



## **ACTION GROUPS**

### **END-OF-YEAR EVENT GUIDE**

Hey Action Group members!

**It's been a huge year for GetUp**, but these last few months have been especially inspiring. For the first time ever, GetUp members are meeting up locally, getting to know one another, and laying the foundations for local Action Groups.

Together, we are pioneering a grassroots network of everyday people that is radically new, unashamedly brazen and, bursting with the power and potential to transform politics in this country. It represents a profound step forward not just for the GetUp movement, but people-power in Australia.

This guide lays out some suggested processes and an agenda for your end-of-year event (if you are having one) that will enable your group to grow as well as feed into GetUps 2018 national vision survey - one of our movements most crucial strategy tools.

GetUp Action Network Support Team,  
Lucy, Cindi, Ellen, Shaun, Emma, Vicky, Paul, Hiranya and Kajute

## End-of-year GetTogethers

As the end of 2017 approaches, **let's take a moment to celebrate** by getting together with our respective Action Groups to organise an end-of-year social gathering.

**The kind of event your Action Group organises is totally up to you** — a picnic, potluck, pub lunch, whatever takes your fancy. The aim is to unwind, get to know each other even better, and have some fun!

### 2018 Vision Survey

These events are also an **exciting opportunity to feed into and shape GetUp's 2018 Vision Survey**.

GetUp's Vision Survey is an annual survey emailed to the one-million-strong national membership at the beginning of each year in which members are asked to vote on the issues and campaigns GetUp should prioritise over the next 12 months. The results are then collated and used to determine GetUp's strategic vision and resourcing.

Up until now, the Vision Survey has been drawn up by GetUp staff — but this time is different. That's because there are now Action Groups to help inform and shape the content of GetUp's fundamental strategy tool.

The hope is that — as part of your end-of-year events — **your Action Group can put aside some time to discuss and recommend what priorities and campaigns** should be included in the 2018 Vision Survey for the membership to vote on.

#### How to get involved

**Step 1.** Organise an end-of-year gathering with your Action Group in December

**Step 2.** Put aside up to 60 minutes for the Vision Survey discussion

**Step 3.** On the day, go through the agenda provided in this document

**Step 4.** Submit your recommendations via this simple online survey:

<http://bit.ly/2hKisX>

# ORGANISING THE EVENT

## Assigning Roles

As always, these events are a good opportunity for people to step up and take responsibility for various parts of the organisation. What roles there are will depend on the kind and scope of your end-of-year event, but at the least you'll want one person or multiple people responsible for:

### Before the event

- Finding a time and date that works for the group
- Finding a good venue
- Organising any materials you'll need
- Putting out the invite to other local GetUp members (more info below)
- Making a plan to welcome and bring new people up to speed on the day

### On the day

- Facilitating the agenda discussion (one per group)
- Note-taking the main ideas (one per group)
- Taking a group photo (you can then add this to any future promotional material or communications, eg. on a flyer inviting locals to an event)

### After

- Sharing the discussion notes with GetUp via [the online survey](#)
- Following up with any new people who came along

## Inviting New People

These end-of-year events are the perfect entrance-point for new people into your Action Group. In addition to the fun and friendly atmosphere, the discussion agenda below will provide new folk with a good introduction to the types of issues and campaigns GetUp works on, and the opportunity to share their thoughts too.

If you're part of an already large Action Group, you may decide not to invite new people along. But if you're part of a smaller Action Group, then you should take advantage of the moment.

Once you've identified the day, time and location of your event you can start inviting people along. **Here are the 3 main ways to invite new people to your event:**

1. **Call** local GetUp members to invite them along (find out how in the '*Call Invite Resources*' section at the bottom of this guide)
2. **Reach out** to friends, family, colleagues and other local networks
3. **Ask GetUp to email** local GetUp members inviting them to RSVP to your event (this is less effective than calling or talking to people directly)

## Get acquainted with the Vision Survey

Before the event, it's useful if everyone gets acquainted with a previous Vision Survey, as the ideas you come up with will directly impact the 2018 survey. You can view the 2017 Vision Survey via:

- The online version here: <http://www.getup.org.au/example-survey> (this is a test-view so feel free to enter any answers) **OR** a text-only version at the bottom of this guide
- Once you've had a read, take a look at the summary of the 2017 Vision Survey membership results here: <http://vision2017.getup.org.au/>

## Your Discussion Agenda

It's important that your Action Group has maximum opportunity to make this end-of-year gathering your own. For that reason, the discussion agenda below has been **designed to take no more than 60 minutes** — though you're welcome to spend as much time on it as you'd like.

