

AIA 2020-2025 Vision Review & 2024 Year in Review

For the 2025 Annual General Meeting

Introduction from Chair



The period since the beginning of 2024 has not been good for human rights. Since his inauguration, President Trump has greatly undermined human rights and international legal protections. It is a nightmare that has been many years in the making and is not just about Trump; it precedes him.

In 2024, we saw grave human rights violations continue in Gaza, Ukraine, Sudan, Myanmar, China and many other countries. Authoritarian laws and practices continued to proliferate around the world and are on the rise, targeting women, LGBTI communities, the media, human rights defenders, climate activists, free speech and more. The human impact of the climate crisis was felt all over the world. Those trends continue to pose enormous human rights risks not just for individuals and communities now, but also for future generations. Our work is more important than ever.

In Australia, Amnesty's annual report exposed widespread discrimination against Aboriginal and Torres Strait Islander peoples, anti-protest laws that were used to restrict the right to peaceful assembly, and the approval of new fossil fuel projects.

The good news is that we know what to do in the face of any such crises. We resist, we work with impacted communities and individuals, we provide a platform and amplify their voices, we mobilise and organise, we document, we publicise and we pressure decision-makers in government and elsewhere to make the human rights changes that we need and to hold perpetrators of human rights violations to account.

It is in that context that I present to you our 2024 and 2025 Vision report and that we launch today our new strategic priorities. These are the result of extensive consultation in which we have had more participation from people with lived experience than ever before. This is key, given that our People Powered strategy has a focus on amplifying the voices of community and partners.

Introduction from Chair



On a separate matter, many of you know that my term as Board director and chair comes to an end at the end of the 2025 AGM. It has been an honour and a privilege to serve you all.

I am delighted to report that director Terence Jeyaretnam has kindly agreed and been appointed by the Board to take over the Chair position, if re-elected at this AGM. The Board has also co-opted Sonia di Mezza to the Board to widen the pool of directors available for succession purposes. In addition, and in order to ease the transition and manage considerable workloads, the Board has appointed me as Amnesty Australia's Standing Representative to the Global Assembly. This is a role that I have held for the last five years and I look forward to continue to serve you in that capacity.

On less positive news, the Board was recently on the verge of co-opting a First Nations director, but they unfortunately had to pull out due to personal circumstances. The Board remains committed to appointing a First Nations director and work is continuing to achieve that goal.

I want to acknowledge the invaluable contribution of Board directors Lisa Annese, Michael Dundon, Ajoy Ghosh, Terence Jeyaretnam and Anne Wright and the strong and compassionate leadership of National Director Sam Klintworth.

Finally, I would like to thank all of you here today and all our members, activists and supporters for your ongoing commitment to Amnesty and to human rights. You are part of a growing global community of more than 10 million like-minded people from all over the world who believe in our vision of a world in which all human beings enjoy all human rights. Our work, and the numerous positive human rights outcomes described in this report, would simply not be possible without you.

In solidarity,

Mario Santos
Board Chair



VISION BACKGROUND

VISION BACKGROUND



Our values

OUR EPIC VALUES

Empowerment: we build
people power

Persistence: we are resolute
in pursuit of our goals

Integrity: we hold ourselves to
the highest standards

Courage: we are fearless in
upholding human rights

VISION BACKGROUND



AIA's Vision for 2025

1

Advancing human rights to make sure the rights of every single person are protected. The heart of what we do.

2

Building people power so we can apply increasing pressure on gatekeepers to respect international law. The core of who we are and how we make change.

3

Underpinning our work is a **commitment to sustainable growth**, enabling the hands to achieve the goals of the heart.

VISION BACKGROUND

Advancing Human Rights

1

Create a national Human Rights Act for Australia.

Creating a human rights accountability framework in Australia to uphold the rights of everyone and provide a mechanism to hold decision-makers to account.

We will work in partnership with our allies and with people with lived experience to develop a road map towards achieving a national Human Rights Act for Australia.

2

Secure Indigenous justice to end the over- representation of Indigenous young people in prisons within a generation.

We will work with Indigenous communities to directly challenge injustice, including the over representation of Indigenous people in prisons, particularly children, by getting Australia to adopt international standards.

By 2025, we will raise the age of criminal responsibility to at least 14 across Australia, to stop more children falling into the quicksand of Australia's prison system.

3

Seek climate justice by working with those affected by the climate crisis, and protecting the right to protest for climate change.

Climate change is a critical human rights issue. We will work with those who are directly and disproportionately affected by the climate crisis and support them to tell their stories and seek justice.

We will continue to stand with climate activists and protect their right to protest inaction on climate change.

VISION BACKGROUND

Advancing Human Rights cont.

4

Ensure refugee rights by increasing resettlement, releasing the incarcerated, and building safe pathways for refugees into Australia.

We will unlock the generosity of the Australian community to resettle more refugees.

We will work in coalition with our allies to build an Australia that responds with compassion and upholds the rights of refugees and asylum seekers.

By the end of 2025, we will increase community resettlement numbers, secure the release of those incarcerated on- and off-shore, and build safe pathways for refugees into Australia.

5

Strengthen Asia-Pacific collaboration to improve regional human rights.

Amnesty International Australia will strengthen existing and new partnerships in the Asia-Pacific to improve regional human rights and the outcomes of impacted communities while campaigning for long-term systemic change.

Across our organisation we will continue to make efficiencies in the way we do our work, to make sure we are improving year on year in reducing our carbon footprint and auditing our supply chains.

6

Shine a light on human rights abuse by calling out injustice, enabling voices, and mobilising supporters to be part of the change.

We will continue to work towards concrete improvements to the lives of individuals facing human rights abuses by calling out injustice wherever we see it.

We will use our global Amnesty platform to enable people to tell their stories – both publicly and behind closed doors.

