

Advocacy Toolkit Webinar



wa council of
social service

Acknowledgement of Country

Speakers

- Lucy Morrison – Advocacy Lead
- Rachel Siewert – A/CEO
- Fraser Beattie – Media Officer
- Laurene Coller – Communications Officer

Purpose and Agenda

- Deepen our understanding of advocacy and the important role the community service sector plays
- Make advocacy seem more accessible
- Go through the tools and templates as part of the toolkit

What is advocacy?

- **Advocacy is;**
 - Acting in support of a particular issue or cause
 - A deliberate attempt to influence decision makers
 - Seeking to change upstream factors;
 - Or, more simply put....to stand beside.

Why is advocacy so important?

- Enables people to be heard
- Influences laws and policies
- Enables people to better understand each other
- Educates the greater community
- Makes people feel stronger and that they aren't alone.

Example

June 2023

Proposal for a WA Rent Relief Project

16 June 2023



November 2023

Rent relief for Western Australians in need

The Cook Labor Government has bolstered its cost-of-living support with the 'WA Rent Relief Program' to assist Western Australians at risk of eviction and experiencing rental stress.

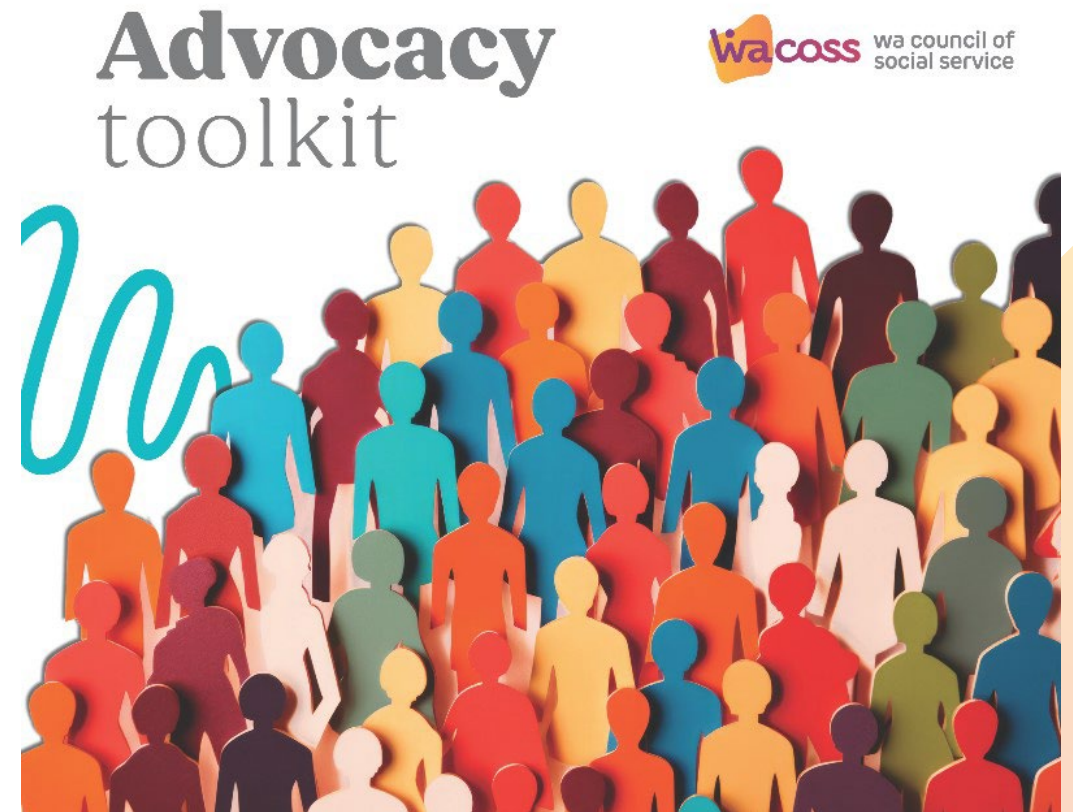
- Cook Government to deliver \$24.4 million to help private tenants at risk of eviction
- Up to \$5,000 in rent relief payments estimated to benefit thousands of Western Australians
- Part of Cook Government's ongoing commitment to tackling cost-of-living pressures

Takeaways

- Strategic Timing
- Persistence – ‘diligent harassers’
- Media after the thing
- Stronger Together

The Advocacy Toolkit

- A resource that can assist community members and groups to understand and plan for advocacy
- This is a refreshed and updated version
- Templates
- Social Media



Templates

- Letter to Minister or MP
- Media Release
- Meeting Agenda



Who are the decision-makers?

