

Building Power

Advocacy in the new age



Today we will...

- Talk about the difference between responsive advocacy and proactive advocacy
- Work through how to:
 - Create clear, targeted campaign asks
 - Tap into grassroots advocacy, find your 'champions for change' and build a movement
 - Engage in digital advocacy including social media
 - Campaign through storytelling
- Do some practical exercises

Responsive or proactive advocacy?

You can do both.

NCOSS and NSW Legislative Council Workshop on Parliamentary Inquiries

Jump on our website www.ncoss.org.au to register

No Poverty

A roadmap for a fair NSW



ncoss

NSW Council of Social Service

Courage, Integrity,
Fairness, Inclusion

NCOSS Pre-Budget Submission 2018/19



What's needed



Give all children and young people the best start in life

- Establish a \$250 million Early Childhood Education Investment Fund to ensure vulnerable children access the full benefits of quality early education.
- Invest an additional \$39 million over three years in childhood obesity prevention with a focus on equitable access and opportunities in regional and remote NSW.
- Invest \$3.5 million to fund the delivery of child-centred, trauma informed services targeting children and young people who are victims of or have experienced domestic and family violence.



Create homes for our most vulnerable

- Allocate an additional \$97 million over four years to create homes that meet the needs of people experiencing or at risk of homelessness:
- Allocate \$45 million over four years toward developing at least five youth foyer models across NSW.
- Invest \$22 million in new housing models for older women.
- Commit \$30 million over four years toward a Housing First response to people experiencing chronic homelessness.



Build a fair justice system for Aboriginal communities

- Invest \$44 million over four years to help Aboriginal communities reduce contact with the justice system:
- Invest an additional \$24.4 million over four years in community-based Aboriginal legal assistance services.
- Commit \$4 million over four years to reducing young Aboriginal people's contact with the criminal justice system.
- Invest \$15.6 million over four years in culturally appropriate post-release programs, focusing on continuity of support to re-establish connection to community and reduce re-offending.



Make energy affordable

- Invest an additional \$39 million in 2018/19 to reform energy rebates and deliver a single, expanded Low Income Household Energy Rebate equivalent to 17.5% of eligible households' electricity bills.



Boost support for people with mental health issues

- Invest \$25 million over four years to expand the mental health peer workforce and support people at specific 'pressure points' in the mental healthcare system.



Financially empower women throughout their life cycle

- Invest an additional \$7.8 million over three years in the delivery of the Financial Counselling Services Program and gender-specific material to better assist vulnerable women.



Give a voice to all people with disability

- Invest \$13 million to maintain funding beyond June 2018 to organisations providing representation, advocacy and information to people with disability and their families.

- Clear, targeted asks send a clear message about what you want and help measure your success and government action
- Consult with stakeholders about things that are:
 - Widely felt
 - Deeply felt
 - Winnable
- Finding local champions in communities to take action builds a stronger movement
- Timing is crucial to leverage windows of opportunity

Media Release Template

[DATE]

Local community backs plan to prevent persistent poverty rates

Local community organisations/[the name of your organisation] have/s today backed a new plan that shows a path forward for the NSW 2018/19 Budget to reduce the experience of poverty and disadvantage in [your region] and prevent it happening in the first place.

The plan is outlined in the NSW Council of Social Service Pre-Budget Submission and is the result of a state-wide consultation with health and community service organisations around the state.

[Your organisation] will today meet with [your local MP] to discuss the plan which identifies investment in giving children and young people the best start in life, creating homes for our most vulnerable, making energy more affordable, boosting support for people with mental health issues, building a fair justice system for Aboriginal communities, financially empowering women throughout their life cycle and giving a voice to all people with a disability as key priorities.

[Your spokesperson] said [your organisation] would be focused particularly on [insert the recommendation/s of particular concern to your organisation]

[Insert lines here about why this/they are so important to your region/clients]

[Your Spokesperson] said recent figures released from the NSW Council of Social Service that show levels of poverty are becoming entrenched across Australia indicated the need to start doing things differently.

"Things aren't changing and they desperately need to. This plan comes from our community and communities just like ours. It's time our leaders listened to the solutions we are putting forward.

