

Planning and mapping your campaign:

How to get started ...



New book available !!

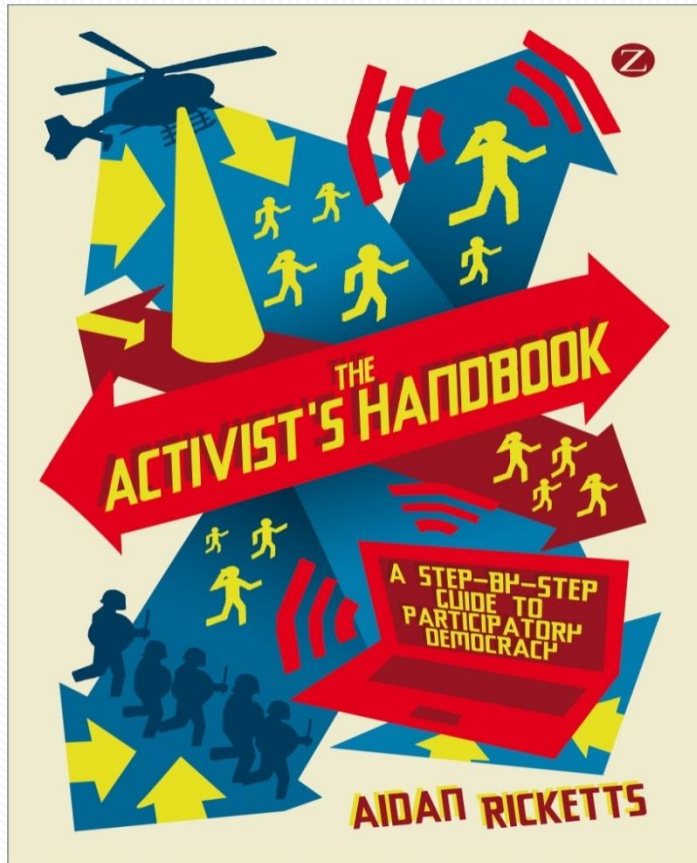
'The Activists' Handbook' is a powerful guide to grassroots activism. A priceless resource for everyone ready to make a difference, environmental activist Aidan Ricketts offers a step-by-step handbook for citizens eager to start or get involved in grass-roots movements and beyond.

Providing all essential practical tools, methods and strategies needed for a successful campaign and extensively discussing legal and ethical issues, this book empowers its readers to effectively promote their cause. Lots of ready-to-use documents and comprehensive information on digital activism and group strategy make this book an essential companion for any campaign.

Including case studies from the US, UK, Canada and Australia, this is the ultimate guidebook to participatory democracy.

