

ACF COMMUNITY TOOLKIT

A practical guide for determined citizens to take collective action against pollution and destruction and for a more beautiful world.

Our campaign strategy to stop pollution and destruction



**AUSTRALIAN
CONSERVATION
FOUNDATION**

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Our strategy to stop pollution and destruction so our living world can thrive.

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**People made
this crisis.**

Together we can
solve it 

"Never doubt that a small group of thoughtful,
committed citizens can change the world;
indeed, it's the only thing that ever has."

– MARGARET MEAD

What we're up against

Right now, a pollution and extinction crisis threatens life. Our communities are already feeling the impacts of climate change – more severe droughts, floods, cyclones, bushfires and heatwaves. Over half of our Great Barrier Reef has died. And Australia's climate pollution is rising.

At a time when we should be rapidly cutting pollution and shifting to clean energy, a vocal minority of politicians, backed by big polluter lobby groups, is actively blocking the transition to a future powered by sun, wind and waves. Mining giant Adani is attempting to build one of the world's largest coal mines in the Galilee Basin. And our federal and Queensland governments have offered Adani cheap water and a royalty holiday and want to hand over \$1 billion of public money to prop up the mine.

We don't want to see our public money spent on a mine that will fuel global warming and destroy our Great Barrier Reef. We don't want to see more tired old coal-fired power stations pumping out pollution for decades. We want a better world powered by clean energy where our reefs, rivers, forests and communities all thrive.

Across the country, people are standing up and holding our elected representatives to account. We are building power in our communities and taking on the big polluters and the politicians in their back pockets. We are growing the movement for clean energy and momentum for the shift away from dirty coal. And we are reminding politicians they answer to people, not big polluting companies.

Together, we can win this!



Our strategy

BUILD PEOPLE POWER

We are growing a powerful movement to drive real change and hold our decision-makers to account. We work with community leaders, social movements, Indigenous people, economists, businesses, governments and people everywhere who care and are willing to act.

CHANGE THE STORY

We are dismantling the old story that people and nature must be in conflict. We are creating a new story – a story of connection. In this story, we value the whole web of life and the incredible diversity of life on Earth.

FIX THE SYSTEM

We take on the big structural challenges that stand in the way of change – the laws, policies, institutions, decisions and practices – to create a system that does right by people and nature.



Our two big alliances

STOP ADANI

“The Adani mine is this generation’s Franklin River. People power can stop it” – Bob Brown

ACF is part of the Stop Adani Alliance – a growing network of organisations, representing 1.5 million Australians who stand together to stop the Adani Carmichael coal mine, rail and port project. The campaign to stop Adani is fast becoming the biggest movement in the country. We can win, and it’s going to take all of us.

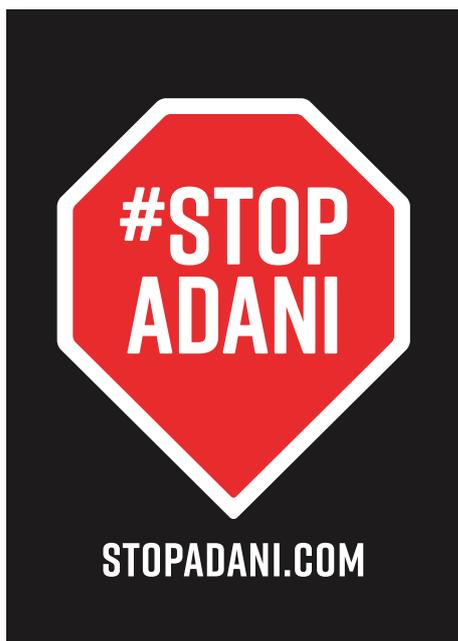
Alliance members include: Australian Conservation Foundation, 350, Australian Marine Conservation Society, Australian Youth Climate Coalition, The Bob Brown Foundation, Doctors for the Environment, GetUp, Greenpeace, Mackay Conservation Group, Nature Conservation Council, Seed Indigenous Youth for Climate Action and The Sunrise Project.

REPOWER

We love a sun-powered country – so let’s harvest all our energy from the sun, wind and water.

ACF is part of the #Repower alliance, a movement of Australians working together to power our country with abundant energy from the sun and wind. Together we’re taking on the big polluting companies and demanding our elected representatives step up and lead a fair transition from dirty fuels like coal and gas to clean, renewable energy.

