staff will work with ALC members based on their individual areas of expertise or on short-term projects.

Supporter Care Team: activism@amnesty.org.au or call 1300 300 920

AIA's Supporter Care Team is the first point of contact for AIA across multiple channels: phone, email, mail and SMS. The team also supports action groups with event management and approval process, reimbursement, website promotion and event materials distribution.

Essentially the team is the first point of contact for:

- Donations and memberships (email supporter@amnesty.org.au)
- Event management and approval process
- Event materials distribution e.g. petitions, banners, t-shirts, etc.
- Processing invoices and expense claims for reimbursement
- Offline actions data entry

Other avenues of support

- Amnesty website:
 - Check upcoming campaign moments and skill development opportunities on our [Activism Planner](#).
 - Explore [Activist and Campaign resources](#) to use in your activism
 - Download our [skill-up resources](#) - training modules and guides on how to develop your activism skills and confidence
- [Amnesty's Members Community](#) is a unique value add for our members The ALC All In! community is there to share resources and materials, solve problems, collaborate, and share ideas with other ALCs across Australia.
- [National Activist Facebook Group](#): start or contribute to discussions open to all activists including non members.
- As an ALC member, you have access to Amnesty's supporter database Baramba. You can use Baramba to find information about members and activists in your region as well as action groups. This [Activist Guide to Baramba](#) is a one-stop shop for all your Baramba questions. It contains useful links to the Baramba database and training videos, information about channels for technical support and data security, a short glossary, and the basics of maneuvering this powerful tool.
- Our Monthly People Powered Bulletin is sent to all members and activists by the Activist Communications Team (activist.communications@amnesty.org.au). This is full of useful information, upcoming opportunities, and activist highlights. 2-3 times a year the Activist Communication Team also works with the AMC, Regional Presidents, and staff to produce the [Grassroots Report](#).
- Check your inbox for emails from the Community Organising Team - in particular a monthly Organising update aimed at conveners and ALC members.