To purchase copies online go to

<http://aidanricketts.com>

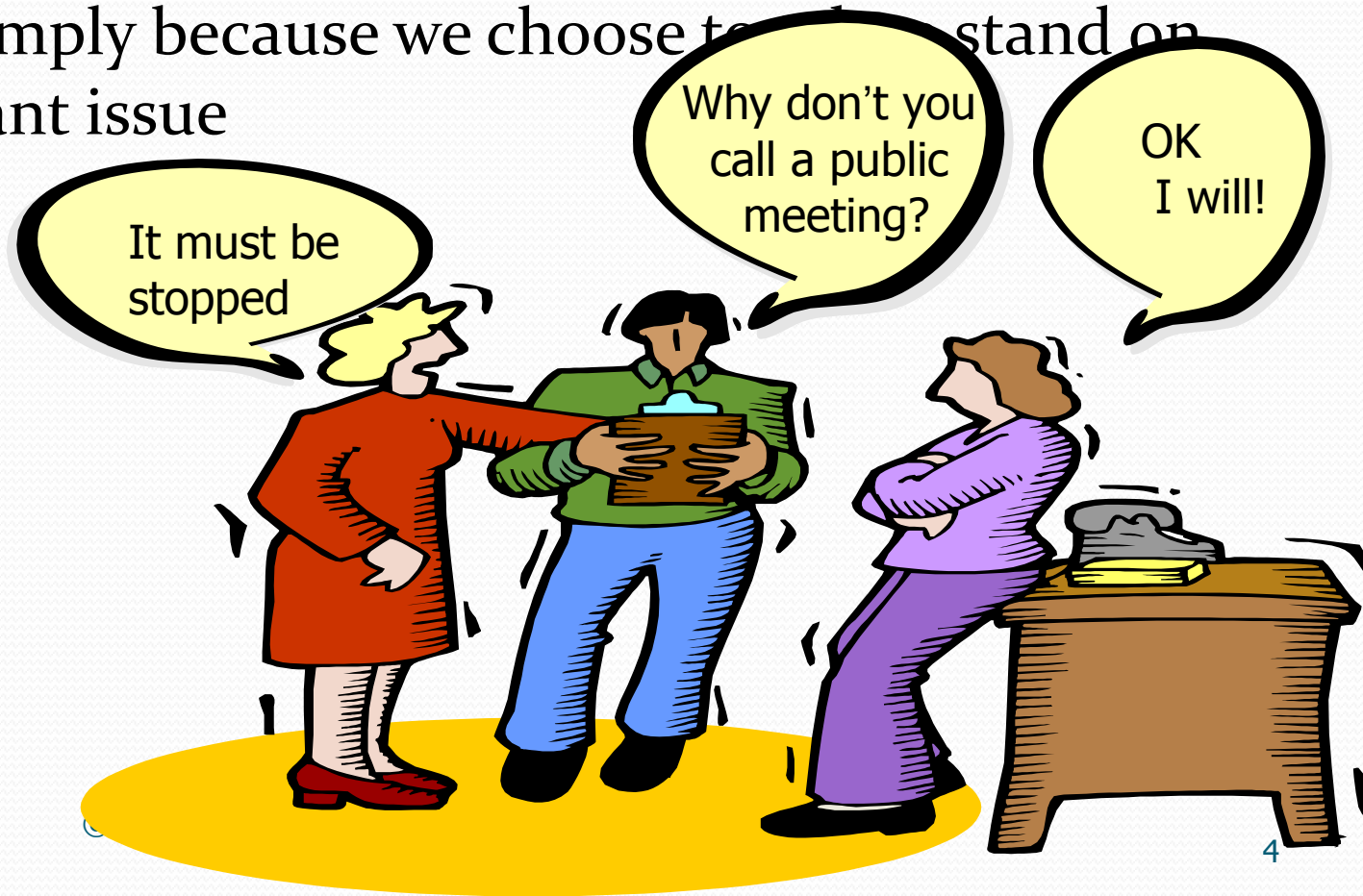


A guide for local action groups

- This presentation is intended to help local action groups that are part of the wider CSG campaign plan their campaigns and campaign strategies
- Larger groups like LTG will have their own processes for this and your group needs to have a tight focus so that it can work out how to fit in with the wider campaign