Alliance members include Australian Conservation Foundation, Australian Youth Climate Coalition, 350, Environment Victoria, Nature Conservation Council, Solar Citizens and more.



Our opponents' strategy

WHAT IS THE MINING LOBBY'S PLAN?

The big polluter lobby groups, spearheaded by the Minerals Council of Australia, understands that real action on climate change means changing the status quo. It means the structures of power will have to change and the small number of big polluting companies with too much influence on our democracy won't have the power they had before. It means that instead of our energy needs making a profit for a few – everyone, everywhere will have access to clean energy. It means fairness and equality eclipse power and greed. Their plan is to do everything they can to reverse, prevent or delay any action on climate change.

Secure government support for Adani's mine and pave the way for more big coal

Make sure the Turnbull and Queensland Governments give Adani \$1 billion dollars of public money through the Northern Australia Infrastructure Facility (NAIF) so they can build a railway to cart coal all the way from the Galilee Basin to the Great Barrier Reef coast. If the railway goes ahead, it will pave the way for further development of the Galilee Basin and lock in decades more of destructive coal mining. Without public money Adani will struggle to get the funds they need to build their mine.

Block the phase out of coal-fired power stations and the shift to clean energy

Prolong the life of old, dangerous, polluting, coal-fired power stations like Liddell in the Hunter Valley of NSW.

Include coal in our clean energy target. Pressure the government to build new coal-fired power stations and prolong life of existing ones. Demonise clean energy and use it as the scapegoat for the energy crisis to disguise the government's incompetence. Attempt to make coal the hero.

Run scare campaigns to provoke hip pocket concerns and avoid climate change

Reframe the national conversation so it's all about the hip pocket and deliberately leave climate change out of the story. Scare people into focusing on short term needs and forget that this is about our planet and its people. Set up action on climate change as a false choice between the people and the environment. Pretend that the majority of people who support action to stop damage to our climate are a minority.

Silence community voices

Stop us speaking out for this planet we call home. Dictate what the ACF community and other environment groups can say and do. Say we should plant trees, not advocate to stop them chopping them down. Say we should clean up their mess but not advocate to stop them digging up and burning polluting fuels. Attempt to remove your right to make tax deductible donations to organisation like ACF, while they keep their government subsidies. Stifle criticism to increase their profits.

Our campaign strategy

“When it comes to climate, timing is everything”
– former UN Climate Chief Christiana Figueres

ACF is part of two big alliances - to Stop Adani and to repower Australia with 100% clean energy.

But at the heart of it, we are running a climate change campaign. We are campaigning for a world where our reefs, rivers, wildlife and communities thrive in a safe climate.

This means stopping big polluting companies digging up and burning coal. And accelerating a fair and just transition to 100% clean energy by 2030.

WHAT WE NEED TO DO

- Relentlessly pressure the federal and Queensland governments until they rule out \$1 billion of public money for Adani.
- Make Adani the litmus test for action on climate change – stop the mine in a way that removes the social license for all new polluting fuels.
- Make sure all political parties know their future depends on stopping damage to our climate and championing energy powered by sun, wind and water.
- Replace the dominant stories fuelled by the big polluter lobby’s selfish worldview with compassionate stories about caring for our living world.



WHAT'S OUR PLAN?

1. Grow an unstoppable movement of organised people.

There are already millions of people who support our movement. Our task is to help them get more active in the campaign, and recruit people from their networks to take action. We do this by engaging in one-on-one conversations with thousands of people; hosting events to introduce people to the campaign; sharing the strategy and building the skills they need to take effective action.

We do this through summits and convergences, trainings and workshops. We engage people in action through online pledges, conversations, film screenings, stalls, yard signs, cafe posters, street art, songs and powerful community-led action that communicates our campaign to stop Adani, cut pollution and create a world powered by sun, wind and water.

2. Put climate change at heart of the conversation.

We can't let a handful of politicians and big polluters turn the story about the future of our planet into one where we have to sacrifice nature for short-term gain. We have to make the dominant story about life – our reefs, rivers, forests and oceans and our communities of people and wildlife. To create the change we need, we must talk to people's shared values, not their selfish interests.

We do this by having conversations with friends, family and colleagues about climate change, sharing personal stories, writing letters to newspapers, calling talkback radio, sending reports

and media articles to our MPs, giving presentations to our workmates and community clubs and sharing stories and news online.