You'll notice that most of the agenda has been allocated to the Vision Survey, with some time at the end for reflections on your Action Group experiences — please make sure that someone has been allocated to note-take your ideas and then share them with GetUp via [this online survey](#).

Amongst such passionate and politically engaged people, there'll be no shortage of ideas or strong opinions. Part of the challenge will be coming to a group agreement on the top few ideas or priorities to pass onto GetUp. If you get stuck, **the decision-making process of 'dotmocracy' could help.**

### How-to-Dotmocracy

During the brainstorm and discussion phase, write down all the ideas that come up. Give each idea plenty of space on its own sticky note, piece of paper or line. Then give each person a texta or 3 sticky dots to mark their 3 preferred ideas. Once everyone has finished, tally up the 3 ideas with majority support to report back to GetUp in the online survey.

Materials you'll need:

- Writing paper or sticky notes
- Textas or markers (ideally one per person) **OR** dot stickers (each person will need 5 dot stickers)



## SUGGESTED AGENDA

### **Vision Survey (40m total)**

Each agenda item is broken up into a brainstorm and discussion section, followed by reaching group agreement on the top recommendations to pass on to GetUp via the online survey.

Depending on the size of your group, agenda items 1.A. and 2.A. can be discussed in one group or you could break up into smaller groups of 4-6 people to discuss. If the latter, put aside some time to come back together as a whole group to share what came up before moving onto 1.B. and 2.B.

#### **Agenda item 1**

**1.A.** As a group, brainstorm and discuss what *national* issue outcomes or campaigns you believe the GetUp movement should prioritise in 2018. This is an opportunity for everyone to put forward their ideas and hear one another, keeping in mind that GetUp works on the national pillars of Economic Fairness, Human Rights, Environmental Justice, and Better Democracy.

**1.B.** Then as one group, come to an agreement on your top 3 issue outcomes or campaigns. These are the 3 issues you will submit to be included in the 2018 Vision Survey for the national membership to vote on. If you're having a hard time deciding, use the dotmocracy process described above.

#### **Agenda item 2.**

**2.A.** Keeping in mind your answer to the previous question, brainstorm and discuss what support or training GetUp does *not* provide currently that would be most useful for GetUp members in 2018?

**2.B.** Then as one group, come to an agreement on the top 3 support or training ideas to pass on to GetUp. Once again, you can use the dotmocracy process to do this.

### **Action Group Reflections (20m total)**

As pioneering members of GetUp Action Groups, everything we do is being done for the first time. There's a lot to innovate and many lessons to carry forward, so long as we take the time to reflect. It's in this spirit that the two agenda items below have been added.

This is an opportunity to reflect constructively on your experiences over the last few months, and as a group identify lessons you've picked up along the way. There's no learning too simple or small — whether it's recognising certain days work better for group meetings, that aspects of Slack still present challenges, or simply that your

group's dynamic has been really positive. A culture of evaluation will allow us to grow faster and be more effective.

Both agenda items can be discussed in one group or you could break up into smaller groups of 4-6 people to discuss. If the latter, put aside some time to come back together to share what came up. Please note down all of the reflections and submit them back to GetUp via the online survey.

**Agenda item 3.**

Thinking about your experience with the Action Group Network since PowerUp, what processes, systems or experiences could be improved or done differently?

**Agenda item 4.**

Thinking about your experience with the Action Group Network since PowerUp, what processes, systems or experiences have worked well?

## CALL INVITE RESOURCES

It's a great idea to organise a few people in your Action Group to call other local GetUp members and invite them to your end-of-year event. To do that, you'll need to head to Action Centre to access their phone numbers and log your call.