- Who is the appropriate decision-maker to the cause you are advocating for?
- Who are you trying to influence?
- How do you make your correspondence stand out?
- Using the template letter

Identifying decision-makers

Who is the appropriate decision-maker in relation to the cause you are advocating for? Use the matrix below to identify which level of government is responsible for the area in which you would like to see change. Bearing in mind some issues cross Government jurisdictions including disaster and agriculture.

Local

- ▶ Local roads
- ▶ Street signage and lighting
- ▶ Parks, recreational and cultural facilities
- ▶ Waste management and recycling
- ▶ Parking
- ▶ Local planning and building controls
- ▶ Pet registration and management

State

- ▶ Schools
- ▶ Hospitals
- ▶ Police
- ▶ Public Transport, major roads and railways
- ▶ Community services
- ▶ Electricity and water supply
- ▶ Mining
- ▶ Agriculture
- ▶ Consumer Affairs
- ▶ Prisons
- ▶ Justice
- ▶ Housing
- ▶ Disaster

Federal

- ▶ Defence
- ▶ Foreign Policy
- ▶ Pensions and Income Support Payments
- ▶ Health and Medicare
- ▶ Aged Care
- ▶ Citizenship
- ▶ Postal and telecommunication services
- ▶ Agriculture
- ▶ Disaster

Source: Induction for prospective candidates | DLGSC

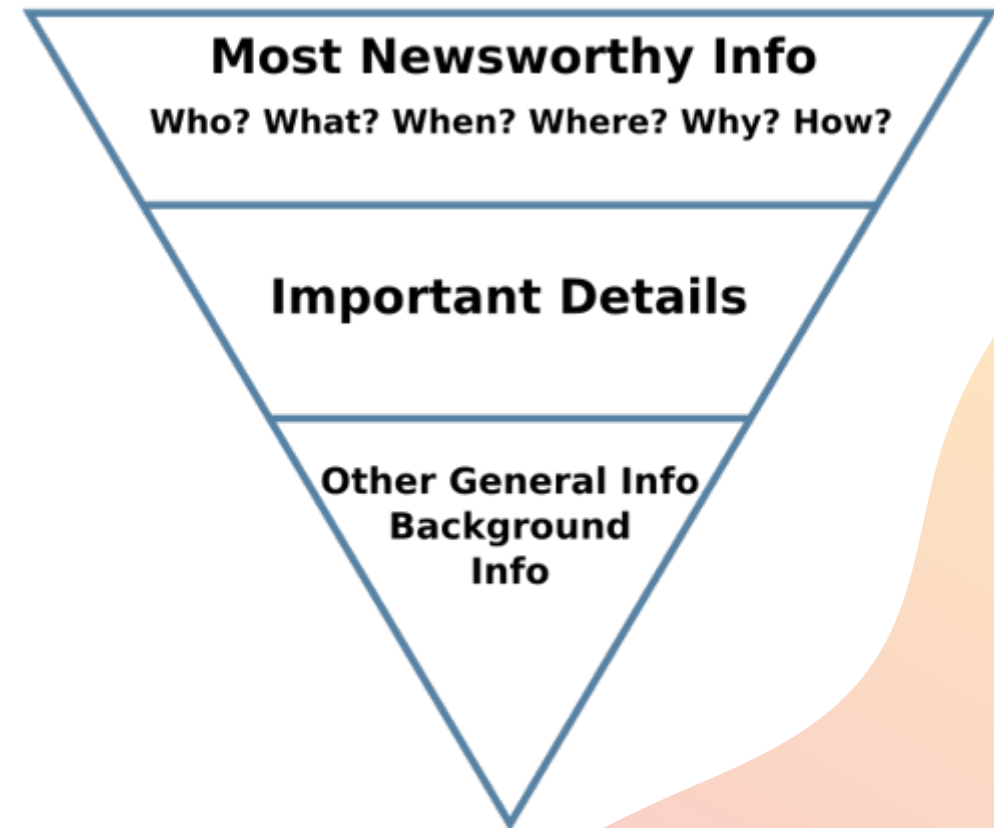
Contact your Local Member

Find Your Electorate | Electoral Boundaries WA
(boundaries.wa.gov.au/electorates/find-your-electorate)

Find my electorate
(electorate.aec.gov.au)

What makes a good media release?