We will inspire and mobilise our supporters to be part of the change.

VISION BACKGROUND

Building People Power

1

Building networks and solidarity

Our human rights are most at risk when people are stripped of their agency, their power, and their solidarity. People are strongest and have the greatest impact when they stand together.

We will stand in solidarity with other activist movements – including climate protesters, refugee rights groups, and anti-racism and LGBTQIA+ movements – and protect their right to protest.

We will continue to invest in building agency and solidarity, empowering people to become activists. By 2025, Amnesty will be recognisable Australia-wide. We will have an active community presence in every major city.

2

Creating a more diverse and inclusive movement

A broad range of perspectives, approaches, and ideas can only make us a stronger human rights organisation.

We will continue to work to become an organisation where everyone can bring their full selves to the movement, be genuinely included, and have their differences valued.

We will make it easier for impacted communities to be part of our activist leadership and for everyone to be part of our movement by providing a range of ways to participate. We will embed diversity and inclusion throughout our organisation and we commit to being an actively anti-racist movement that prioritises building the cultural competency of staff and activists.

This includes intentionally addressing historical power imbalances.

VISION BACKGROUND

Building People Power cont.

3

Creating a networked, distributed activist leadership

By 2025, we will have a stable and connected activist base, led by one thousand leaders across Australia. These leaders will design, own, and deliver activism locally, as well as shape our youth strategy and our campaign focus.

A thriving movement will give us the capacity and reach to engage with new communities for critical campaign areas such as climate justice and the agility to be responsive at a local level where and when it is needed most.

Networked activist leadership at both a state and national level will make sure that we have the power to apply pressure for critical legislative change in key campaigns such as Raise the Age and towards a Human Rights Act.

4

Delivering human rights education

To make sure that human rights are a vital part of Australian life, we must seek to engage the support of new audiences.

Taking human rights education to the wider public, including young Australians, is crucial to shifting public perception and driving active support for human rights.

By 2025, our human rights education program will have created an engaged community that will help us build support for a Human Rights Act in Australia.

5

Embracing new activism trends

We will continue to develop new ways to use our power to drive change. This will include expanding our forms of activism and the tactics we use both online and offline.

We will amplify the voices of human rights activists all over the country, so that their local activism has digital reach and their digital mobilisations have local impact.

We will develop tools, platforms and techniques to ensure that our activists and local groups have the resources they need to connect with each other and take effective action.

VISION BACKGROUND

Sustainable Growth

We are committed to sustainably effecting change by:

1

Working in partnership with our allies and with people with lived experience.

2

Embedding diversity and inclusion throughout our organisation, including the intentional addressing of historical power imbalances.

3

Making even more efficiencies within our organisation, from reducing our carbon footprint to auditing our supply chains.



REPORT ON VISION KPIs



**ADVANCING HUMAN
RIGHTS**

HUMAN RIGHTS ACT

We will work in partnership with our allies and with people with lived experience to develop a road map towards achieving a national Human Rights Act for Australia.

Summary: On 30 May 2024 the Labor-led Parliamentary Joint Committee on Human Rights recommended the government legislate a Human Rights Act. We are now campaigning for the government to accept the recommendation, working in partnership with the Human Rights Act Coalition of over 100 organisations, including organisations led by people with lived experience.

Key learnings here: We have had difficulties communicating the campaign to the general public and getting the campaign featured in a crowded media cycle. We have linked the campaign to developing human rights issues to demonstrate what an Act would do, but the only issue that mobilised non-Amnesty supporters is housing. To overcome this, we are working with activists with lived experience to highlight what a Human Rights Act means to them on our social media platforms.

THE DATA

32,027

ACTION TAKERS
Nov 2024

4,146

SUBMISSIONS SENT BY
AMNESTY SUPPORTERS TO
THE PARLIAMENTARY
JOINT COMMITTEE ON
HUMAN RIGHTS.
May 2024

75%

OF AUSTRALIANS
WHO SUPPORT A
HUMAN RIGHTS ACT.
2023

51%

OF AUSTRALIANS WHO
THINK WE HAVE A
HUMAN RIGHTS ACT.
2023

KEY RESULTS

- Amnesty, alongside partners, met with MPs in October and November 2022 and asked the Albanese government to conduct a review of the federal human rights framework (a promise in the Labor party platform). The Attorney General referred the review to the Parliamentary Joint Committee on Human Rights in May 2023.
- We have held 68 meetings with MPs since the campaign commenced in October 2022 and built strong support in Labor and the Crossbench for a Human Rights Act.
- Activists held approximately 20 community consultations across the country to shape the campaign.
- Activists held 28 events in support of a Human Rights Act in 2024, including a Town Hall organised by the ACT Activism Leadership Committee.
- Activists around the country are also working with partners on campaigns for state Acts.
- Our partnerships allow us to amplify the calls of people with lived experience, including when the Disability Representative Organisations released a statement calling for an Act.

On
track

INDIGENOUS JUSTICE

By 2025, we will raise the age of criminal responsibility to at least 14 across Australia, to stop more children falling into the quicksand of Australia's prison system.

Summary: There is only one jurisdiction that will raise the age to 14 in Australia by 2025 (ACT announced in 2023), with the Northern Territory having raised to 12 and then backtracking to 10. Based on the lead time for the ACT as the frontrunning jurisdiction, it does not seem likely that many/any other jurisdictions will raise the age to 14 by 2025. The new Queensland government commits to introducing "adult time" for adult crimes as part of a suite of punitive measures. The Victorian government committed to raising the age from 10 to 12 in 2024 with a further commitment to raise it to 14 in 2025. However, in August the government withdrew the commitment to raise to 14 keeping it at 12.