"If we are to make meaningful change we must break the poverty cycle and ensure all people have fundamental human rights and access to opportunity. We know that our communities are diverse, strong and connected and have the solutions to the wicked problems they face. Together we can build a community free of poverty. " See [NCOSS Pre-Budget Submission](#)

Media contact: [your media contact]

NCOSS Contact: Stephanie Baker 0416 622 606

NCOSS Advocacy Kit

No Poverty
A roadmap for a fair NSW



Letter to MP

[your letter head if appropriate]

Dear [Title] [Candidate name],

I am writing to you on behalf of [the organisation you are associated with/ NCOSS members] in [suburb or district]. We are a [describe your service/organisation/ coalition of organisations].

I would like to request a meeting with you on a date convenient to you within the next 4 weeks.

Our organisation is supporting the NSW Council of Social Service (NCOSS) Pre-Budget Submission (PBS) which outlines seven key recommendations for the NSW Government to make a very real difference to people experiencing poverty and disadvantage.

The [PBS](#) has identified seven key areas where the NSW Government can make distinct and targeted investments to improve outcomes for people experiencing poverty and disadvantage:

- Give all children and young people the best start in life;
- Create homes for our most vulnerable;
- Make energy more affordable;
- Boost support for people with mental health issues;
- Build a fair justice system for Aboriginal communities;
- Financially empower women throughout their life cycle and
- Give a voice to all people with disability.

The meeting would be an opportunity to discuss the PBS and why the recommendations in it are of particular importance to your electorate.

OPTIONAL

In particular, I believe the NSW Government should invest in [Choose one or more of the areas listed above for targeted investment]

This is because [say why you think this recommendation is important for your community specifically]

We would welcome the opportunity to discuss these issues with you and hear your viewpoint. I believe if we work together we can improve outcomes for people in [your suburb/district].

I look forward to speaking to a member of your staff in the near future to organise a convenient meeting time.