- Nobody's going to tell your story for you
- Tell it all, tell it truthfully, and be the first one to tell it
- Structure
- Think about your 'hook'
- Keep it simple
- Include quotes from a spokesperson
- Provide contact details



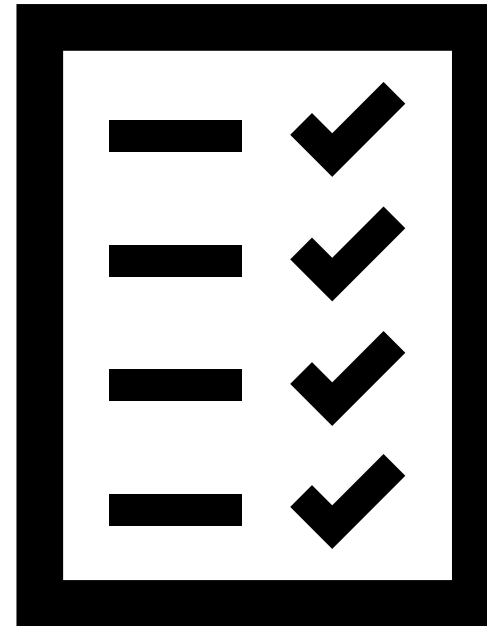
Maximising your chances of coverage

- Get familiar with relevant media
- Timing
- Supporting collateral
- Have a spokesperson at the ready
- Do as much of the journalist's job for them as you can
- You can lead a horse to water...



How to use our template

- You can find it on the WACOSS website under 'Resources'
- Follow the prompts
- Structural guide



Social Media in Advocacy

- Create awareness or amplify an issue
- Take a public position on an issue
- Find allies or grassroots supporters
- Connect with media, policymakers, politicians
- Supports your other efforts – letter writing, meetings, media coverage
- Take people on a journey
- Share wins


Before you dive in...

- Develop your strategy
- Think about which social media platforms you will use
- How public will your campaign be?
- What is the journey you want to take people on?
- What evidence will you collect and share?
- What language will you use to frame your issue?

Examples – Raise the Rate

RAISE THE RATE FOR GOOD Raise the Rate
23 January · 🌐

Prime Minister Albanese has recalled all Labor parliamentarians to Canberra early for a snap meeting tomorrow to finalise a new package of cost-of-living measures. Before Labor parliamentarians head into the caucus meeting tomorrow, we need to make sure they put people on the lowest incomes first. Will you call your ALP Member of Parliament today and urge them to speak up for people on income support at the meeting tomorrow?
<https://raisetherateforgood.good.do/snapmeeting/callabor/>

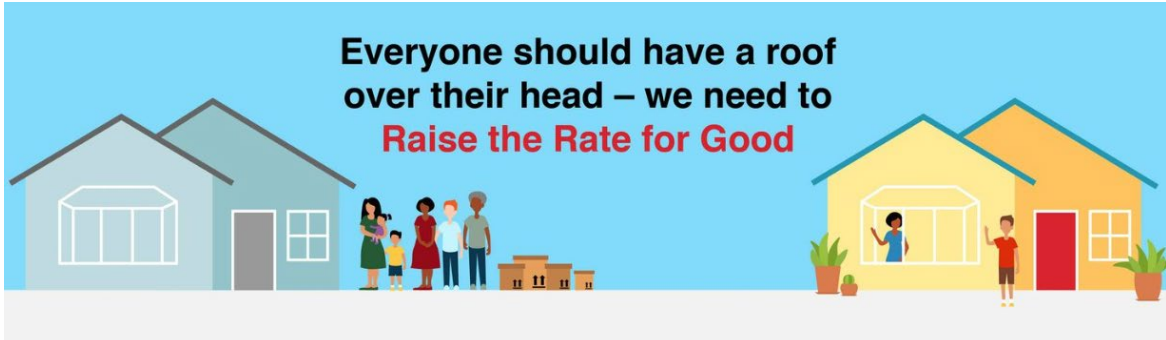


SNAP ACTION

Call Labor and urge them to speak up for people on income support.