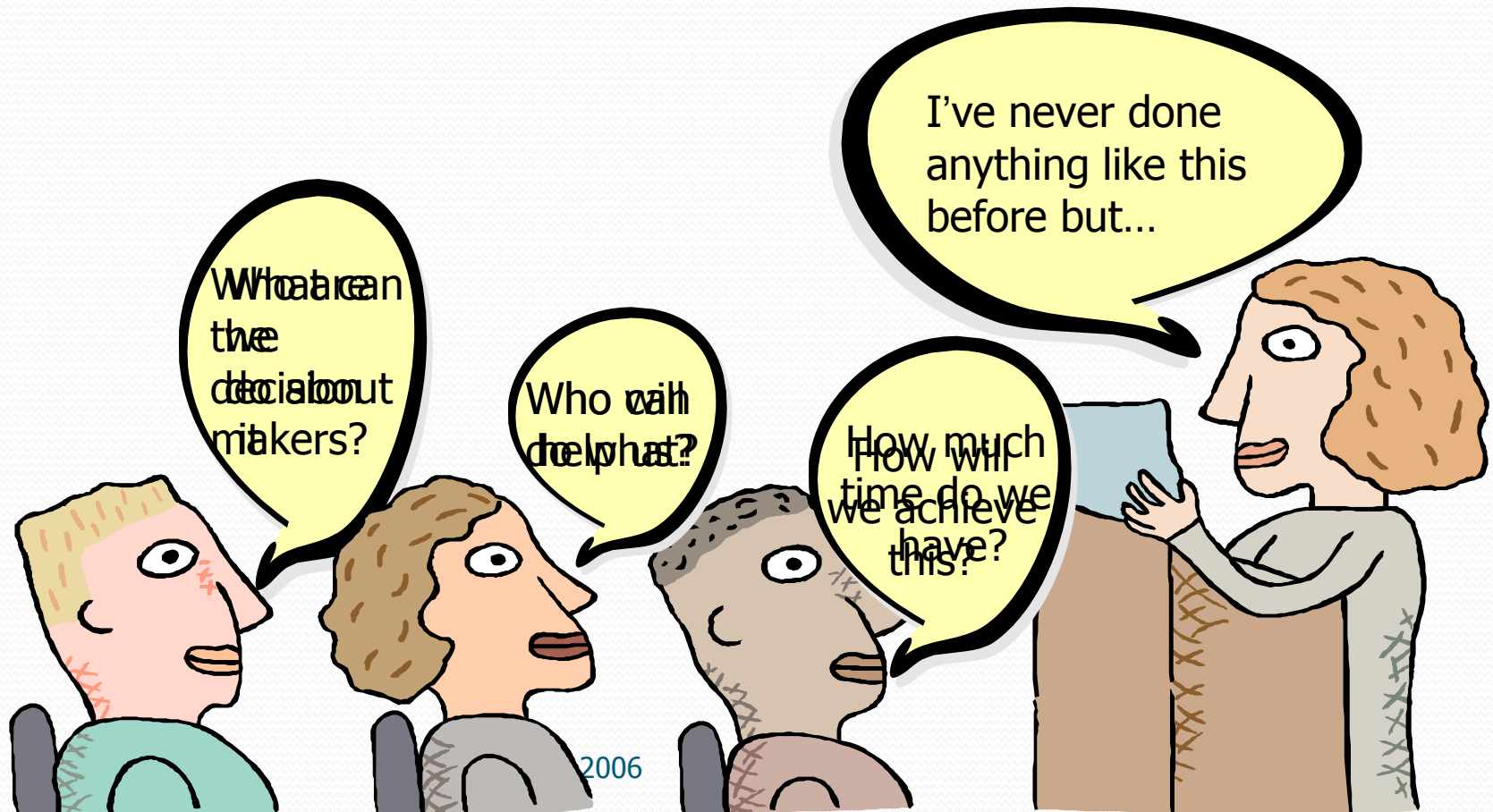
Someone should do something!

- For many of us we are propelled into the world of activism simply because we choose to stand on an important issue



The first public meeting

These are the normal questions we will ask

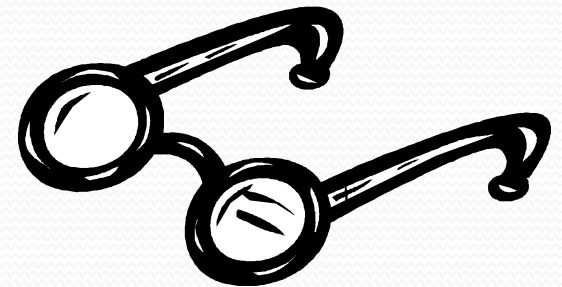


Planning a new campaign

- Lets now bring the group's typical questions together into some practical methods of planning or 'mapping' your campaign
- The documents you produce from these exercises are called campaign maps or conflict maps
- Mapping is a practical exercise and a vital way of organising the information and resources that are available

Lets start planning...

