

# DEFENDING LIVES

2016–2020 AT AMNESTY INTERNATIONAL AUSTRALIA



AMNESTY  
INTERNATIONAL







**COVER:**

People all across Australia stand in support of 267 men, women and children at imminent risk of being deported from Australia to Nauru. Sydney, February 2016. © AI

**PHOTO:**

Al-Jazeera journalist Peter Greste arrives in Brisbane, Australia, 5 February 2015. Peter Greste was released from an Egyptian prison after more than a year behind bars. © AP Photo / Tertius Pickard

## FOREWORD

# IN 1961 LONDON LAWYER PETER BENENSON HAD AN INSPIRED IDEA: TO MOBILISE PUBLIC OPINION WORLDWIDE AND FREE PRISONERS OF CONSCIENCE.

Since then Amnesty International has become a global movement of more than 7 million people defending freedom, justice, equality and human dignity.

As part of this global movement Amnesty International Australia's 2020 Vision belongs to everyone who helped conceive it, and everyone who will help make it a reality: our activists, members, donors, partners, staff and our hundreds of thousands of supporters across Australia.

But most of all this is a vision for the people affected by human rights violations.

This is a vision of an Amnesty International Australia that will protect and defend more lives, that will be an unstoppable movement, and that will inspire outstanding passion and commitment.

**Thank you for your efforts in defending human rights.**

**Claire Mallinson**, National Director

Amnesty International Australia  
March 2016

**Anthony Mitchell**, Board President



# OUR VALUES

Amnesty International stands for **equality, justice, freedom, and human dignity** and upholds these 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

## 2020 VISION

We are an independent, global movement that **campaigns courageously for human rights for everyone.**

By 2020 Amnesty International Australia will:

- **PROTECT AND DEFEND MORE LIVES**
- **BE AN UNSTOPPABLE MOVEMENT**
- **INSPIRE OUTSTANDING PASSION AND COMMITMENT**

### PHOTO:

A candlelit vigil in Sydney for those  
in death row in Indonesia, April 2015.  
© AI / Sitthixay Ditthavong





# PROTECTING & DEFENDING MORE LIVES

This is why we get out of bed in the morning, go to countless rallies, have tough conversations and write hundreds of letters – to create a world where human rights are enjoyed by all.


**SUCCESS**

**AMNESTY SUPPORTERS HELD A GLOBAL LETTER-WRITING CAMPAIGN FOR MOSES AKATUGBA, A NIGERIAN DEATH-ROW INMATE TORTURED TO CONFESS TO A CRIME HE SAYS HE NEVER COMMITTED. HE WAS PARDONED IN MAY 2015.**

*When I called my mother from prison to tell her I'd been pardoned after 10 years in jail, she fainted... Later, when she saw me for the first time after all those years in jail, she grabbed me and held me so tight. She wouldn't let go for almost 15 minutes. The whole time she had tears of joy streaming from her eyes.*

*I thank Amnesty International and their activists for the great support... Amnesty International members and activist are my heroes... I promise to be a human rights activist, to fight for others.*

Moses Akatuba, former Nigerian death-row inmate



Moses Akatuba. © Private

**IN THE NEXT FIVE YEARS WE WILL TRANSFORM THE LIVES OF INDIGENOUS KIDS, REFUGEES AND ASYLUM SEEKERS.**  
We will stand with individuals at risk and people caught in conflict.

