



DIY #StopAdani Queensland Election Community Campaign Kit

How will we help #StopAdani this election?

The last few years have been tough on Queensland. We're already feeling the impacts of climate change. Half of all the shallow water corals on the Great Barrier Reef have died. Queensland is coping record breaking temperatures. Drought is followed by flood.

But it's been a bonanza for years for Adani. They've secured billions of litres of free water, a lucrative royalty deal, and the promise of \$1 billion more in public money. As for the coal industry as a whole, coal mining and exports from Queensland continue to rise, increasing in this term of government to 220 million tonnes a year.

Both the ALP Palaszczuk government and the LNP opposition have let us down with their strong support for Adani's polluting coal mine. The Palaszczuk government made two clear promises last election: to 'save our Reef', and no public funds for Adani. They have broken both promises.

We're at a critical point in the #StopAdani campaign. The Qld state election provides a great platform to build the long-term momentum and power we will need to win.

What we do in the Qld election period will prepare the ground for the next state government and for the national debate. These next few months *really* matter and the best way to make a difference is to have one-on-one conversations with as many fellow Queenslanders as we can.

Policy positions we want all Qld political candidates to support

1. Revoke Adani's mining licence.
2. Veto the \$1 billion taxpayer-funded loan to Adani.
3. Make our renewable energy target law and champion large-scale clean energy projects across Qld.
4. Restore the right of farmers to take Adani to court over any adverse water impacts from the mine.
5. No extinguishment of Aboriginal land rights for Adani to build their coal mine.

Our mission

We are going to be highly visible and have conversations with thousands of Queensland voters about the impacts of Adani's proposed coal mine.

We'll promote our vision for a Queensland Parliament that stands up to billionaire coal mining companies, and stands for land rights, a healthy Reef, clean energy, clean air and water.

Making your #StopAdani QLD election campaign plan

Research your electorate & candidates

1. Queensland has just had a major electorate redistribution. [Find new maps of all electorates here.](#) Electorates are big - decide which neighbourhoods you really want to focus on.
2. [See here for predictions](#) of who will win each electorate, from ABC election analyst Antony Green.
3. Check the website of each party to find the candidate running in your electorate: [Labor](#), [Liberal National Party](#), [Greens](#), [One Nation](#), [Katter Australia Party](#), and Google Independents. Candidates only have until 7 November to nominate.
4. Find out where your candidates stand. If you don't know, get in touch and ask them!
5. Prepare and print materials to distribute to people in your electorate. Make sure you abide by the rules that apply during election time (see page 9 of this guide for details). This involves authorising printed material with a name and residential address. Note: if you spend more than \$1,000 on election-related printed material, you must disclose that expenditure and any donations over \$1,000 to the EQC within seven days.

Decide on your key #StopAdani activities

Bring your team together and agree on the activities you plan to focus on during the election period. You could do any or all of these (or dream up your own ideas about how to reach your community):

- Make a roster to **survey and distribute fliers** to people in your electorate e.g. at public transport stops; on weekends at local markets.
- **Make #StopAdani visible:** make and distribute 'I'm Voting to #StopAdani' posters all over your electorate.
- **Candidate watch:** find out where your candidates are and go and ask them questions, have a conversation, get your #StopAdani placards in their press conference and more.
- **Host local events and invite the candidates** e.g. [film screenings](#), forums, picnics, etc.
- **Organise a Great Big #StopAdani Doorknock of your electorate on Saturday, 18 November.**
Get out and talk with your neighbours. This is the best way to grow the #StopAdani movement and have an impact! If you're near Brisbane, join us for a big #StopAdani community doorknock. We'll be doorknocking close to Parliament and Adani's corporate headquarters, mostly in New Farm.
- **Make a plan for election day.** This could look like putting up #StopAdani posters and signs at every booth in the electorate late on the night before; distributing *I'm voting to #StopAdani* stickers; popping up at candidates' media press conference events throughout election day.

MOST IMPORTANTLY, get clear about what you want to achieve and set some goals

How many conversations do you want to have with people in your electorate? How many volunteers do you want to involve in organising your campaign? How many posters or yard signs do you want to put up in your electorate?



Why organise a Big #StopAdani Doorknock?

By taking our conversations about Adani to doorsteps in our community in the election period, we:

1. Hold powerful, persuasive one to one conversations in our own communities about the many reasons why we must #StopAdani. Along the way, we'll gain powerful insights for the future about what our communities think about Adani;
2. Invite every supportive person to show their commitment to #StopAdani in their voting decision; and
3. Demonstrate the power of the #StopAdani campaign to every candidate (including sitting MPs) by directly engaging with the community and reporting the results of our surveys.

How to organise your Big #StopAdani Doorknock

NOW TILL 12 NOVEMBER

Recruit your team

Book a local venue for your pre-doorknock briefing

You will need to run a brief training before heading out to knock on doors, so you need a place to meet. Choose a venue that makes it easy to head straight out to the doorknock after the briefing.