- In the next slide we will:
 - Look at ten basic questions,
 - convert them to a key strategic consideration and then
 - suggest the type of map you may want to prepare
- Put your glasses on now...



| Intuitive question | Strategic consideration | Type of map needed |
|---|--|---|
| 1.What is the issue/problem? | What are our objectives? | Strategy map |
| 2. What do we want to do about it? | What strategies will we use? | Strategy map |
| 3. How will we achieve this? | What tactics can we use | Strategy map |
| 4. Who will do what? | Allocate tasks and responsibilities | Strategy map |
| 5. Who do we need to convince? | Who are the relevant power holders ? | Power holders map |
| 6. What more do we need to know? | What further research do we need to do? | Research strategy |
| 7. What skills and resources are available? | What resources are available | Research strategy Friends and foes map |
| 8. Who can help us? | Who can we form alliances or seek assistance from? | Friends and foes map |
| 9. How much time do we have? | What timelines should we set | Timelines map |
| © A Ricketts 2012 | | 8 |

Setting objectives and goals

- Frequently there will be a deep underlying issue that really motivates your group (ecological sustainability, sustainable agriculture)
- However, your immediate focus has been taken by an impending issue right on your doorstep (coal seam gas)
- It is vital to distinguish between your immediate goal (dealing with the immediate issue) and your overall objective of bringing about changes in society so that these things are less likely to happen in the future

A basic campaign map

- A campaign map helps your group to order your objectives, goals and strategies
- It also helps your assess your opportunities, strengths and weaknesses

Objectives and goals

Overall Objective

CSG free Northern Rivers (Australia)



Immediate goal
protecting your valley from csg

Strategies

- Strategies are particular ways you plan to go about achieving your immediate goal and overall objectives
- Usually these are further broken down into ‘component strategies’ such as:
 - Public awareness
 - Media
 - Political
 - Legal

Moving to strategy

Overall Objective
CSG free Northern Rivers



Immediate goal
Protecting your valleyt



Grand Strategy

Convince govt and corporate decision makers to stop CSG development



Component strategy
for **Media**



Component strategy
for exerting
political pressure



*Component strategy
for pursuing **legal**
avenues*



Component strategy
for raising
public awareness

Choosing Tactics

- Choosing tactics is something that will depend very much on
 - your objectives
 - your strategy
 - the context of your campaign
 - the resources, skills and opportunities available to you
 - your opponent's weaknesses

Example: Tactics for Corpvale campaign

Public awareness component strategy



Tactics

Community Awareness
Networking/ gathering
support
Rallies
Letters to Editor
Letter Box
Media
Have Fun/Enjoy the ride
Music

Direct action strategy



Tactics

Blocakdes
Rallies
Sit-ins
Occupations
Whole of community
resistance
No go areas
Corporate AGM
actions

Legal actions component strategy



Tactics

Ministerial approvals required?
Planning process
Tender process
ASIC/corporate check on
Metgasco, Arrow
Check up on corporate records
overseas