Key learnings here: The campaign saw significant movement in 2022 and 2023 with 4 jurisdictions (NT, VIC, ACT and TAS) committing to raising the age from 10. The attitude shifted amongst governments and the public in light of the 'youth crime crisis' in the media in 2023 and 2024, despite youth crime levels tracking down, several jurisdictions backflipped on their commitments to raise the age. The attitude and interest in Indigenous affairs has dropped significantly since the failed Voice referendum.

THE DATA

210,000+

Action takers

54% of Australians

think 10 year old should not be imprisoned

AIA Human Rights Barometer 2023

80+

Meetings with key decision makers

45% support

Raising the Age to 14

AIA Human Rights Barometer 2023
50% in 2022

KEY RESULTS

- In 2022 handed over 200,000+ signatures to the Attorney General and Minister for Indigenous Australians with the Raise The Age coalition. 120,000+ of those signatures were from Amnesty action takers.
- Commitment from the ACT government to raise the age of criminal responsibility to 14 by July 2025.
- Tasmania's age of criminal responsibility remains at 10 but it has raised the age of detention to 14. They have released a justice blueprint with a path to raise the age of criminal responsibility and detention again by 2029
- The federal government announced Justice Reinvestment package of over \$100 million across two annual budgets.
- Maintained our corporate partnership with the Body Shop having Raise the Age promotional materials in around 100 stores every year for our gift tag partnership where 100% of the profits are donated to the campaign

Did not meet

CLIMATE JUSTICE

Reactive campaigning only until 2023: Build a national network of individuals educated and active on human rights and climate justice.

Summary:

While we have not developed a stand-alone climate justice campaign strategy during this period, we have continued key activities to advance our goals. These efforts focus on amplifying the voices of those disproportionately affected by the climate crisis, supporting them in seeking justice, and defending the rights of climate activists to protest inaction on climate change.

Key climate justice activities include:

- **Defending protestors and climate activists** in states with harsh anti-protest laws.
- **Highlighting the Uncle Paul and Uncle Pabai case** as a global focus for *Write for Rights 2023*
- **Advocating at the annual UN climate summits (COP)** to push for stronger government action.

Key learnings here:

Surveys with youth and the broader audience have consistently mentioned climate crisis as a major concern for them.

THE DATA

61%
OF AUSTRALIANS
believe climate change
is having an impact on
human rights around
the world
Gen Z – 69%

39%
OF AUSTRALIANS
believe climate change is
having an impact on
their own personal
human rights
Gen Z – 44%

KEY RESULTS

- Uncle Paul and Uncle Pabai's fight for climate justice in Torres Straits Island becoming a global case in the Write for Rights 2023.

Did not
meet

REFUGEE RIGHTS

By the end of 2025, we will increase community resettlement numbers, secure the release of those incarcerated on- and off-shore, and build safe pathways for refugees into Australia.

Summary: Australia raised its refugee and humanitarian intake from 14,373 to 20,000. For the first time, the government will allocate 600 places for Rohingya refugees starting next year. This is a major achievement for the refugee sector, and especially for AIA, which has been advocating for both a larger intake and the inclusion of Rohingya refugees over the past few years. More than 19,000 refugees who arrived by boat between 2012 and 2013 and were placed on indefinite temporary visas have now transitioned to permanent visas and are on the path to becoming Australian citizens. Earlier this year, Nauru was declared empty, and most refugees have been evacuated from Papua New Guinea. In a significant move, New Zealand offered to accept 350 former Nauru detainees, a result of AIA's dedicated campaigning through the "Game Over" initiative. Additionally, the first refugees arrived in August 2022 through the Community Refugee Sponsorship Program, a pilot project that AIA has strongly supported through its "My New Neighbour Campaign."

THE DATA

135,050

Action taker
May 2024

104

Political engagement

59%

Of Australian think the
Federal Government
spends too much on
keeping asylum
seekers in detention

KEY RESULTS

- In February 2025, the Australian Government announced that the Community Refugee Integration and Settlement program will become permanent in 2026.
- In 2024, Australia has increased its refugee and humanitarian intake to 20,000, up from 14,373.
- For the first time, 600 places have been allocated to Rohingya refugees from Cox's Bazar refugee camps.
- Over three years, 800 places have been allocated to the Community Refugee Sponsorship Program as a pilot initiative. The cost for private sponsorship has been significantly reduced, allowing refugees and community members to sponsor family, relatives, and friends living in transit countries or refugee camps.
- Nauru was declared empty for the second time earlier this year. However, the government sent over 90 people back for the third time.
- Most refugees from Papua New Guinea have been successfully evacuated to Australia.
- More than 19,000 refugees who arrived by boat between 2012 and 2014, and who were previously on indefinite temporary visas, have now been moved to permanent visas.
- New Zealand offered to accept 350 former Nauru detainees by June 2025, a step Australia has refused, denying them permanent protection.
- In response to the fall of Afghanistan to the Taliban, 16,500 additional places have been offered to Afghan refugees, a result of extensive lobbying by AIA to the Australian government.
- AIA has expedited the processing of over 300 Afghan refugees with the Department of Home Affairs, and most of them are now in Australia.
- We have advocated for a permanent protection visa for Palestinians fleeing war and conflict. So far, the government has granted 786 temporary humanitarian visas for three years, similar to those offered to Ukrainian refugees.
- AIA has actively participated in various dialogues with the government concerning humanitarian visas and people seeking asylum.

On
track

INTERNATIONAL/ASIA PACIFIC COLLABORATION

To strengthen existing and new partnerships in the Asia-Pacific to improve regional human rights and the outcomes of impacted communities while campaigning for long-term systemic change **as well as** to make sure we are improving year on year in reducing our carbon footprint and auditing our supply chains.

