

PEOPLE POWERED STRATEGY

2023 - 2030

Everyone is entitled to live in a world where their human rights are recognised, realised, and protected.

But right now, human rights are under threat. We are seeing a powerful global effort to undermine and roll back human rights.

With a powerful legacy of over 60 years of human rights advocacy, we have a real opportunity to make a massive difference. We've shown change is possible through decades of human rights wins.

Our People Powered Strategy ensures all people and institutions in Australia have an understanding of, and respect for, human rights, and are agents of change in upholding them.

We will share resources, skills, and platforms so people can campaign, advocate for, and uphold their rights and those of others.

Recognising Amnesty Australia's power, place, and responsibility in a global movement, we will collaborate and partner locally, regionally, and internationally to create a more equitable and just future for all.

The People Powered Strategy is a road map for Amnesty Activist Teams including ALCs, Action Groups, Networks, and others to drive change across Australia.

The People Powered Strategy is a 7 year strategic direction. 2 year operational plans will be developed by Amnesty staff to ensure projects and programmes are developed to deliver this strategy.



For more information on how you can support the ambitions of the 2023 - 2030 People Powered Strategy go to:
<https://www.amnesty.org.au/activism-strategy/>

If you have any questions or comments please get in touch with us at communityorganising@amnesty.org.au.

The Co-design Process

What makes the People Powered Strategy truly unique is the journey it took to come to life.

A dynamic co-design process brought together a diverse group of 15 dedicated Amnesty activists and staff, with a variety of lived and learned expertise. They were supported by 2 co-design experts from The Australian Centre for Social Innovation (TACSI).

This dedicated team embarked on a months-long collaborative journey. Their mission was to envision and deliberate the activities and conditions required to transform Australia into a rights respecting society, all while considering Amnesty's unique power, place, and responsibility in nurturing those conditions.

At various stages during the co-design process, the strategy was sense-checked by Amnesty activist teams, staff, and partners across the human rights movement. Their invaluable input ensured that our strategy was not only visionary but also practical.

The result of this collective effort is Amnesty Australia's People Powered Strategy, a transformative roadmap for Amnesty activist teams, including ALCs, Action Groups and Networks, as well as staff and partners to drive change across Australia.

Join us on this remarkable journey as we work together to transform Australia into a rights respecting society.

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**CHALLENGE
INJUSTICE.**

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Chapter 1: We will transform Australia into a rights respecting society

- Australia becomes a rights respecting society where people and institutions understand and respect the fundamental human rights that belong to all people.
- People are skilled agents of change and power is shifted into the hands of individuals, communities and movements who will influence societal, policy and institutional change.
- Our human rights education will drive transformational societal and community change in a way that empowers people in Australia to act with knowledge and confidence and drive institutional change.
- A culture of listening, learning and innovation will ensure we deliver accessible and inspiring Human Rights Education programs and resources .
- We will centre the voices of lived experience and safely amplify stories of resistance, perseverance and strength to change hearts and minds.

Featured high level strategic goals

- Increase in the number of members/activists/supporters who are youth (25 and under).
- Youth report they feel valued and trusted to initiate and lead campaigns, projects and actions.
- Increase in the number and proportion of supporters engaging with HRE materials.
- Ongoing improvement in public understanding and support for human rights.



Programs to highlight in the first 2 years

Human Rights in Sport

Over the next 2 years we will develop a community education programme in coalition with partners to ensure sporting clubs understand the importance of human rights and inclusivity for their club. This programme will be centred on training activists across the country to work with sporting clubs in their communities.

Diverse Voices Program

Over the next 2 years we will develop a program to provide media, advocacy, and spokesperson training to young people (aged 16-25) to create a network of Diverse Voices speakers, who can be mobilised for proactive and reactive speaker/media requests.

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DEFENDING HUMAN RIGHTS



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Chapter 2: We are part of a thriving and diverse movement

- A safe, diverse and inclusive movement where agents of change thrive.
- A movement that is representative of communities that we work alongside.
- A movement people feel is supportive, flexible and genuinely values unique expertise and experience.
- We reach new and diverse voices, deeply listening and learning from people's diverse experiences.
- We walk alongside individuals who have experienced marginalisation to amplify their voices and we are representative of the diverse community we work alongside.
- We enable flexibility in our thinking about the constraints of our 'movement' so that people feel supported and connected regardless of how they participate and their activism is seen.

Featured high level strategic goals

- Increase in the size of the movement (which includes members, activists and donors).
- Activists feel valued and trusted to initiate and lead campaigns, projects, and actions.
- Proportion of our movement who received capacity building on activism and leadership.

Programs to highlight in the first 2 years

Responsive Activist Experience

Over the next 2 years we will work towards equipping our Movement to become more dynamic and responsive to the human rights context we work in by ensuring that we develop accessible, impactful and engaging ways to get back to the streets (both offline and online). This project will be centred around using the Global Flagship Campaign on Protest to test new ways, and refine old ones, to excite and equip activists to become active participants in grassroots campaigning across the country.

Autonomous Activist Experience

Over the next 2 years we will genuinely empower activist leaders to build people power in their regions, groups, and networks by trialling scalable tech solutions to make it easier to communicate with and organise other activists with improved email, peer to peer texting, and event promotion technology.



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Chapter 3: We will build our collective power

- Amnesty is part of a powerful alliance of peoples, movements and organisations striving for social justice and respect of our human rights.
- We use our platform to amplify the voices of those with lived experience of human rights violations.
- We partner in diverse ways to tap into and amplify our collective power, knowledge and action.
- We partner with other movements in allyship to amplify the voices of those suffering human rights abuses.
- We foster and strengthen relationships with communities to lead change.
- We work with partners in the Asia Pacific to protect human rights across the region.

Featured high level strategic goals

- Increase in the number of partnerships and alliances with other movements or organisations.
- Partners report that AIA is a genuine ally and positive partner.

A selection of examples of programmes and projects that form Amnesty's 2 year operational plan have been provided here. They are not an exhaustive list. If you want to find out about all of the programmes and projects, please contact The Organising Team at communityorganising@amnesty.org.au

Programs to highlight in the first 2 years

Activation Model and Effective Partnerships

Over the next 2 years we will identify and initiate/join key partnership moments and opportunities to shift the identity of AIA as an active supportive, ally and partner. We will test and develop an activation model that will see us use our channels, skills and resources to ignite a grassroots campaign moment or amplify key existing opportunities led by partners.

This programme will be centred around connecting, training and/or mobilising activists (both within and outside of Amnesty) to work towards a shared human rights objective.

Review of Amnesty's partnerships

Over the next 2 years we will conduct a full review of Amnesty's partnerships and the experience of our partners of working with us to ascertain where we need to improve and what shifts we need to make to move to a space of being a genuine ally and supportive partner. We will also look at what processes and protocols we need to develop to make it easier for communities and activists to seek support for campaigns they are working on.



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What role will you play?

Activists like you are vital in shaping, leading on, and rolling out projects at a local, national and international level to build the people power we seek and the changes in human rights we all want to see.

If you are new to the movement, welcome. We're thrilled to have your energy as part of our movement.

Register for our Get Active sessions to find out more about how we create change and the role you can play.

If you're already involved, get in touch with your Activism Leadership Committee (ALC) to see how you can get more involved in your region:

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nswpresident@amnesty.org.au

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vicpresident@amnesty.org.au

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If you are interested in learning more about a particular project identified in this strategy contact Amnesty's Organising Team at communityorganising@amnesty.org.au.

**Share activist highlights, ideas and challenges
on our National Amnesty Activist Facebook Group.**

You can also join us on Slack



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