Overall Objective



Immediate Goal



Component Strategies



**Social/
Community**



Tactics



Media



Tactics



Political



Tactics



Legal



Tactics

Making a power holders map

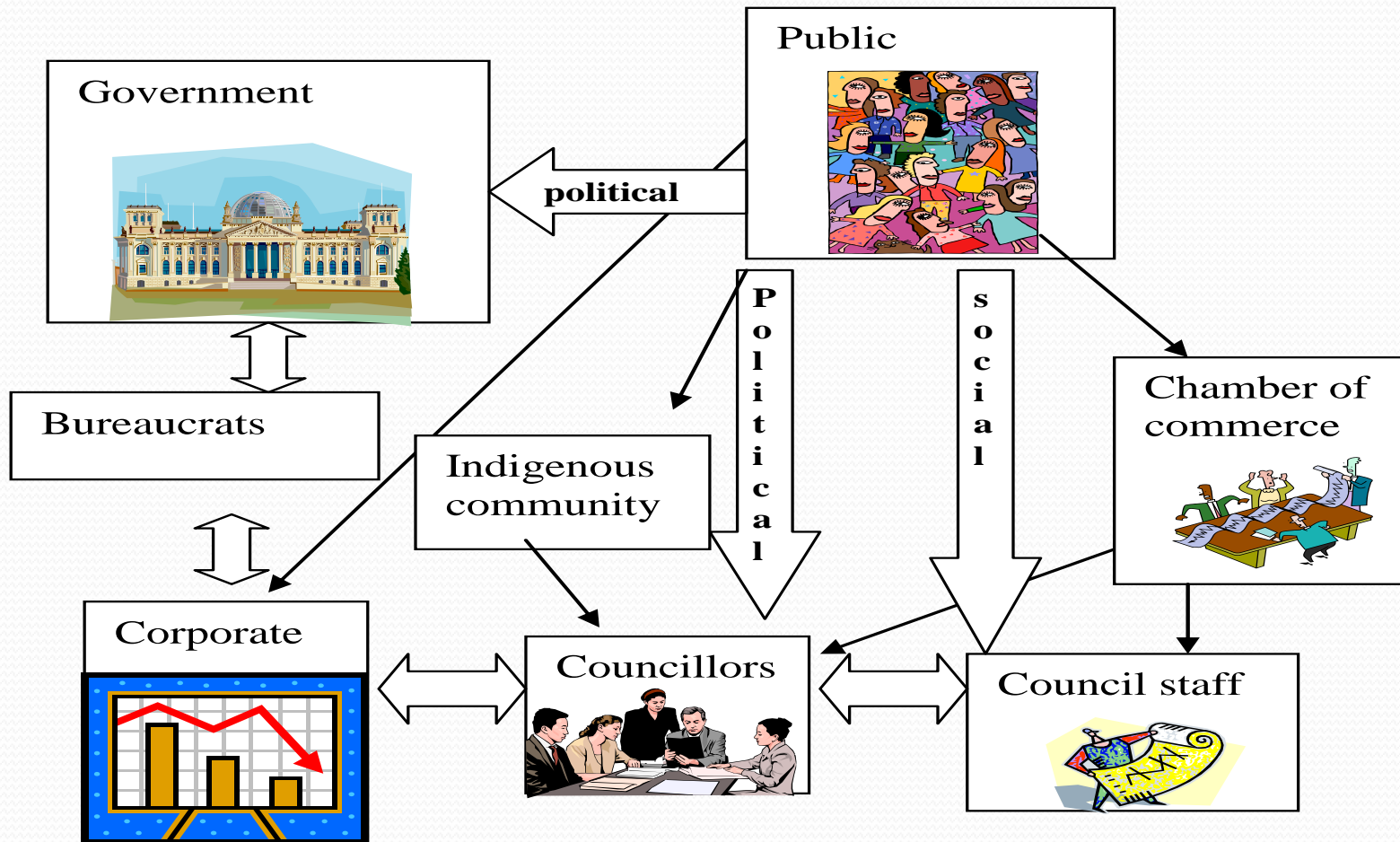
- In public interest work it is primarily the public that you want to convince,
- However, in the short term you will need to convince particular power holders to change what they are doing
- Public opinion is a complex and slow changing business
- Power holders are not always as responsive to public opinion as you may hope, particularly where there are other powerful vested interests at stake