Summary: Due to pressing international issues which occurred elsewhere (Ukraine, Israel & Occupied Palestinian Territory), resources needed to be redirected from this area of work. Nevertheless, a role was hired to lead on these goals in 2022, which became focused on the issue of the Pacific Australia Labour Mobility Scheme (PALM). This work was absorbed into IS workplans and is still pending completion. Beyond this, we have worked closely with AI Indonesia over the vision period to highlight human rights violations taking place in West Papua, holding several joint webinars along with AI New Zealand. Our focus on refugees within the region continues, with ongoing membership of the Asia Pacific Network of Refugees (APNOR) and a developed relationship with the United Nations High Commissioner for Refugees (UNHCR) in Bangladesh. In 2023, Amnesty Australia staff visited the Cox's Bazar Refugee Camp, facilitated by UNHCR. Throughout the Covid-19 pandemic, our work on vaccine access centred on accessibility for Pacific countries and our work in relation to Climate is centred on adequate climate financing and contributions to the loss and damage fund, which impacts Pacific nations disproportionately.

Key learnings here: Under the new structure, this will be an even more difficult goal to achieve, given the reduced capacity within the international space. Despite the Asia Pacific region being important to Australia, there are little outputs coming from the Amnesty International Secretariat, particularly in relation to the Pacific. Amnesty's strict policies on certain issues made endorsing advocacy calls from impacted communities challenging. To navigate this, we amplified community voices wherever possible, often facilitating access to MPs and Ministers to strengthen their advocacy efforts.

THE DATA

215 meetings
with MPs, Minister,
Department officials

- Full data on petitions is unavailable at this time due to time constraints

KEY RESULTS

- Supported many diaspora communities in taking their community voices to Parliament/Government
- Delivered two people powered training sessions in the region to support sections to develop people powered capacity.

On
track

Individual + COLLECTIVE HUMAN RIGHTS ABUSES

We will use our global Amnesty platform to enable people to tell their stories – both publicly and behind closed doors. We will inspire and mobilise our supporters to be part of the change.

Summary: Over the vision period, we've seen a decline in the number of individual at risk cases that have been picked up by the Australian section, with a failure to meet KPIs set throughout this period. This is mostly due to cases not performing due to the Amnesty International Secretariat's priorities, and a general decline in online action taking. Additionally, this can also be attributed to a deprioritisation of individual at risk work at the International Secretariat level, along with reduced capacity domestically. The trend also reflects that lead gen was operating at a massive budget in 2020 and 2021, which has been scaled down over the years because of poor Return on Investment and diversified offerings. Post the 2024 restructure, the responsibility for individuals at risk does not fall within anyone's position description.

Key learnings here: There has been too much of a focus on breadth, rather than depth of our individual at risk work. This has meant that it's been difficult for the organisation to build effective supporter journeys that keep supporters engaged and updated, along with strategic and impactful advocacy strategies. It would be better to focus on cases which link to our key priority areas for international work, and/or have a strong Australian connection. If this work is to continue, adequate staff resourcing needs to be assigned.

THE DATA

1,289,333

Number of Individual At Risk actions taken
2020 – Year To Ddate

30

Individual At Risk advocacy correspondence
2021 + 2024 (data from 22/23 not currently accessible due to Microsoft transition)

TBC

Number of Individual At Risk cases picked up
2020 – Year To Date

19

Individual At Risk advocacy meetings
2020 – Year To Date

KEY RESULTS

- Number of Individual At Risk actions being picked up and people taking action on these cases has declined over the vision period
 - 2020 – 521,675 actions
 - 2021 – 361,273 actions
 - 2022 – 124,507 actions
 - 2023 – 195,452 actions
 - 2024 – 86,426 actions YTD
- During 2024 (post restructure), we've had positive outcomes on 2 active cases within the Australian section: Dr Khaled Al Serr (Israel & Occupied Palestinian Territory) and Hakamada Iwao (Japan)
- We currently have 13 active Individual At Risk cases

Did not meet

A photograph of a crowd of people, likely at a protest or rally, with several individuals raising their fists in a gesture of solidarity. The image is slightly blurred, focusing on the central text. The background shows various people, some with tattoos and wristbands, all appearing to be part of a collective movement.

**BUILDING PEOPLE
POWER**

BUILDING NETWORKS AND SOLIDARITY

By 2025, Amnesty will be recognisable Australia-wide. We will have an active community presence in every major city.

Summary: We have an active presence in every major city across Australia and have seen strong engagement with our Human Rights Act campaign with approximately 20 local and thematic listening sessions taking place around the country to shape this campaign. However, a lot of this "presence" is either through existing action groups or Activism Leadership Committees. While we have incorporated values/behaviours as part of our member onboarding there is still some work to do to embed this across our movement.

Key learnings here:

- The overall KPI and annual KPIs did not have clear links. We need to ensure that each year KPIs scale up to the overall KPI.
- The membership platform was not fit for purpose for our members.
- We need to continue investing in young people, sharing our power and platform to amplify their voices. By ensuring young people feel heard and respected in their activism we can continue to grow youth participation in our movement creating more engaging, exciting activism opportunities.

THE DATA

196

YOUTH MEMBERS

At its peak in 2023

33

YOUTH IN LEADERSHIP ROLES

As of Q2 2024

156

NUMBER OF ENGAGED SUPPORTERS <35yo

As of Q4 2024

5

NATIONAL NETWORKS

As of Q4 2024

KEY RESULTS

- Our youth program has grown a lot over the course of this Vision contributing to Amnesty International recognition and impact around the country. In total we've had 328 youth members join over the last two years however the numbers at any one time are constantly changing because as we see new people join, We also see youth age out of this membership category. At its peak (Oct 2023) youth member numbers rose to 196.
- This year we launched a Leadership Launchpad program aimed at 16-25 year olds with over 100 participants in all major cities across Australia.
- We continued to develop activist leaders and transitioned to new governance model
- We implemented a new membership values proposition and rolled out a new consultation platform for Members.
- Across the course of the Vision we have also seen a growth in the number of national networks, in comparison to our traditional local action group model now with National Refugee Network, LGBTQIA+ Network, Refugee Network, Iranian Network and a network of highly engaged Gaza Representatives

On track

CREATING A MORE DIVERSE AND INCLUSIVE MOVEMENT

We will embed diversity and inclusion throughout our organisation and we commit to being an actively anti-racist movement that prioritises building the cultural competency of staff and activists. This includes intentionally addressing historical power imbalances.