👍❤️ 7

3 comments 2 shares



Everyone should have a roof over their head – we need to **Raise the Rate for Good**

RAISE THE RATE FOR GOOD #RaisetheRateforGood

RAISE THE RATE FOR GOOD 

RAISE THE RATE FOR GOOD **Raise the Rate**
3.6K likes • 4.1K followers

👍 Liked 🔍 Search

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Examples – Social Reinvestment WA



social.reinvestment.wa Following Message

409 posts 4,651 followers 497 following

Social Reinvestment WA (SRWA)
 Nonprofit organization
 Aboriginal-led peak coalition of WA NFPs campaigning to end the mass incarceration of Aboriginal people w/ Smart Justice.
[LEARN MORE & TAKE ACTION](#)
linktr.ee/SocialReinvestmentWA

Followed by sharong844_bevy_boo_ccypwa + 121 more



#RaiseTheAge



JR Halls Creek



YJ Blueprint



FDR Victory



Podcast

social.reinvestment.wa ...

social.reinvestment.wa 10 days ago, leaders from all states and territories met to talk about raising the minimum age of criminal responsibility. While they decided not to make an announcement, they left the meeting with more public pressure than ever before.

We want to say a huge thank you to our supporters for lending their names and words during the #RaiseTheAge National Week of Action ahead of that meeting. These important conversations wouldn't happen in the first place without your voices.

Our message is clear - leaders need to act faster and stop risking children's lives. It's time for all Australian states and territories to raise the age to 14 with no exceptions.

14w

earthmotherwithin Oh they are so slow to catch on. Who benefits from this?
 14w 1 like Reply

banga_n_yaz So disappointing they still haven't taken a stand
 14w 1 like Reply

Liked by sophie___stewart and others
 December 11, 2023

Add a comment... Post



social.reinvestment.wa ...

social.reinvestment.wa We are still in awe of the thousands of you who signed the petition that we finally handed over to the WA Attorney-General yesterday.

Congratulations for being part of this movement for change. You sent us your photos, shared with your friends and put your name to something that can change WA children's lives. All of this is impossible without you.

We will continue to carry the torch and make our voices heard until all primary school aged children are out of prison.

In coming days we'll let you know what the next stages will be for our Raise the Age campaign, and how you can continue to support it. In the meantime - we hope you feel proud of this mammoth effort with us: 15,231 signatures! 🙌

Edited · 19w

simonevanhattem ❤️❤️❤️
 19w Reply

Liked by sophie___stewart and others
 November 2, 2023

Add a comment... Post

Examples – Make Renting Fair

Make Renting Fair WA
25 July 2023 · 🌐


NATIONAL RENTAL INQUIRY - Make a submission and help make renting fair!

The Federal Parliament is considering the experiences of renters through the National rental inquiry. Help Make Renting Fair by making a submission!

Submissions close August 4th. You can make a submission whether you are currently renting or not, and we've included some tips on how to write a good submission.

More info: <https://makerentingfairwa.org.au/.../national-rental-...>

NATIONAL RENTAL INQUIRY:
SEND IN A SUBMISSION!



and help limit rent increases
and end no grounds evictions

MAKE RENTING FAIR

makerentingfairwa.org.au

5 likes · 1 share

Louise Giolitto (She/Her) · 1st
CEO WACOSS
1yr · 🌐

WACOSS is proud to be part of the Make Renting Fair Alliance WA.

In today's The West Australian, you can find my piece about the need to end no-grounds eviction.

This is how we make renting fair and bring WA in line with other states.