### Accessing Action Centre

Every Action Group Coordinator should have access to Action Centre. If you're a Coordinator but don't have access please email [takeaction@getup.org.au](mailto:takeaction@getup.org.au). If you're not a Coordinator, please contact your Action Group Coordinator for access.

The screenshot shows the 'Action groups' page for 'North Sydney'. The page includes a sidebar with navigation options like 'My action groups', 'Add new member', 'View all events', and 'Create an event'. The main content area displays group details: 'Leaders' (Sue Holmes, Shaun Murray, Gabi Duigu, Nans Liv Nielsen, Michael Fisher, Peter Melsler), 'Past Events' (2), and 'Upcoming events' (2). A search bar is located at the top right. A green arrow points to the 'Show group members' button in the top right corner of the group details section.

Leaders	Past Events	Upcoming events
Sue Holmes (sueholmes1808@yahoo.com)	06.10.2017 North Sydney Action Group Meeting	06.10.2017 North Sydney Action Group Meeting
Shaun Murray (shaunmurray76@gmail.com)	27.09.2017 Syd Nth Welcome & Calling Night	27.09.2017 Syd Nth Welcome & Calling Night
Gabi Duigu (gduigu@gmail.com)		
Nans Liv Nielsen (nalivni@gmail.com)		
Michael Fisher (michaeljfisher@bigpond.com)		
Peter Melsler (pmelsler@outlook.com)		

Buttons: Show group members, Show group's upcoming events, View public calendar

## Finding phone numbers in Action Centre

1. Head to [https://actioncentre.getup.org.au/action\\_groups](https://actioncentre.getup.org.au/action_groups)
2. Click on 'Show group members' for a list of the active members in your area
3. Prioritise calling members under the tabs: 'Currently Active', 'Recently Active' then 'Inactive' in that order — they are your most active local members
4. A good way to split up calls if for one person calls all the people under 'Currently Active', one person to calls all the 'Recently Active' and so on.
5. Click '*Click to reveal contact number and log contact*' to reveal the number of the each person
6. If have the capacity, you can then move onto calling people under the 'Leads' tab. A good way to split up the calls is to sort people by Full Names and assign A-C to one caller, D-F to another, and so on.

**Melbourne north-east**  
Action Groups / Melbourne north-east

Jagajaga covers an area of approximately 128 sq km from Ivanhoe in the south to Kangaroo Ground in the north-east. The group has some people joining from Menzies too. Jagajaga have just started their journey as an Action Group, join them working on campaigns with GetUp and creating a fair, just a...

Associated tags: ag dir: melb north east ag opt in: melb north east

Show Events Edit action group View Slack Add new member

Attended Powerup (8) All (221) Leads (178) Inactive (25) Recently Active (5) Currently Active (11) Prospective Leader (2) Core (0)

Search Show/hide columns Multiple sort

Aaron Devitt Remove Aaron from the group Record a new contact

**Action group users**

Name	Role	Email
Samantha Passey	Leader	spassey15@gmail.com

Add new action centre user

## Logging your call

1. Call a member using the call guide below if useful
2. After the call, RSVP them to your group's event (in the drop-down menu) if they responded 'Yes' or 'Maybe' to attending
3. This will log them in the system and shoot them off the RSVP email with the event details
4. Under 'Notes about your call' note add useful info for the next caller:
  - a. Most recent caller name (that's you)
  - b. What event you invited them to
  - c. Their response
5. Select 'Log contact and RSVP' if they **will or might** attend, OR select 'Log contact only' if they cannot attend

**Contact method**

Phone Call

**Call status**

Answered

**RSVP Gideon to an event**

No RSVP confirmed

**Notes about your call**

Important notes about your contact (including any event details you were recruiting them to attend)

Log contact and RSVP Log contact only

## Invitation Call Guide

Hi there - my name's [YOUR NAME] and I'm a member of your local GetUp [ELECTORATE] Action Group. Do you have 2 minutes to chat right now?

I'm calling today to invite you to our end-of-year social gathering on [TIME, DATE] at [VENUE]. We're a small group of local GetUp members who have recently started the [ELECTORATE] Action Group. We've organised this event to get to know one another better, and have a discussion about issues we're passionate about.