Summary: Since 2020 a range of diversity, inclusion and wellbeing (DIW) initiatives and frameworks have been implemented.

Key learnings: Some areas of the Diversity Inclusion and Wellbeing roadmap are lacking progress and still need to be addressed and implemented because the Diversity Inclusion and Wellbeing Specialist was focused on supporting other key plans and strategies, such as the capability review, over the past 18 months. We will focus on completing the Diversity Inclusion and Wellbeing roadmap initiatives in 2025.

THE DATA

100%

**ANTI RACISM TRAINING
FOR MOVEMENT, STAFF AND BOARD
2022**

KEY RESULTS

- The 2021 Diversity Inclusion and Wellbeing Plan was successfully implemented across a period of 18 months.
- The 2023-2025 Diversity Inclusion and Wellbeing Plan was launched in July 2023. This new Action Plan is a continuation of the 2021 Action Plan; it is not a whole new plan but reflects the implementation of the above strategies and plans.
- We improved the onboarding process of our activists and members to embed the values of the organisation and anti-racism in the foundations of our movement.
- Anti-racism training was delivered to all staff, Board members and movement in 2022.
- The Activism Forum held in 2023 included training sessions such as the Hue Colour the Conversation Allyship workshop and the Warndu First Nations Cultural Competency workshop.
- Anti-racism training rolled out in 2024 for the Executive Leadership team, Amnesty Management team and lead activists. Training for wider staff was rolled out in March and April 2025.

Did not
meet

CREATE A NETWORKED, DISTRIBUTED ACTIVIST LEADERSHIP

By 2025, we will have a stable and connected activist base, led by one thousand leaders across Australia. These leaders will design, own, and deliver activism locally, as well as shape our youth strategy and our campaign focus.

Summary: Activist leaders regularly create regional plans to oversee activism locally. Many leaders also played a key role in shaping the current People Powered Strategy with a comprehensive co-design process to produce this future direction for the organisation. Based on our current data we have 645 activist leaders (core/committed activists).

Key learnings: We need to start being very clear about expectations on Activism Leadership Committees (what they are and what they are not) and ensure they have the support required to fully fulfil their role. We need to invest in technology that actually serves our Vision, Strategic Priorities and the culture of our movement.

THE DATA

**645 activist
leaders**
(November 2024)

**1,000 activist
leaders in 2025**

**10,000 engaged
activists**
(November 2024)

**14,000 engaged
activists in 2025**

KEY RESULTS

- We have a strong, visible presence and support in local communities. In the first year of the Vision we were on track to have 2,500 activists, 90% of Federal electorates with activist presence and 200 core activists are engaged in delivering impact for priority campaigns.
- Increased the engaged audience to 10,000 by 2023 through integration of the Activist journey with supporter journeys and improved organisational capacity to mobilise.
- Activist Leadership structures are empowered and supported to design the next activism strategy - we had 1000 leaders by 2022.
- Scoped and built foundations for an empowered grassroots Movement of Activists to work on our Human Rights Act campaign for joint moments of learning, action and activism.
- Analysed and consulted with the Movement to implement any relevant learnings from the Activism Skill Share and Beautiful Trouble consultation to get a sense of what trends, new tactics and approaches we needed to consider.
- Our Activism Leadership Committees have regularly been creating their own regional activism plans based on the Vision and our campaigning objectives.
- In 2024 we started implementing technology changes to better serve activist needs e.g. SupporterBase

On
track

DELIVERING HUMAN RIGHTS EDUCATION

By 2025, our human rights education program will have created an engaged community that will help us build support for a Human Rights Act in Australia.

Summary: We have had a range of small-scale Human Rights Education initiatives take place over the course of the Vision. We also trialled a small-scale test of a Diverse Voices program in Tasmania in 2022 before developing a larger program in 2023.

Key learnings: Based on key learnings from the 2023 implementation we will grow the Diverse Voices program in 2025 and beyond. We need to focus on less volume but more impactful human rights education initiatives, working in partnership with like-minded organisations.

THE DATA

9

NUMBER OF YOUTH IN OUR DIVERSE VOICES NETWORK PILOT

From the Oct '23 Training

50+

NUMBER OF DOWNLOADS OF HRE FRANKLIN RESOURCE

From AIA Website

15+

NUMBER OF YOUTH VOICES PLATFORMED THROUGH DIVERSE VOICES NETWORK ENGAGEMENTS

As of Q2 2024

KEY RESULTS

- We developed, scaled up and piloted our Diverse Voices Program which is a human rights education and advocacy program that trained up young people with the skills to advocate for human rights issues such as the need for a Human Rights Act to protect their rights.
- We partnered with the producers of FRANKLIN, the film documentary on the Franklin dam protests to create a curriculum-aligned human rights education resource, for Year 9-10 students, that raised awareness on the right to protest as a key protection we must demand for under a Human Rights Act.
- We developed the Power of Protest series where we partnered with prominent protest activists to share their story and highlight the power of protest in the form of educational graphic novels.
- Our Youth Advisory Group produced a podcast episode, on their podcast 'Anytime Amnesty', about the need for a Human Rights Act, interviewing an individual with lived experience of human rights violation that would be avoided through a Human Rights Act.
- Have had progress in coordinating Human Rights Education efforts with the International Secretariat to ensure that people participating in global programs are captured and engaged with domestically.

