

THE GRASSROOTS REPORT

2018 QUARTER 3 (JUL - SEP)



This quarterly report is an overview of Amnesty's national Organising program which is sent to activist leaders and staff. It shows how we're tracking against key goals in the 2020 vision, but it is also a snapshot of some of the most exciting activities and innovations activists have done over the last few months. We want to show key examples of how our grassroots movement has had impact for human rights as a result of their commitment, strategic thinking and hard work.

The purpose of this report is to:

- enable activists to see their individual contribution and understand their collective impact
- show transparency
- share activist led innovation
- identify our areas of strength and where we need to improve

If you have any questions or comments please contact the Organising Team at communityorganising@amnesty.org.au.

Image: Brisbane Pride Festival 2018

What we are trying to achieve:

Amnesty organises a broad range of individuals across the country to be human rights activists in their community. These activists grow our movement and influence decision makers by taking our campaigns to the streets. They ensure that more Australians know about the human rights abuses going on through community events, engaging with the media and meeting with MPs. But the more unstoppable our movement is the more impact we have, which is why we have the following goals from the 2020 Vision.

2020 Goal	2018 Goal	2018 Q3
250 Action Groups covering 90% of electorates with a local plan of action	205 Action Groups covering 70% of electorates, 30% with a local plan of action	191 Action Groups covering 61% of electorates, 30% with a local plan of action
1,000 Leaders	600 Leaders and 5000 activists on Nationbuilder	351 Leaders and 2,261 activists on Nationbuilder
At least 20% of actions not centrally generated	At least 13% of actions not centrally generated (130,000 actions). For the Organising program this means 19,500 actions per quarter	12,323 offline actions in Q3

What are all these things?

In very basic terms, an activist is someone that calls on others to take action, an activist leader is someone that coordinates activists. Nationbuilder is the database we are using to track our current activist movement.

An action group is the collective noun for 3 or more activists that work together to campaign for human rights. They could include local action groups (location based), a university groups, thematic networks (not location based & campaign on specific issues) or project based teams.

Non centrally generated actions are offline actions, mainly through paper petitions.

Now, let's see it broken down even further with all the data from our Community Engagement Dashboard! (see next two pages)



Q3 data	QLD / NNSW	NSW	ACT / SNSW	VIC	TAS	SA / NT	WA	National	2018 Q2
No. of groups (total)	29	49	20	42	10	20	21	191	181
- Local action groups	15	30	14	18	5	9	7	98	109
- University groups	7	7	2	7	1	1	2	27	29
- Thematic groups	3	9	4	13	2	6	5	42	32
- Other action groups	4	3	0	4	2	4	6	23	9
- Temporary action groups	0	0	0	0	0	0	1	1	2
New groups	1	0	1	6	1	3	0	12	9
Groups becoming inactive	0	0	0	1	0	1	0	2	3
Electorate coverage (%)	56.25%	68.29%	100%	58%	80%	58.33%	43.75%	61.59%	70%
No. of groups with plans	6	15	6	26	0	0	5	58	24
No. of events	81	59	0	22	8	26	18	214	183
No. of media engagements	6	27	13	17	1	1	3	68	75
No. of MPs engaged	3	5	0	1	1	0	1	11	11
No. of offline actions (total)	4,034	3,455	553	2,110	434	702	831	12,119	9,089
- With contact details	3,319	2,068	476	708	391	598	-	7,560+	4,898
- Without contact details	651	1,327	77	1,402	43	104	-	3,604+	3,596

Q3 data	QLD / NNSW	NSW	ACT / SNSW	VIC	TAS	SA / NT	WA	National	2018 Q2
No. of activists trained	15	65	0	76	3	29	0	188	159
No. of activists (total)	248	557	87	711	57	275	405	2,340	2,159
<i>- Core & committed (leaders)</i>	<i>50</i>	<i>70</i>	<i>37</i>	<i>85</i>	<i>17</i>	<i>55</i>	<i>45</i>	<i>359</i>	<i>351</i>
<i>- Engaged</i>	<i>198</i>	<i>487</i>	<i>50</i>	<i>263</i>	<i>40</i>	<i>220</i>	<i>360</i>	<i>1,618</i>	<i>1,243</i>
School groups / active schools	6	20	10	20	8	7	6	74	65
No. of school visits	5	6	2	4	0	8	3	28	22
No. of youth leaders	14	20	11	0	4	8	0	57	32
No. of action centre volunteers	16	28	20	22	6	13	21	126	94
No. of volunteer EOI forms	55	121	32	132	7	22	27	396	336
No. of EOIs to volunteers	5	20	22	34	3	6	0	90	43
Volunteers hours (action centre)	914	1,200	248	305	135	552	482	3,836	3,223.5
No. of action centre meetings	43	20	28	72	13	25	36	237	203

Key takeaways:

GOING WELL / ON TRACK	AREAS TO IMPROVE
<ul style="list-style-type: none">• First major increase in action group numbers for the year going from 181 to 191 groups. Part of the reason behind this is that we have expanded our definition of what an action group is. We are now counting office based teams as fitting within this definition for the first time. We are looking at other potential group structures to fit within this definition as well as how to better support the work of individual activists.• We have reached our 2018 goal of having 30% of groups with plans of action.• Q3 has been our most successful quarter in 2018 for offline actions. We have had 3,000+ more actions signed than the previous quarter. 29% of actions didn't have contact details compared to 39% in Q2, so our work encouraging activists to collect this data is paying off well.• We are now more accurately tracking our action group presence in federal electorates, which is the reason why it has dropped from 70% coverage to 61%. We haven't actually lost any coverage, the percentage from previous quarters was incorrect.	<p>At this point it seems unlikely we will meet the rest of our vision goals for 2018.</p> <ul style="list-style-type: none">• We need to grow 14 new groups in Q4 to reach our goal of 205 groups in 2018. If we have similar growth to Q3 it is possible to get close to this. Also, these would all need to be local groups in electorates we don't currently have a presence in order to reach our goal of 70% electorate coverage. We need another 12 federal electorates to achieve this.• We also need another 250 activist leaders to reach our goal of 600 leaders, given we currently have 359 leaders right now it's not very likely we will achieve this.• Finally, to reach our offline action goal for the year we need 46,000 offline actions in Q4. This is more than we've collected in the previous three quarters combined. Though Q4 does tend to be when we collect the most offline actions because of Write for Rights.

How we will improve in Q4:

In Q4 the Organising team have decided that our main focus will be making Write for Rights as successful as possible. Our goal is to collect 16,000 actions for W4R in Q4. To do this we'll be diverting some of our attention and resources away from growth of groups and activists.

We are also working out how to best support upcoming changes to our grassroots movement which include the recent approval of both the Activism Strategy and Governance reforms, the 2020 Vision refresh and the other changes that are currently being proposed. Now that a lot of this work has been approved we need to work out our plans to make it all operational in 2019 and how this will affect the way we organise and mobilise.

Other work includes work around our technological requirements to do grassroots work now that our new database has gone live. Currently we are still using the same systems such as NationBuilder to coordinate our work. Since its probably now that we will cease using NationBuilder at some point in 2019 we are now cleaning up our current activist data. We're also using this time to work out how we can use this opportunity to update our other tech needs and what new tools we could be using.

Innovation & Impact (just some of the many examples):

- The success of the Activist Leadership Weekend in June this year saw 24 activists leaders return to their regions with a 12-month plan to action. Each leader is directly supported by the Community Organiser in the region they are based. We are holding quarterly catch ups with these leaders and meeting with Community Organisers on a regular basis to monitor and evaluate the work these leaders are producing. There is also additional support through a private Facebook group set up by the activists themselves.
- BRAVE/W4R - Throughout Q2 the Individuals at Risk Activist Leadership Group provided significant feedback around learnings from the first part of the Brave Campaign, and ideas for how those learnings would influence W4r resources. This was a huge help during Q3 for content production. The W4R resources have been produced, on time and are getting positive feedback from lead activists.
- The Refugee Campaign activist leads came together for their face to face in Sydney. This 2 day workshop bedded down the organising strategy within their roles and gave them time to work closely with the campaign team to develop regional plans. Every session was run with a methodology of information, activity and amending regional plans to give them a chance to learn, embed knowledge and then figure out how to put it into practice in their region.
- The Hope, Courage, Action Human Rights Conference in Victoria was lead by activists from the Victorian University Network - they pulled together an engaging full day program, bringing together activist leaders, community leaders and AIA staff. The team also tested new technology around Q&As and presentations.
- A really exciting project is in the works with AI Indonesia. Lead by activists from ALW and supported by staff in Australia (National Youth Coordinator) and AI Indonesia (Growth and Community Engagement Coordinator) we are working on a mentoring/buddy program where university and student groups in Australia and Indonesia can collaborate, share learnings/ training and strengthen the relationships between sections in the AP. This idea came out of the Global Youth Summit, and was a project at the Activist Leadership Weekend.
- Teachers Advisory Group has been meeting. This is a collective of Amnesty members and activists with teaching/education backgrounds who are working with Activism and Youth Coordinators to be more strategic with how we work and develop relationships with teachers, and how to better engage teachers in Write for Rights. They have also been involved in discussions about the upcoming International Human Rights Education Conference in November.

If your group does something that you think should be highlighted in the next report make sure to let your Community Organiser know or email communityorganising@amnesty.org.au.

Coming up:

- Write for Right campaign throughout Q4.
- Community is Everything, Refugees & Rohingya campaigns still active
- Activist led campaign to stop conversion therapy, an exciting look at what could be the future of autonomous activism in our movement.
- 70th anniversary of the Universal Declaration of Human Rights.

For more, see the [Activism Planner](#).

Thanks for reading! We'll be back again after Q2 to show more about our organising program. If you have any thoughts, comments or questions please feel free to get in touch.