

Building a Campaign Platform

Megan Healy

WA Co-Convenor, Australian Lawyers for Human Rights

Overview



The coalition model

- What is it?
- How might it operate?
- Who can be involved?
- Role of a steering committee

Next steps

- Immediate & longer term

A large, hand-drawn style cloud-shaped thought bubble is positioned on the right side of the slide. Inside the cloud, the text 'Drawing on success of other campaigns' is written in a simple, black, sans-serif font, centered within the cloud's outline.

The Coalition Model

What is the coalition?



- A strong alliance of individuals, community and civil society organisations that will publicly lead the campaign
- **Goal (?):** to obtain a commitment from the WA government to introduce a HRA
- **Function:** to promote and build support for the campaign through policy and political advocacy
- Involved in high-level running of the campaign

What will it do?



Coalition members may be involved in:

- Publicly advocating for the introduction of a HRA in WA;
- Disseminating and distributing campaign materials within their networks;
- Decision-making about campaign strategy;
- Allowing their names and/or logo to be published on the campaign website and publications; and
- Building the coalition's membership

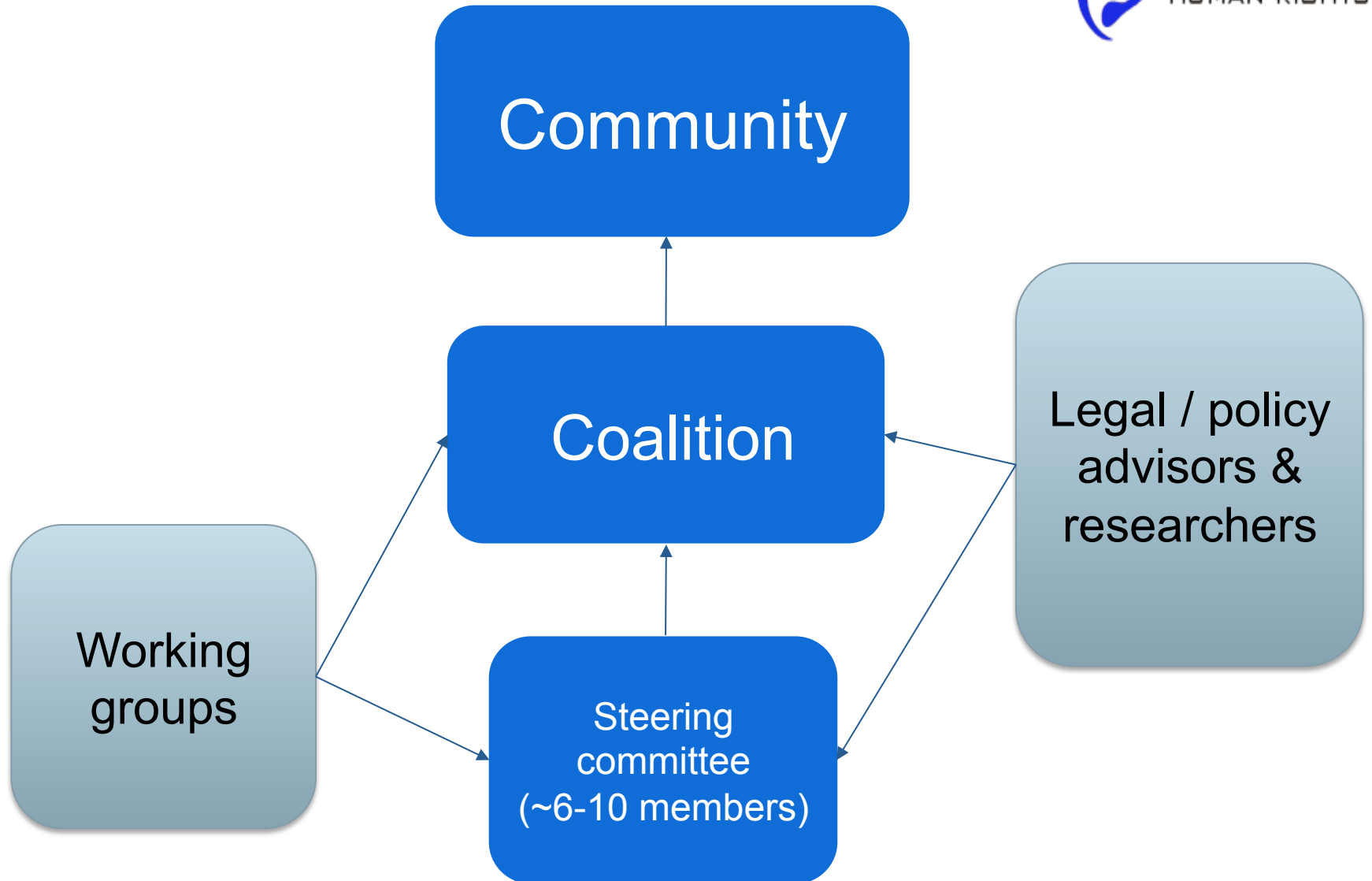
Who could be involved?



Scope for different types of involvement, for example:

- **Organisations** may publicly support campaign & distribute campaign materials
- **Academics/experts** may provide advice on law and policy
- **Individuals** may contribute to ad hoc tasks

A representative model



Coalition's steering committee



- Group that oversees the campaign and coordinates coalition member involvement
- Proposed membership: representatives from 6 -10 peak WA organisations and/or individuals

Activities may include:

- Developing campaign resources e.g. website, factsheets, petition
- Coordinating advocacy activities
- Arranging meetings (coalition and steering committee)
- Strategic planning

Next Steps

Where to from here?



Immediate:

- Establish coalition & steering committee
- Logo and website

Short/medium term:

- Goal setting & strategic planning
- Develop governance policies
- Prepare materials for distribution

Longer term:

- Public events & media engagement
- Political advocacy

What happens after tonight?



We will be asking for EOIs in future campaign involvement

1. Follow up email

- You will receive an email re-capping the meeting
- You can respond via a survey, explaining how you want to be involved (steering committee, general coalition member, advisory capacity etc.)
- Survey to close at the end of the year

What happens after tonight?



2. Formation of steering committee

- This will be an initial priority
- We are looking for members with capacity to work closely on the campaign
- Follow up email will ask for expressions of interest in joining the committee
- January 2020: first committee meeting



Stay in touch

wa@alhr.org.au and
CWood@als.org.au