On track

EMBRACING NEW ACTIVISM TRENDS

We will amplify AIA's voice by embracing new activism trends and continuing to develop new ways to use our power to drive change

Summary : Throughout 2024 we have trialed a number of new systems and ways of working, in order to meet the demands of our growing movement. All of this work has been impactful in developing our own internal strategies and plans. Offline and online, these trials and research make our work much stronger and more impactful.

Key learnings : It is critical that we continue to innovate in our delivery of actions, and take the time to understand what our activists and movement responds to most strongly.

THE DATA

4

New activism programs trialed

1

Major research project completed

11

Non-traditional actions introduced (non-petition)

KEY RESULTS

- Developed an online tool that allowed constituents to contact all of the candidates in their electorate with a harmful view, and tell them why they wanted to vote for a candidate who would instead commit to raising the age.
- Lead the Activism Innovation Lab for the global community to build a global space of learning, sharing and innovation
- Led the development and production of research on Activism models globally to build a global picture of trends and to explore what we can learn to adapt our own models
- Trialed a pride in sport program to engage with nontraditional Amnesty audiences and widen our reach. A train the trainer program is now being developed to support our partners and expose communities to understand human rights
- Trialed a digital defender's program with the purpose of providing a meaningful online activism opportunity.

On track

A large crowd of people is gathered outdoors, many holding up yellow balloons. The balloons are scattered throughout the scene, some floating in the air and others held by the crowd. The background shows a clear blue sky with some light clouds. The overall atmosphere is celebratory and positive. The text "SUSTAINABLE GROWTH" is overlaid in the center of the image in a bold, white, sans-serif font.

SUSTAINABLE GROWTH

DRIVING GROWTH

We will grow and retain the number of supporters and their capacity to engage and give.

Summary: Over the vision period we've seen declines across individual giving and active action takers. The context of the macroeconomic environment, the pandemic and losing a key fundraising partner in 2023 should be considered when reviewing these results. The drastically increased investment in lead generation in 2019/20 focused on increasing the regular giving pool and whilst delivering initial promising results, investment in lead generation has been substantially reduced. Instead, part of this investment will be redirected to help reverse the trend of declining individual giving programs. Investments will be focused on programs that hold potential for both long-term revenue growth and strong return on investment.

Key learnings: Plans for 2023 and 2024 were based on a set of assumptions e.g. that lead generation volumes would remain consistent and/or grow, that response rates and average gifts would remain consistent and/or increase and that brand awareness would remain consistent and/or increase year on year. Due to delays with the long-term Fundraising Strategy, structural barriers and opportunities that didn't perform, meant that these assumptions didn't play out. The Fundraising Strategy has now been finalised and is set to be implemented in the second half of 2025 together with the Audience Strategy. We have seen growth in both our major donor and bequests programs and plans are in place to ensure both these programs reach their full potential. The Fundraising Strategy's is data led and evidence based and sets out to build long-term sustainable revenue streams centred around supporter experiences – in particular growing the individual giving programs. Refer to "what we know now" for important considerations for the next strategic framework period.

KEY DATA

47,477 ↑
ACTIVE REGULAR DONORS
Dec 2024

178 ↑
Active Major Donors
Dec 2024

1,157 ↑
CONFIRMED BEQUESTORS
Dec 2024

11,534 ↓
CASH DONORS
Dec 2024

210,516 ↓
ACTIVE ACTION TAKERS
Aug 2024

KEY RESULTS

- Number action takers have declined over the Vision period
- Active regular donors have stabilised from 47,589 at the start of 2020 to 47,477 active regular donors as of December 2024
- Cash donors have declined from 14,680 donors in 2020 to 11,534 donors in December 2024
- Major donors/revenue has increased over the Vision period and grew by 25% since 2023
- Confirmed bequestors have increased from 781 at the start of 2020 to 1,157 as of December 2024
- Action takers have declined from 419,067 in 2020 to 210,516 in the 12 months to August 2024
- **Causes/considerations:** impact of the pandemic, macroeconomic context, a skewed action taker result given then significantly increased investment in lead generation in 2019/2020.

On track
RG, MD
and BQ
donors

Decline
Cash
donors

EMBEDDING DIVERSITY + INCLUSION THROUGHOUT OUR ORGANISATION AND WORKING IN PARTNERSHIP WITH OUR ALLIES + PEOPLE WITH LIVED EXPERIENCE

We will build a high performing and resilient workforce, with a strong wellbeing culture.

Summary: Since 2020 a range of diversity, inclusion and wellbeing (DIW) initiatives and frameworks have been implemented. AIA has also been acknowledged for inclusion by the Diversity Council of Australia.

Key learnings: Some areas of the Diversity Inclusion and Wellbeing roadmap are lacking progress and still need to be addressed and implemented because the Diversity Inclusion and Wellbeing Specialist was focused on supporting other key plans and strategies, such as the capability review, over the past 18 months. We will focus on completing the Diversity Inclusion and Wellbeing roadmap initiatives in 2025.

THE DATA

KEY RESULTS

INCLUSIVE EMPLOYER
DIVERSITY COUNCIL OF AUSTRALIA
2023-2024

- AIA was named as one of the Inclusive Employers of 2023-2024 by the Diversity Council of Australia.
- We have developed and are in the process of implementing the 2023-2025 Diversity Inclusion and Wellbeing Plan.
- We launched our Engagement Strategy for Aboriginal and Torres Strait Islander people, organisations and communities and Engagement Strategy for culturally and linguistically diverse people, organisations and communities in 2022.
- We also launched the Innovate Reconciliation Action Plan in 2024.
- Anti-racism training was delivered to all staff, Board members and movement in 2022.
- Anti-racism training was rolled out in 2024 for the Executive Leadership team and Amnesty Management team, training for wider staff was rolled out in early 2025.

