



**The battle to protect our human rights has always come from the community.** Courageous everyday people standing up, speaking out and challenging injustice. **Amnesty has a long history of standing with communities everywhere to fight oppression.** This is a fight which continues today. We are seeing increased attacks on our rights at the moment. Powerful figures are trying to restrict our ability to campaign for a just world. **Never has people power been so needed** and grassroots movements are the way to get there.

But, **we need to unite behind a vision** that will show us the way **and here's ours!** By the end of 2023 no one will be able to dispute our movement's **widespread strength and power.** We will have **a visible and active presence in communities** right across Australia. Together we will **empower a skilled and confident activist base** who will **lead from the ground up.** We will deepen the connections between individual activists and with other grassroots movements. **Because we all need to stand together in this fight!** We now have a map for how to get there, so here's an overview of how we are going to do it.

### 1. We will **ACTIVATE** the community by...

- Promoting and celebrating our community activism to inspire others and build our public profile as a grassroots movement.
- Developing a program of human rights education attracting 500,000 supporters to express their support for Human Rights.
- Focusing on growth of our membership and increasing the engagement of members in our campaigns and grassroots activism.

### 2. We will **EMPOWER** the movement by...

- Developing over 1000 activist leaders who are creating and implementing their own strategies.
- Increasing training and resourcing to ensure a skilled, autonomous and diverse activist base.
- Encouraging activists everywhere to build over 10,000 relationships in the community.

### 3. Our movement will have **IMPACT** because...

- We will win campaigns centered around a people powered strategy.
- We will increase in size with over 10,000 engaged activists.
- We will diversify how we take action. We want more than 40,000+ non-petition based actions and fundraising activities.

For more information on the 2020 - 2023 Activism Strategy go to:  
<https://www.amnesty.org.au/activism-strategy/>

If you have any questions or comments please get in touch with us at  
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**DEFENDING HUMAN RIGHTS**