

COMMUNITY IS EVERYTHING

MINI-TOOLKIT (SEPTMEBER 2017)

KEY DATES

Note: These tactics can be done any time up until November 26, but here's some suggestions on the best way to break them up.

Sep 1st - Oct 22nd: Offline/grassroots blitz - Collect jigsaw puzzle petitions + meet with Federal MPs on national plan of action.

October 23rd - Nov 16th: Online/individual blitz - Several weeks of sustained online activism with thousands of supporters coordinated through a blitz calendar.

Nov 17th: NT Royal Commission report handed down + Vigils outside youth detention centres.

Nov 18th - Nov 26th: Final moments to pressure the PM (Community forums, calling program, stunts)

Nov 27th - Dec 1st: Canberra lobby trip during final sitting period of Parliament in 2017. During this time we will call on Malcolm Turnbull to stand up in front of the country and announce a national plan of action on youth justice. (Parliamentary press event, meetings with MPs + stunts)

HOW WE CAN PUT PRESSURE ON THE PM

Our plan involves targeting the PM on several fronts including mobilising Amnesty's supporter base, getting media on side and encouraging federal MPs to be leaders. There's still a lot we can do between now and the NT Royal Commission report launch. We need to make sure this is a national issue, because it's not just about the NT, and ensure the Federal Government gives a proper response - [a national plan of action on youth justice](#).

Get more people involved in the campaign

On October 23rd we'll be launching our online blitz calendar which will be inviting our supporters to take part in a number of different tactics aimed at the PM. This involves online petitions, emailing and phoning the PM's office, posting on social media and a lot more. The more people we have taking these actions, the more impact we will have.

We have a new offline action that you might have seen already, it's shaped like a piece of a jigsaw puzzle. We're using a jigsaw puzzle to show that youth justice is a complex issue that is made up of many different parts and that everyone in the community can be part of the solution.

We have a national target to get 7,000 people to take this action in the community so that they can take part online once the blitz calendar is released.

Action: Set a target for how many puzzle pieces you will collect, ask people in your community to sign and get the petitions back to your action centre before October 23. But feel free to keep petitioning until the actions run out.

Keep the issue in the public eye

When the NT royal commission report comes out we need to make sure there is a sense of urgency for the federal government to respond to it. This means getting the general public, the media and MPs all talking about a national plan of action.

We want to make youth justice the most talked about issue in the halls of parliament house.

Meet with your Federal MP

We need MPs to be champions of youth justice in parliament, to push this issue to the front of the agenda and to lobby the PM to implement a national plan of action. MPs will do this if they feel their constituents have given them the political freedom to do so and if they are armed with solutions that work.

Currently federal parliament is waiting on the NT Royal Commission before making any commitments, but that doesn't mean we can't influence their decision beforehand.

Action: Contact your Federal MP to request a meeting on youth justice. Talk them through what a national plan of action should look like and ask them to call on the PM to make it happen.

Create a media moment

The media were very influential in getting a NT Royal Commission because of their reporting on the abuses happening at Don Dale. We're going to need them again if we want this issue to stay in the spotlight around the report release.

One way to do that would be to bring people together in the community in a public place for a vigil/rally type event. We would suggest that these take place outside of youth detention centres if you have one in your area. Contact your Community Organiser to find out whether one is being organised and to make sure the event is staying within state or territory protest laws.

If you are not near a youth detention centre then you could pick a Federal MP's office or city centre to hold your vigils. The message we want to get across is that this is a national issue, not just the NT and we need a national plan of action on youth justice. These vigils can be held anytime, but we would particularly like them to happen on November 17, the same day the report comes out.

Action: Talk to your Community Organiser about organising a vigil for November 17th. Invite the media to attend, livestream it on Facebook, whatever you can do to get the event seen by many. Be creative!

You're very welcome to think of other ideas to put pressure on the PM, just consider how your tactics will have impact. The more creative, the better.

Finally, get involved online. We're encouraging everyone to use #FreeToBeKids when posting about the campaign. Take part in the online blitz calendar when it's released. Participate in our Facebook group - [Amnesty International Australia Community is Everything Activists](#). Keep an eye out for events in your community around youth justice that you can participate in, particularly if it means showing solidarity with Aboriginal and Torres Strait Islanders. Keep an eye on our [resources page](#).

Everything has been lining up perfectly to give us a once in a generation chance at fixing the injustice system in our country for Indigenous kids and we need all of you to make it happen. Thank you for all your hard work and we can't wait to see all of your activism over the next few months.