A power-holders map

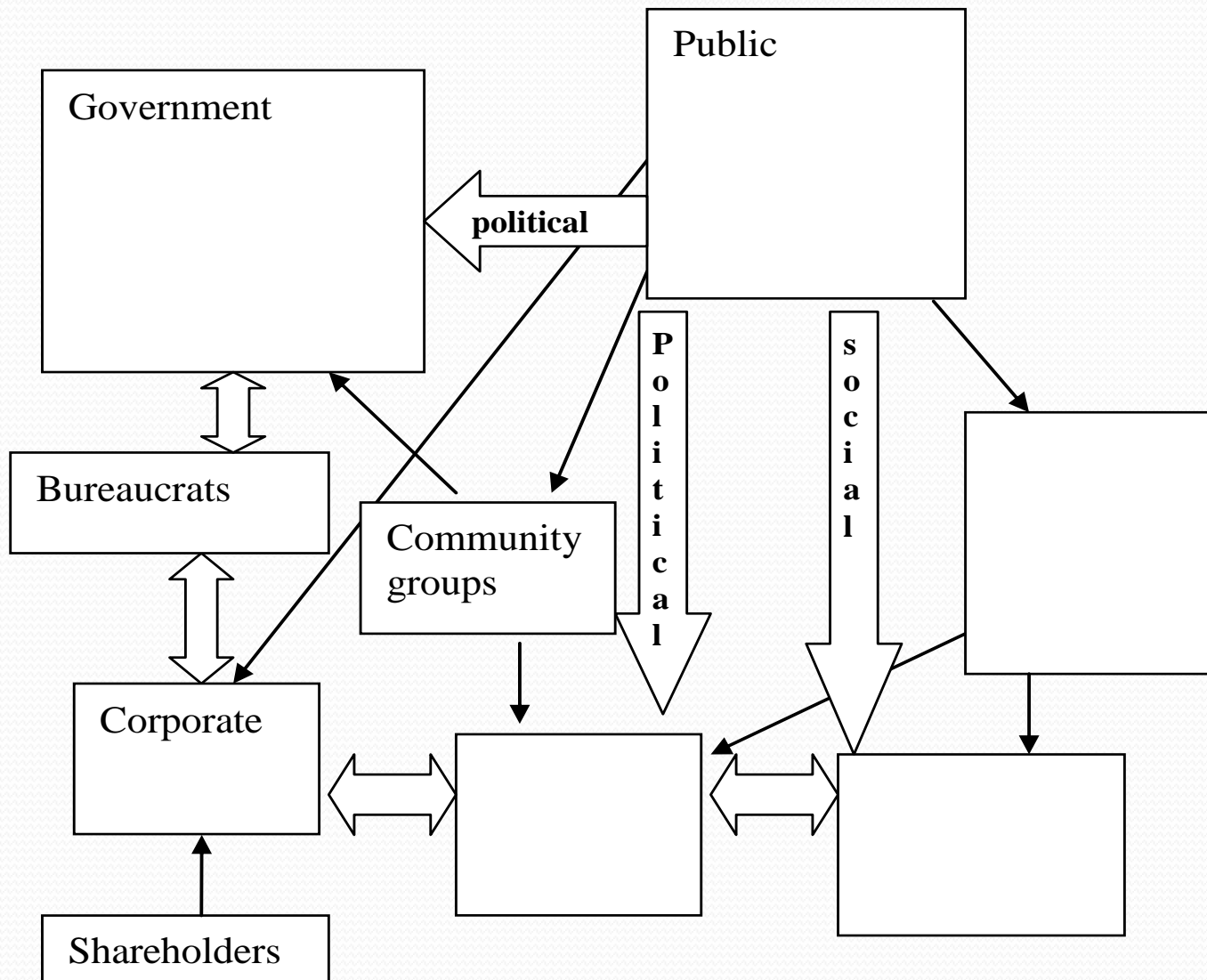
- The next slide gives an example of a simple power holders map (based on a local government issue)
- The arrows represent the direction in which influence flows, which is sometimes a two way flow
- A map like this allows you to identify what kinds of pressure are working in your favour and try to increase them