**PHOTO:**  
People gather in Sydney to support Indigenous rights.  
Sydney, 26 January 2016. © AI

GOALS	1	2	3	4
	End the over-representation of Indigenous young people in detention within a generation.	Refugees and asylum seekers fleeing conflict, crisis, torture or persecution across the globe are able to lead safe and stable lives.	The human rights of individuals at risk are defended and protected.	Civilians are protected during conflict and crisis.
KEY PERFORMANCE INDICATORS	Significant reduction in the over-representation of Indigenous children in detention: ⦿ Reduced 25% on 2014 levels.	Safe and legal routes are open and accessible to people on the move in the Asia Pacific: ⦿ The Australian Government contributes to regional search and rescue operations. ⦿ Closure of Australia's offshore immigration detention centres. ⦿ An end to Australian boat 'push backs'.  Asia Pacific countries are working together to provide just and durable solutions for asylum seekers and refugees: ⦿ Bipartisan commitment in Australia for regional protection measures. ⦿ Australia's annual humanitarian intake is a minimum of 30,000 places per year.	Individuals' rights are respected and protected as a result of our campaigns: ⦿ 200 Amnesty cases that the Australian section has worked for result in improved human rights conditions by end 2020.  Countries in the Asia Pacific demonstrate positive action against the death penalty: ⦿ Three additional countries in the Asia Pacific region become abolitionist or adopt a moratorium.	The Australian Government pressures countries and non-state actors to end direct attacks and indiscriminate bombardment of civilian areas: ⦿ Australia plays a leadership role to ensure international military coalition abides by the rules of war and human rights law. ⦿ Armed actors in Syria end use of indiscriminate weapons.  The Australian Government influences UN Security Council states to ensure access to Syria for human rights monitors and humanitarian aid: ⦿ Full and unfettered access is granted to human rights monitors and for humanitarian aid.

⦿ Key performance indicator target





# BEING AN UNSTOPPABLE MOVEMENT

People power is how we work  
and how we win.

OVER THE NEXT FIVE YEARS ENGAGING SUPPORTERS WILL  
CONTINUE TO BE AT THE HEART OF OUR CAMPAIGNS AND PLANNING.

We will build our movement's diversity and support outstanding change-makers.

GOALS	<b>1</b> We are a large and powerful mass movement of people.	<b>2</b> We are a diverse movement of people, welcoming all who support our vision and values.	<b>3</b> We have effective local, regional and national leadership supporting empowered action.
KEY PERFORMANCE INDICATORS	<p><b>We have strong, visible presence and support in local communities:</b></p> <ul style="list-style-type: none"><li>250+ active groups covering 90% of electorates, with a local plan for action.</li></ul> <p><b>Our human rights work is recognised and acknowledged:</b></p> <ul style="list-style-type: none"><li>65% of Australians have a good opinion of Amnesty.</li></ul> <p><b>Percentage of active supporters who are committed (average of monthly action) or engaged (take 2–11 actions a year):</b></p> <ul style="list-style-type: none"><li>Minimum active supporter base of 500,000.</li><li>30% of supporters are committed.</li><li>50% of supporters are engaged.</li></ul>	<p><b>Broad-based cross party support reflective of the Australian community:</b></p> <ul style="list-style-type: none"><li>Correlation between Amnesty supporters and Australian demographics for mainstream political party support.</li></ul> <p><b>Diversity of recruitment for financial supporters:</b></p> <ul style="list-style-type: none"><li>Not more than 40% through any one channel.</li></ul> <p><b>Diversity of forms of action:</b></p> <ul style="list-style-type: none"><li>At least 20% of actions are not centrally generated online actions.</li></ul>	<p><b>We continue to develop new leaders:</b></p> <ul style="list-style-type: none"><li>We have 1,000 leaders.</li><li>At every AGM at least 50% of elected positions are contested.</li></ul> <p><b>Our leaders are committed to Amnesty International Australia:</b></p> <ul style="list-style-type: none"><li>New national and regional leaders remain leaders for at least 3 years.</li></ul> <p><b>Our leadership is effective:</b></p> <ul style="list-style-type: none"><li>The planning and reporting throughout Amnesty International Australia is consistent with our vision and goals.</li></ul>

⦿ Key performance indicator target

Grassroots movements are at their most powerful when there is participation from as many different people and communities as possible...

One of Amnesty's real strengths is the diversity of ways to get involved. At home, at school, in the community, online... there is a way for you to be a part of Amnesty International and for your voice, your ideas and your action to help build an empowered and diverse movement capable of creating real change.