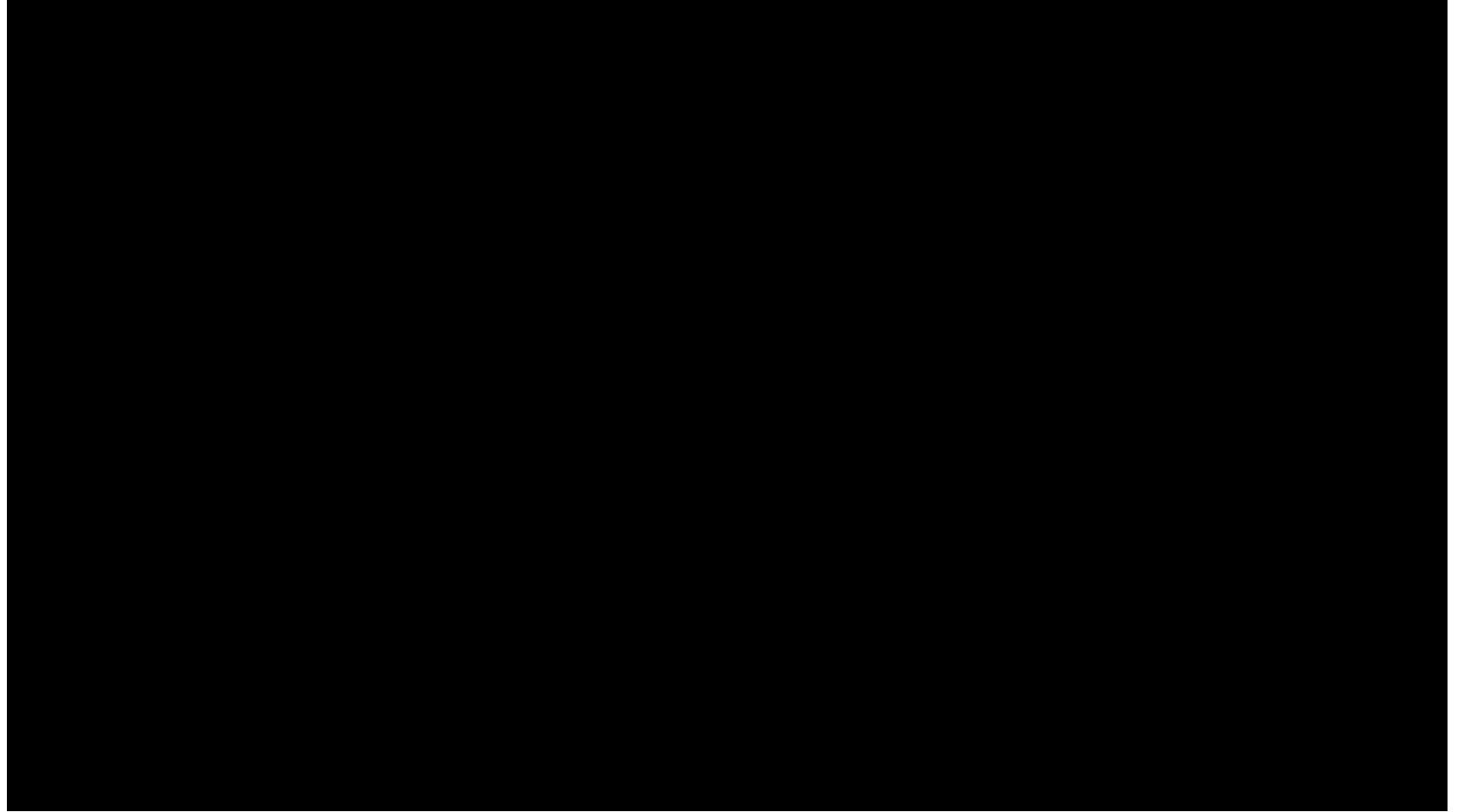
Yours sincerely,

[your name and contact details]

[Organisation logos if joint letter]



“Yes” campaign



This YES result is because of the effort every YES supporter put into championing fairness and equality.

"...I've been inspired by the many people that I have campaigned alongside from diverse backgrounds... I am proud of everyone who campaigned." – William



#RingYourRellos took off, with everyone ringing their friends and family for YES. Check out Lisa's story.



**OVER 2100
ORGANISATIONS
CAME OUT IN
SUPPORT OF
EQUALITY!**

- Digital advocacy – using the internet or social media platforms – reaches wide and diverse audiences
- Clear messaging and how it is framed is crucial – “this is the thing we want to see” or “this is the thing we want to stop”
- Find that common ground or values that unifies people
- Digital advocacy and content can mobilise individual action on a large scale
- Use storytelling to engage and move people to action

Practical exercise

What's your story?

- What is the challenge I want to overcome?
- What will I be calling on others to do?
- What values move me to take action and might also inspire others to similar action?
- What stories can I tell from my own life about specific people or events that would show (rather than tell) how I learned or acted on those values?
- What is the outcome we want to see?

Practical exercise

What's your digital strategy?

- Who is my target audience?
- What is the unifying value or common ground of my target audience?
- What is the thing I want to see or stop?
- What platform do I want to use?
- What is the call to action that anyone could do?

Join us to help make sure NSW gets it right from the start

Come chat to us at the NCOSS booth about our election platform, how you can get involved to build a stronger movement, and maybe even practise your new skills!

Keep in touch:

www.ncoss.org.au






advocacy@ncoss.org.au

@_NCOSS_

Let's get it right from the start: No Child in Poverty

NCOSS Election Platform 2019

In 2019, we will elect a new Government in NSW. Based on priorities identified by NSW-wide community consultation, the NCOSS Election Platform calls for five key outcomes. We ask political parties to strive for a NSW which provides the best start for children.

The Goal: Children and Young people	The Outcome: Children and young people...	To move the needle on poverty, an incoming government needs to take action on...
 Housed	Have a safe, stable and secure place to call home.	Ensuring a reasonable standard of living, particularly affordable housing, to provide children and young people a base from which to be healthy, safe, connected and learning.
 Healthy	Are supported to lead healthy and happy lives, develop resilience and get the right support at the right time.	Appropriately and adequately resourcing mental health and well-being supports and services within communities and safe learning environments.
 Safe	Grow up in safe and supportive communities that help them realise their full potential.	Focusing on prevention and early intervention to ensure vulnerable and at risk youth are supported early and diverted from the justice system.
 Connected	Are connected to their families, communities, kinship and support networks.	Providing opportunities for children and young people to access and thrive on secure personal relationships, social networks and a sense of belonging to a larger community, while remaining engaged with the education system.
 Learning	Are set up early in life to thrive and be empowered into the future.	Investing in the early years to provide universally accessible early learning and supportive environments for vulnerable children and their families.

We need you to endorse our platform!

We want your stories to inform our 'asks'. What do the 2019 candidates need to know? Please talk to our staff at the NCOSS booth or email us at advocacy@ncoss.org.au.