The arrows represent
the direction of
influence

Power holders and decision makers



Power holders and decision makers



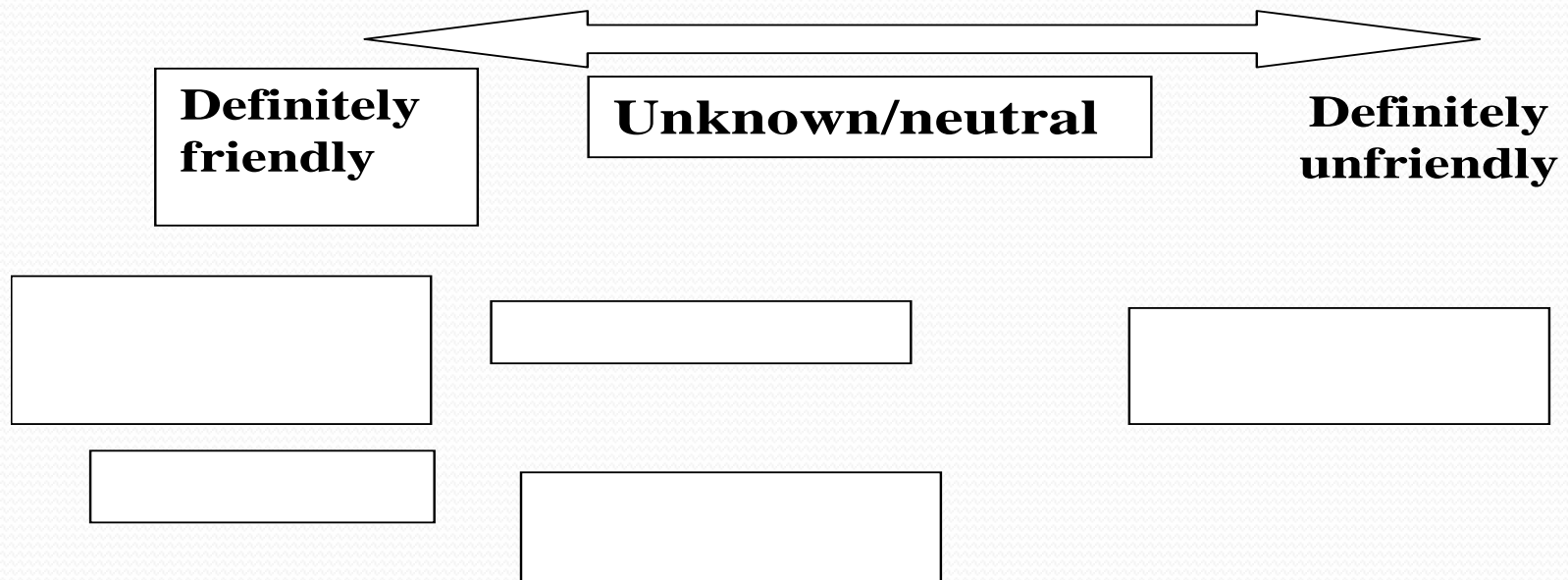
Who can help us? A friends and foes map

- You should never think your group are the only people who care about the issue
- There may be many supporters or potential supporters out there, even among the ranks of those you assumed were your enemies (e.g. council staffers, ministerial staffers)
- An allies and foes map is a good way of taking another look at the whole issue without making too many assumptions

Allies and foes map

- You start with a page and list friends on the left and on the right side list people who you know (not just suspect) are working against you
- Everyone else occupies some form of middle ground
- In this map you use a sliding scale from definite friends through neutral to definite foes

List under the appropriate headings the various allies and foes in the issue being considered by your group



Other types of maps

- Timelines map
- Research strategy
- Who will do what?

Summary

- Having a whole of campaign plan helps:
 - Focus your campaign for maximum effectiveness
 - Identify the key objectives and messages
 - Reduce internal conflict by allowing everyone to take part in and understand the whole picture
 - Provide a touchstone in future decision-making
- But maps are not the territory and will need to be regularly re-visited and refined in light of new information

| What we know | What more we need to know | Who has this information? | Where/how can we find it | What is unknown/ unknowable | Who will do this? |
|----------------------------|--|--|---|---|-------------------|
| The name of Leadbelly LTD | -Shareholders, -size, -related companies -who are the Directors | -Leadbelly itself -Australian Securities Investment Commission (ASIC) -ASX | -ASIC company searches -Stock exchange information -Become a minor shareholder | How important is this project to Leadbelly | Mary |
| Lead Refinery | The health and environmental risks | Scientists, lobbyists Websites Doctors | Explore networks of academics and Doctors who may be able to help Look for NGOs that work on similar issues | The effectiveness of so called 'safeguards' | Varaneisi |
| Approvals will be required | -What approvals -From which agencies -What are the criteria/plannin g instruments -Can we object/participa te -Do we have standing to litigate? What timelines? | Council State government planning dept Environmental and planning lawyers Legal academics Planners and civil engineers EDO | -Make enquires of council and state government -Look for law / planning people in our network -Check up the legislation ourselves | What backroom deals already exist | Mereswali |