3. Champion clean energy

Australia is one of the sunniest and windiest countries on Earth. We have the technology to power whole cities with the wind and sun. But the big polluting companies with a stranglehold on our democracy are trying to scapegoat clean energy so they can handcuff us to decades more of dirty coal and gas.

We have to demonstrate overwhelming community support for clean energy. We do this by sharing positive stories about clean energy, demonstrating our support in the streets and out front on MP and big polluters' offices and in our communities with posters and stickers and flash mobs and stunts.

4. Stop the government from handing over \$1billion for Adani's disastrous mega-mine

Make sure the \$1 billion public loan to Adani doesn't go ahead. We know this loan is absolutely critical for Adani. It can be stopped by the Queensland government or Federal government. This means we must take responsibility for making our federal members of Parliament publicly oppose the \$1 billion loan of public money to Adani.

We do this by activating significant numbers of citizens who live in the constituencies of key decision makers and will ask their representatives to truly represent them. Both the federal and Queensland governments need to know we will not stop until they stop the loan.

5. End bipartisan political support for Adani and all new coal and gas

For a liveable planet, companies cannot keep digging up, burning and exporting coal and gas. Burning coal is the leading contributor to climate change and Adani's coal project will make things even worse.

The work we do putting pressure on our state and federal MPs right across the country is an important first step to break the support by major parties for the coal industry. Everywhere our MPs go, they should hear that the people want a different future than Adani.

We do this by building relationships with MPs and local influencers. By requesting MP meetings and inviting them to public events. By setting up rosters for hourly calls to MP offices, daily visits, and weekly vigils that get bigger and bigger.

This means every coming election needs to be a referendum on the future of coal. We need to demand an end to subsidising the coal that is cooking our planet, as well as supporting people who work in polluting industries to transition to jobs with a future.

6. Clean up the big polluting companies

Big polluting companies have a stranglehold on our electricity system. But they depend on a good public reputation and the support of their customers and shareholders. Some companies like AGL are beginning to champion harvesting clean energy from the sun and wind, but the Turnbull

Government is pressuring them to keep dirty old coal-fired power stations like Liddell open longer.

We have to let big energy companies know their customers don't want them to burn dirty fuels and pressure them to do better. We do that by switching to electricity providers that use clean energy, contacting customers and shareholders and holding switch nights and creative actions.

7. Make the next federal election a climate change referendum

The next federal election is expected as early as September 2018. Elections are the most critical time in our democracy. And the time when our elected representatives are paying the most attention to what the people they represent care about. They know that to win support from the people who elected them, they have to stand up for the issues their community cares about.

We have to make sure next federal election, our elected representatives know their future depends on them acting to stop damage to our climate. That means stopping Adani, phasing out coal and gas, and shifting to clean energy.

We do that by meeting with our elected representatives, using community power and creative actions to pressure them, turning up to their events, inviting them to our events, holding candidate forums and growing community support for the issues we care about.

What you can do

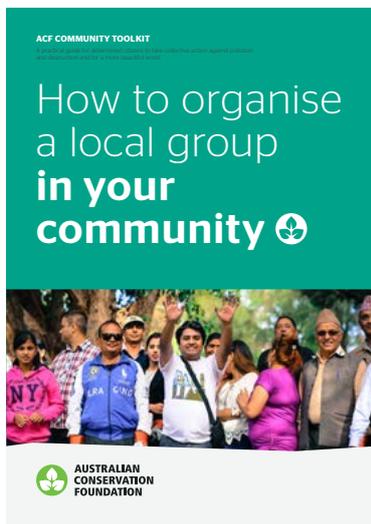
The way we win this is by hundreds of local groups across the country running local campaigns around a national strategy. The most powerful thing you can do right now is run an effective campaign locally.

- Start or join a local group and grow people power in your community
- Map your community and create a local strategy and plan
- Make your campaign visible locally and change the story
- Hold your elected representatives accountable, stand up to the big polluters and fix the system
- Sign up to our email list and stay up to date on our campaign: www.acf.org.au

CAMPAIGN RESOURCES

You can download posters and other useful resources on ACF's website at >> www.acf.org.au/action_kits or ask your ACF organiser to send you some.

Download the **ACF Community Toolkit** or ask your ACF organiser to send you one. It comes in three parts:



We love our
beautiful
planet 