On
Track

MAKING EVEN MORE EFFICIENCIES WITHIN OUR ORGANISATION

We will invest in strengthening our organisational capacity and profile and building organisational capability and resilience.

Summary: AIA has been impacted by a number of challenges financially commencing with the long-term effects of COVID-19 on donor behaviour, as well as the associated underinvestment in fundraising in 2020 due to the collapse of face-to-face acquisition, and more recently the collapse of our largest telemarketing company. In addition, we have had two cyber incidents, and a relentless negative campaign against us from Ukraine Diaspora following the Amnesty International Press release. The combined impact of these has resulted in an extremely challenging financial position.

Key learnings: Over the past year, we have been developing a five-year plan that would allow us to remain solvent and return to growth. To achieve this return to growth we require three things: reduce our operating costs by 10%, review our fundraising strategy, and negotiate with the International Secretariat for a fundraising cap exemption and graduated return to paying the assessment.

THE DATA

\$2 million (10%)

SAVINGS PER ANNUM

AUGUST 2024

KEY RESULTS

- We have completed a capability review and achieved operating cost savings of over \$2 million (or 10%) per annum.
- We are reviewing our fundraising strategy to ensure that we are investing for a return to growth.
- We are in discussions with the International Secretariat regarding a fundraising cap exemption and a graduated return to paying the assessment to ensure that AIA is supported to remain solvent and recover financially.
- We have also transformed information security and technology by rolling out Microsoft 365 and upgrading networking infrastructure and connectivity at all Amnesty Action Centres.

On
track

Explainer for 'Did not meet' KPIs

Indigenous Justice KPI

This KPI required the age of criminal responsibility to be increased to 14, it has not been achieved for a number of reasons including: rise in racism following unsuccessful Voice referendum; Queensland and the Northern Territory electing conservative governments with strong stances on youth crime such as Adult time for Adult Crime in Queensland; and the Governments in both of those jurisdictions announcing their intention to reduce the age of criminal responsibility. In response we have revised the strategy for 2025 to include increased on the ground visibility and campaigning in Queensland, the Northern Territory and in Victoria, and added calls the removal of tools of torture such as spit hoods to the campaign actions.

Climate Justice KPI

Whilst we have been successful in reactive campaigning in this area, including a successful Write for Rights Global campaign, the KPI required us to build a strong national network of climate campaigners. Following the Capability review and the reduction in staffing resources, we have been unable to allocate a resource to deliver this KPI.

Individual & collective Human rights abuses KPI

We've seen a decline in the number of individual at risk cases, resulting in a failure to meet KPIs set throughout this period. This is mostly due to cases not performing due to the Amnesty International Secretariat's priorities, and a general decline in online action taking. Additionally, this can also be attributed to a deprioritisation of individual at risk work at the International Secretariat level, along with reduced capacity domestically. Historically lead generation promotes action taking, This work has been scaled down over the years because of poor Return on Investment and diversified offerings.

Creating a more diverse and inclusive movement

Movement Building and Diversity and Inclusion have been identified as priority areas in 2025 post Vision consultation. There has been a 12-month unplanned vacancy in the IDEA Specialist role, with 3 rounds of unsuccessful recruitment. The AIA Executive Leadership Team and People & Culture team are tracking progress on the Diversity Inclusion and Wellbeing roadmap and developing an action plan for outstanding areas. External consultants have been sourced to assist the progression of this work whilst recruiting for an IDEA Specialist.

Driving Growth KPI

Cash donors: We have seen a decline of cash (repeat single) donors over the last couple of years due to a combination of factors but primarily a) investment focused on Regular Giving Acquisition instead of cash donors b) retention of cash donors has become increasingly challenging and we were losing donors at a higher rate than we could acquire new donors. We have a new Fundraising Strategy which includes mitigation plans to reverse this trend by once again investing in cash donor acquisition, strengthening our retention strategies and focusing on Life Time Value of our supporters.

2024 KEY WINS & HIGHLIGHTS



Israel / Occupied Palestine Territory / Middle East Crisis Response Campaign

Highlights

Action takers were highly engaged on this campaign:

- 84,345 people had taken action calling for a reform of Australia's defence export process.
- 4,307 people had emailed their MP calling for an immediate ceasefire and unimpeded humanitarian access.

We saw the Australian Government call for a ceasefire, increase humanitarian aid funding, reinstate United Nations Relief and Works Agency (UNRWA) funding after the Secretary General appeared on ABC morning radio and call for Israel to respond to extremist settler activity.

As a result of the petition, the Government announced a review of all 66 military export permits to Israel approved before the Gaza genocide began. They cancelled 16 immediately.

AIA put pressure on the government to see them support the International Court of Justice (ICJ) ruling that the occupation of Gaza, the West Bank and East Jerusalem is unlawful, condemn war crimes, and provide safer pathways for people fleeing the crisis.

We took part in a global day of action organised by the International Secretariat and the CeasefireNow coalition, partnering with human rights, humanitarian, and community organisations and held stunts calling for Australia to not export arms or arms parts to Israel.

We released the Genocide Report on 5 December 2024.

A ceasefire deal, though temporary was reached and hostages releases.



Raise the Age campaign

2024 KPIs

- Raise the Age of criminal responsibility to 14.