Naomi, youth coordinator

Amnesty has provided an extraordinary level of encouragement to our group over the past 12 months and has helped us increase the effectiveness of our campaigning. It is great to see the willingness to take a grassroots approach ... hopefully the organisation will continue to develop strategies in encouraging supporters' meaningful participation.

Peter, Townsville group convenor

**PHOTO:**  
Amnesty activists hold banners and signs outside the Saudi Arabian embassy in Germany, to protest the flogging of blogger Raif Badawi, January 2015.  
© AI / Hannibal Hanschke





# INSPIRING OUTSTANDING PASSION & COMMITMENT

To make change happen  
we need to be on the ground  
where abuses are taking place,  
and we need to be there  
for the long haul.

*With your help, I know we can save lives in Syria.  
With the help of supporters like you, we're building mass international pressure  
on Syria's government and opposition fighters to stop them targeting ordinary  
people. We're lobbying the UN to get more humanitarian aid through.  
And we're also training brave young Syrian human rights activists  
who document bomb attacks on civilians and other atrocities.  
Donatella, Senior Crisis Response Adviser at Amnesty International*

PHOTO:  
A Syrian girl holds her cousin at an  
informal tented settlement on the outskirts  
of Mafraq, Jordan, 29 February 2016.  
© AP Photo / Muhammed Muheisen

*Where an individual's or a groups' rights are denied, I believe that I should speak up on their behalf, using my liberty, opportunity and privilege. It is the least that one can do, and it could easily translate to lives saved, human dignity preserved, justice served. The work and goals of Amnesty International have provided me with the opportunity to do just that and I am very proud to be a supporter.  
May-Lin, long-term activist and financial supporter*

**GIVING FUNDS IS ONE OF THE MOST VITAL FORMS OF ACTIVISM.**  
By 2020 Amnesty International Australia will be providing even more resources to the global movement.

GOALS	<b>1</b> We inspire people to have a strong and long lasting relationship with Amnesty International Australia.	<b>2</b> We inspire increasing and ongoing financial support.	<b>3</b> We achieve efficient and effective financial outcomes.	<b>4</b> We are financially robust, enabling the movement to increase human rights impact.
KEY PERFORMANCE INDICATORS	<b>Number of regular donors and supporters active after 12 months:</b> ⊙ More than 60%.  <b>Percentage of committed supporters who are also members:</b> ⊙ Minimum of 15% of committed supporters are members. ⊙ Membership reflects diversity priorities.  <b>High performance staff are recognised:</b> ⊙ 80% of staff meet or exceed expectations as set out in the performance system.	<b>Major donations/trust grants from the 2020 Council:</b> ⊙ More than \$20 million over the period 2016–2020.  <b>Number of confirmed bequests on the supporter database:</b> ⊙ 1,500.  <b>The second gift rate for cash supporters:</b> ⊙ Over 50%.	<b>Achieve an overall positive Net Present Value on our fundraising programs in 2020:</b> ⊙ Against agreed discount rate.  <b>Share of resources required to be allocated to Core Costs:</b> ⊙ Does not exceed 17.5% gross revenue over the period.  <b>Funding available for human rights work undertaken by Amnesty International Australia:</b> ⊙ Minimum of \$30m over the period 2016–2020.	<b>Total funding provided to the global movement:</b> ⊙ Increase funding to more than \$45m over the period 2016–2020.

⊙ Key performance indicator target



**AN INVITATION:  
AS WE MOVE TOWARDS 2020 WE WILL  
EVALUATE OUR PROGRESS, CELEBRATE  
SUCCESSIONS AND LEARN FROM OUR  
FAILURES, AND WORK TOGETHER  
ON DEVELOPING THE NEXT STEPS.**

Our challenges are great but the rewards we can achieve – for the people we work with and for our communities – are even greater.

**We hope that you will be part of it.**

**PHOTO:**

An Amnesty activist flashmob performs at the Fiesta Kultura Filipino festival, October 2014. © AI / Hamish Gregory



**AMNESTY  
INTERNATIONAL**



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