As we're a new group, we wanted to invite you and other local people active with GetUp to come along too. Would you be keen to come along on [DAY, DATE]??

### If they say 'Yes / Maybe'

Fantastic. I'll add your name and RSVP you now so you receive an email with all the details.

That's it from me. Thanks so much for chatting. We'll get back in touch closer to the date to confirm your RSVP -- other than that, we look forward to seeing you on the day and feel free to get in touch if you have any questions. Bye!

### If they say No

No worries. If you're interested, we can give you another call in the new year to see if you're interested in coming along to a future event or gathering.

*(This is their chance to let you know if they are happy to be called again by your group.)*

Okay, no worries. Thanks so much for chatting today. Bye!

----- TEXT-ONLY VIEW: 2017 VISION SURVEY -----

## 2017 Vision Survey for reference

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1) To ensure people don't take this survey more than once, please enter your email address below

2) To ensure we hear from members from every part of Australia, please enter your postcode.

3) Which of these best describes your gender identity?

Woman

Man

Other: \_\_\_\_\_

4) What is your year of birth?

5) Are you a member of a Trade Union?

Yes

No

I have been in the past

6) What do you do for a living?

Teaching

Clerical / Office administration

Medicine / Healthcare

Community / Social services

Student

Currently unemployed

Art / Design

Engineering

Technology / Computers

Holistic care — yoga, meditation, massage

Architecture / Construction

Agriculture / Farming / Fishing / Forestry

Domestic work

Science

NGO / Non-profit sector

Accounting

- Manufacturing
- Advertising / Marketing
- Spiritual / Religious
- Government / Politics / Intergovernmental organisation
- Retired
- Other: \_\_\_\_\_

7) Which of these best describes the area where you live

- Remote
- Rural
- Regional
- Suburban
- Inner City

8) What political party do you intend to vote for at the next election?

- Labor
- Liberals/Nationals
- The Greens
- One Nation
- Prefer not to say
- Other: \_\_\_\_\_

9) Are you a member of a political party? If so, which one?

- Labor
- Liberals
- Nationals
- The Greens
- One Nation
- Yes, I'm a member of a political party, but I'd prefer not to say which one
- No, I'm not a member of a political party
- I'm a member of another political party:

\_\_\_\_\_

10) GetUp is working on a range of initiatives to amplify the voices of Aboriginal and Torres Strait Islander people through our campaigns, promote reconciliation, improve the diversity of our workplace & membership and implement a Reconciliation Action Plan.

Do you identify as Aboriginal or Torres Strait Islander?

- Yes
- No

11) Which of these would you like to see the most (Choose 5):

- Win marriage equality this year
- Stop Adani digging their Carmichael mine and protect the Great Barrier Reef

- Centrelink: Stop the Turnbull Government's automated debt collection system, which charges everyday Australians with fabricated debts
- An immediate evacuation of the camps on Manus and Nauru, and safety for all people currently imprisoned there and in the community
- Defend renewable energy from the fossil fuel lobby's attacks
- A fair budget that leads to more equality, not less
- Help more Australians switch to ethical energy companies and divest from fossil fuels
- Promote the voices of Aboriginal and Torres Strait Islander people to campaign on issues important to their communities
- Win accountability measures to help take dark money out of our politics
- Stop any further cuts to the ABC
- Help voters join the dots between extreme weather and climate change
- Work with a variety of affected communities to fight the attacks on anti-discrimination legislation 18c and support anti-racism initiatives
- Respond to the rise of the far right including One Nation
- Protect the safe schools program and fight measures that allow certain groups to discriminate against LGBTQI+ people
- Achieve appropriate funding for our hospitals and schools
- Reverse cuts to Medicare, by ending the rebate freeze for GP visits
- Make Corporate tax dodgers pay their fair share of tax
- A federal ICAC to tackle political corruption and keep politicians honest

12) Are there any other issues or areas that you would like to see GetUp work on that aren't listed here?

13) What changes would you want to see regarding how GetUp works? Rate these initiatives from 1 (Very important) to 5 (Not important at all).