Highlights

- The Indigenous Rights team recent focus was on the Northern Territory and Queensland elections embarking on road trips to Larrakia Country (Darwin) and Yugambah Country and Meanjin (Gold Coast and Brisbane).
- The team visited communities to listen to the voices of First Nations peoples and shine a positive spotlight on community-run alternatives to prison. They also met with MP's to lobby for justice reinvestment funding into First Nations-led youth diversion programs.
- Although both election outcomes were not the results we had hoped for, with the help of our supporters we continue to campaign to Raising the Age of criminal responsibility in line with international human rights standards and to fund Indigenous led and evidence-based diversion programs that uphold the principles of self-determination.
- The Indigenous Rights team launched a new film club, Firestick Flicks, as part of our NAIDOC celebrations. This monthly film club aims to encourage activists and supporters to watch First Nations films and documentaries, by providing supporting resources, discussion prompts, and reflections to foster deep learning and understanding on the path to reconciliation.



Human Rights Act

2024 KPIs

- **The Parliamentary Joint Committee on Human Rights (PJCHR) review of the federal Human Rights Framework recommends legislating a Human Rights Act.**
 - The review, released in May 2024, recommended legislating a Human Rights Act, in line with Amnesty and partner recommendations.
 - The review highlighted Amnesty's submission, participation at the inquiry, the submissions of several activists and action groups, and the over 4,000 submissions sent by Amnesty supporters.
- **There is a diverse movement in support of HRA.**
 - 32,182 people had signed the Human Rights Act petition as of December 2024.
 - We held 61 meetings with MPs and 1 Parliamentary event in 2024, engaging 44 MPs, including 29 MPs for the first time.
- **That movement mobilises to create political will in support of a Human Rights Act.**
 - Activists held 28 events supporting a Human Rights Act,
 - 1,184 people emailed their MP calling for them to legislate a Human Right Act.
 - 32% of the MPs we met with showed public support for an Act.

Highlights

- 51% of our MP meetings were with secondary targets, people we believe to be influential within the Labor party, and whose support is crucial to a Human Rights Act.
- The ACT Activism Leadership Committee held a Town Hall that allowed people in the ACT to learn about the campaign and build support for the campaign. Human Rights Commission President Rosalind Croucher spoke at the Town Hall.
- Activists with lived experience of human rights abuses powerfully shared why they support a Human Rights Act at the Parliamentary event, and at South Australia's inquiry into whether South Australia should adopt a Human Rights Act.



Increasing the Humanitarian Intake



2024 KPIs

- **By the end of 2026 Australia's Humanitarian Program will be increased to 40,000 places**
- At the end of 2024, the intake had increased from 14,000 to 20,000

- **By the end of 2026 there will be an increase of Rohingya people in Bangladesh resettled in Australia to 1000 p/a**
- Currently there are 3000 Rohingya people resettled in Australia, we are awaiting data on per annum resettlement

- **There will be political demand within the Labor Party to support an increased humanitarian intake**
- Labor delivered the increased intake from 1000 to 20000

Highlights

- AIA delegate travelled to Geneva to participate in the Consultations on Resettlement and Complementary Pathways (CRCP) with over 340 delegates from 44 countries.
- We raised issues concerning Rohingya refugees in Cox's Bazar and the government committed to enhancing support for Rohingya refugees including increasing resettlement places
- We also continued to raise issues concerning Afghan refugees and West Papuan refugees in Papua New Guinea.
- We joined NGOs from 26 countries to call on states to expand their refugee intake to address the current global refugee displacement.
- We have achieved
- After consistent campaigning for a community sponsorship program in Australia through our My new Neighbour campaign this year we finally saw the community refugee integration and settlement program (CRISP) become permanent

Individuals At Risk

2024 KPI

- 150 accounts of individuals being released, having their sentence reduced, place of detention disclosed, access to medical or other support, and changes in duty-bearers' laws, policies, practices that progress human rights (both international target and the Australian government), by the end of 2026.

Highlights

- **Julian Assange free!** Julian landed in Australia on June 26, bringing the 14-year global campaign for his freedom to an end. Jennifer Robinson, a human rights lawyer, barrister, and long-standing member of the legal team defending Julian Assange, told us that Amnesty's campaign, which included 125,000 supporters in Australia, has had a *'huge impact'*.
- We handed over every single signature to the US consulate, adding up to more than 400,000 globally. Thanks to all of our activists and supporters, Julian is now a free man.
- **Rita Karasartova acquitted!** In 2023, we wrote to supporters about Rita Karasartova who, alongside 26 others, was arrested for opposing a new border agreement that gave control of a freshwater reservoir to Uzbekistan. Rita was charged with attempting to "violently overthrow the government", which carries a maximum sentence of 15 years' imprisonment.
- After 6,676 Amnesty supporters in Australia took action, Rita was finally acquitted in June 2024.



IMPLEMENTATION OF THE CAPABILITY REVIEW AND DEVELOP A FIT FOR PURPOSE STAFF TEAM

2024 KPIs

- **Complete review of organisational capability and design a fit for purpose structure to support a clear strategic direction leading to greater human rights impact**
- Capability review successfully implemented, new structure delivered with \$2.1 million in savings.
- **Deliver improvement in organisational culture, staff wellbeing and performance as a result of ensuring deliverables are directly balanced with resources**
- The AIA Executive Leadership team are actively tracking culture and will conduct engagement pulse survey in 2025. An organisation wide performance management system was implemented and aligned to our values and priorities in the capability review. We continue to work on a capacity equation development to track deliverables and resources.

IMPLEMENTATION OF THE AUDIENCE STRATEGY

2024 KPI

- Decrease in action taker pool by 31% in 2024 compared Year on Year to 2023.
- Increase in engaged supporter retention by 6% in 2024 compared Year on Year to 2023.
- 10% increase in social media followers (predominantly on Instagram) in 2024 compared Year on Year to 2023.

ENSURE SUSTAINABLE GROWTH

2024 KPI

Deliver income growth

- Increased income by 12% from \$22.4m in 2023 to \$25.1m in 2024.
- Grew Bequests & Philanthropy, Stabilised Regular Giving.
- Acquired new donors through Crisis/Gaza fundraising campaigns.