Make renting fair by giving the boot to no-grounds evictions

LOUISE GIOLITTO

The lack of affordable housing is at the centre of the cost-of-living crisis. Week after week, month after month, we've been hearing stories about West Australians who are skipping food and utility bills, or letting their car registration lapse, just to keep a roof over their heads. This is not just coming from the community services sector, which has ample data collected over the past 12 months that supports this trend but also from this paper which has been a strong ally in helping to tell the story of the cost-of-living crisis here in WA. But while interest rate rises have been the main story, it is our renters who are paying the ultimate price. According to CoreLogic, the number of rental properties for under \$400 a week, has halved in the past year, with Perth having one of the lowest rental vacancy rates in the country at 0.5 per cent. In other States and Territories, this grim outlook is prompting governments to think about rental reform. During the NSW election, the ongoing NSW Liberal government matched an election commitment by NSW Labor to scrap no-grounds evictions in favour of a reasonable grounds model – an initiative tenant advocates and community service organisations say is long overdue. No-grounds evictions allow landlords to evict a tenant without giving any reason, even when the tenant has paid their rent on time and looked after the property, and even where the landlord intends to keep renting it out. This instability impacts every part of the tenancy, whether it be negotiating about rent increases, requesting maintenance, or asking about getting a pet. Most landlords are reasonable and don't need to rely on evicting tenants in this arbitrary way. In fact, even BCGWA, asserts that no-grounds evictions are used in less than 2 per cent of terminations. But the existence of no-grounds evictions means that 100 per cent of tenants are less secure in their homes and scared to speak up for any rights they do have. Given one-third of the WA population are renters, that's a significant proportion of people who are stressed and uncertain on a daily basis, just so landlords have an option they'll use less than 2 per cent of the time. That's why the Make Renting Fair WA campaign, relaunched in July last year, is calling on the State Government to improve protections for renters and bring WA in line with other States and Territories when it comes to supporting the rights of tenants. An end to unfair evictions in WA, will stop tenants being evicted without a valid reason and should be replaced with an expedited list of grounds for ending a tenancy. This wouldn't actually reduce a landlord's rights to get their property back, it would just provide a little more transparency and stability for tenants. And stop the ability of some landlords to exploit the current rental crisis by evicting good tenants, to then re-renter at exorbitant rental increases. More than 70 per cent of participants in the Make Renting Fair 2022 survey said they were concerned a request for repairs or maintenance would make their landlord less likely to renew their lease, with many also noting they believed they had been threatened with evictions after questioning large rental increases. With queues out the door for rental properties across Perth and throughout the regions, and the vacancy rate at a historic low, we know that anybody facing evictions will be doing it tough to find another rental, let alone one that is affordable. Ensuring there is a good reason before somebody is asked to leave their home is a critical step to reduce the trauma of evictions and give a minimum level of protection for renters. We are fortunate to have the political capacity in WA right now for our State Government to help us up to the standard set by other States and improve renters' rights. The WA Labor Government has both the power and the opportunity to step in and make the ground a little fairer for people who are in crisis while trying to navigate the rental market. Doing so would also be fair and compassionate for all. West Australians will remember the McGowan Government for how well it shepherded us through the tough two years of the COVID-19 pandemic, enabling us to go about our lives relatively normally. But, they will also remember the McGowan Government for what it did during the economic uncertainty after the height of the pandemic had passed, when the cost of living crisis began to really hit the WA community. These recommendations for tenancy reform while positive, are not radical, they are sensible policy. It will mean the 700,000 West Australians who rent will have a little more security and stability and WA is a fairer place to live. Louise Giolitto is CEO of the WA Council of Social Service

Tim Grey-Smith and 66 others · 8 comments · 6 reposts

Reactions

MAKE RENTING FAIR

END NO GROUNDS EVICTIONS

INTRODUCE MINIMUM STANDARDS

STABILISE RENT INCREASES

makerentingfairwa.org.au Find out more: makerentingfairwa.org.au

MAKE RENTING FAIR

Make Renting Fair WA

819 likes · 884 followers

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Social Media Tips

- Make it easy for people to share your message
- Use the most appropriate platform for the message and audience
- Clear call to action
- Commit to your strategy, but don't be afraid to revisit if it's not working.
- Measure and evaluate your success



Any questions?