- Boost GetUp's media profile in mainstream media outlets      1 \_\_\_\_\_ 5
- Provide opportunities to take non-violent direct action      1 \_\_\_\_\_ 5
- Invest more in political relationships to boost GetUp's influence      1 \_\_\_\_\_ 5
- Make more great content on social media including video      1 \_\_\_\_\_ 5

- Respond quickly to opportunities as they arise in the news 1 \_\_\_\_\_ 5
- Campaign on a variety of different issues and on completely new issue areas 1 \_\_\_\_\_ 5
- Start up local groups where GetUp members can take action on local issues 1 \_\_\_\_\_ 5
- Help households switch their power to renewable sources 1 \_\_\_\_\_ 5
- Invest in technology that makes it easier for more people to take action 1 \_\_\_\_\_ 5
- Run election campaigns in state level elections 1 \_\_\_\_\_ 5

14) Would you support GetUp working to bring Bernie Sanders to Australia to do a lightning speaking tour?

- Yes! And I would donate to make it happen
- Yes! And I would volunteer at events
- Yes! It's a good idea
- No
- I don't know enough about Bernie Sanders to know

15) Does GetUp send the right amount of emails?

- Yes
- No (Too Many)
- No (Too Few)

16) How often would you ideally like to receive an email from GetUp?

- One a month
- One a week
- 2-3 a week
- 4-5 a week
- Wouldn't mind one a day if it's important or urgent

17) Did you take an offline action with GetUp this year? (Eg. Attend a rally, make phone calls, volunteer for the election)

- Yes
- No

18) How would you rate your experience with the offline action with GetUp?

1 \_\_\_\_\_ [ ] \_\_\_\_\_ 5

19) Add any feedback on your experience taking action with GetUp?

\_\_\_\_\_

20)

**Would you be willing to take any of these actions with GetUp? (Tick all that apply)**

- Attend a rally
- Volunteer in a GetUp office
- Hold an event in your local area
- Join a local action group
- Attend a leadership training
- Meet an MP
- Speak to the media about an issue I care about
- Switch to a more ethical power company or bank
- Make phone calls to voters or politicians

21) Did you hear about GetUp in the media last year?

- Yes
- No
- I don't remember

22) Do you think GetUp's media profile is:

- High profile
- Moderate profile
- Low profile
- I never hear about GetUp in the news

**23) Would you be willing to speak to the media on issues relevant to you (with training and support)?**

- Yes
- No

24) If you hear about GetUp in the media or follow GetUp on social media do you like the tone?

- Yes - It's just right
- No - I don't like it
- Other : \_\_\_\_\_

25) Which platform do you most prefer to hear from GetUp?

- Email
- Facebook
- Twitter
- Instagram
- Phone call
- I don't have a preference

26) Do you use Facebook regularly?

- Yes, every day
- Yes, every other day
- Yes, once a week
- Yes, once a month
- No

27) GetUp is exploring different ways to engage with members and help them take action in their local communities. If you don't currently use Facebook, would you consider joining or using Facebook so you could be a part of your local action groups?

- Yes
- I would consider it
- No, I am opposed to using Facebook

28) GetUp ran a huge Federal Election campaign in 2016 that is widely credited with influencing the result. Do you think GetUp should also campaign in state elections, even if it means we'll have substantially less capacity to run at other campaign priorities?

- Yes
- No
- I don't know

29) In the past 6 months, have you been issued with a Centrelink letter claiming you a debt you don't believe you owe?

- Yes
- No

30) The GetUp WILLPOWER legacy fund has been created to invest in a stronger democracy and sustainable future for generations to come. It's by and for GetUp members to make a more fair Australia, not just into the next election – but the next decade and beyond.

Would you consider leaving a bequest to GetUp in your will?

- Yes, please send me information on how I can leave a bequest to GetUp
- I have already made a gift to GetUp in my will
- I intend on leaving a bequest to GetUp in my will
- No, I'm not interested

31) Are you a shareholder in any of the following companies? (Skip question if no)

- Santos
- AGL
- Origin
- Adani
- BHP Billiton
- Rio Tinto
- Chevron
- Peabody
- Energy Australia
- Brickworks
- Whitehaven

32) What is your current phone number?

33) Do you have any other feedback you'd like to provide to GetUp?