Recruit, recruit, recruit

Then recruit some more! Send an email to your list, and call every local supporter you have a number for and ask them to take part in the doorknock. Reassure them that it's absolutely fine if they've not doorknocked before - this will be the first doorknock for plenty of people and we'll show them how. Let them know the three things we achieve (see above) by organising a big #StopAdani doorknock in our community.

Assign key volunteer roles

Within your team, you'll need a person to organise recruitment, someone to run the briefing and debrief, a person to prepare walk packs for each neighbourhood; someone to collate the data; and a media spokesperson etc.

12 - 17 NOVEMBER

Get ready for the Big #StopAdani Doorknocking Day!

Join the #StopAdani Doorknocking Day Online Briefing: Monday, 13 November, 6:30pm

Even if you are an experienced doorknocker, we recommend whoever is leading the briefing in your electorate head along to this 1-hour webinar. The webinar will outline how you can brief and support your doorknocking volunteers, and to troubleshoot any questions you or your volunteers may have.

Based on RSVP numbers, prepare your walk packs

Now you know how many volunteers you have recruited to doorknock your town, you can estimate how much ground you can reasonably expect to cover on the big day. Each pair of volunteers should be assigned an area that will take them about two hours to cover. Print out a map of the area you plan for pair of doorknockers to cover, plus a stack of survey forms, pledges, pens, highlighters, clipboards etc.

Keep track of your RSVPs & call to confirm

On Thursday, 16 November, make sure you call each person who has RSVP'd to remind them and encourage them to bring a friend to make it more fun and to maximise our numbers on the day. Let them know the details of the meetup planned for after the doorknock.



Let your local media know about your doorknocking plans

On Friday, 17 November, invite your local media to get photos of you heading out to doorknock. Choose the time your briefing is finishing and your team of volunteers is raring to go. Check out the [Getting local media guide](#) for tips.

18 NOVEMBER

Hold your Big #STOPADANI Doorknock!

Brief your doorknockers

Make sure you take a roll call, so you know if everyone who RSVP'd is in fact there. Explain the goals for the day. Talk through the materials, explaining each component carefully, fielding questions. Remind people of the importance of coming back at the end of the day to share results and celebrate!

Plan your social media

We saw how well sharing our stories and images worked with #StopAdani human signs. Make sure there is a person whose job it is to take some great photos at your briefing (including a group shot). If possible, get a short clip out of the wind and in a quiet spot from one or more volunteers e.g. "I'm Alison, and I'm doing my first ever doorknock here in Noosa today, because I want to do everything I can to #StopAdani".

Post your clip on your group Facebook page, send clips and photos through to photos@stopadani.com. Encourage participants to post pics on their own Twitter and Facebook pages with the #StopAdani hashtag.

Head out for your Great Big #StopAdani Doorknock!

Have people in smaller teams and pairs, with clearly defined areas to walk and doorknock. Bring water, snacks, a hat and sunscreen. Have fun!

Meet up afterwards to debrief and celebrate!

Meeting up afterwards serves a practical purpose - getting all the results of your survey back, and giving people a chance to debrief about their experience knocking on doors. If possible, get someone to do a quick data crunch to reportback survey results to the group. Invite stories from the day: what's the most interesting viewpoint you heard about Adani? How did you find the experience? What was hard? What we are doing next? Recruit volunteers for any election day plans; Celebrate!

AFTERWARDS

Tally your result. Share your story

Tally your results

Add your results to the Queensland-wide total. Email info@stopadani.com with the essential information - how many volunteers, how many doors knocked, survey results, how many pledges.

Maximise your impact - local media release for your results

You've knocked on all those doors and now you have excellent survey results in hand. That means you have an excellent story to tell your local media outlets - send a media release to local outlets and give them a follow up call.

Tell your MP and other candidates running for the seat

Once you've done your Big #StopAdani doorknock, it will be just days out from the election. Sitting MPs and candidates will be in the final stretch of their own campaigns. You have the chance to have real impact. Get in touch to let them know how many people your team spoke to, and how your community responded to the survey.

Create your 4 week plan for the election campaign

There is four weeks from the election announcement to polling day, so plan your activities week by week. Make sure you keep reminding every candidate of all the things you are doing to #StopAdani in the electorate.

Your four week plan might look something like this:

WEEK	TASKS FOR THIS WEEK (examples - your plan may vary)	TACTICS FOR THIS WEEK (examples - your plan may vary)
30 OCT - 5 NOV	<ul style="list-style-type: none"> Bring your team together, find out who your candidates are and make a plan. Write up a schedule of tactics. Assign roles and tasks.. Draw up a roster for your tactics. Write up & print your flier. Email your list to ask people to help deliver the tactics you've decided on - starting with a phonebank to recruit for the doorknock. Find and book a venue for your pre-doorknock briefing in a fortnight. 	<p>Head out to your local train or bus station or farmers markets with fliers, surveys and pledges.</p> <p>Send all candidates in your seat the candidate survey, asking for responses & a meeting by 12 November.</p> <p>*See pages 5 - 6 for a more detailed plan for organising your doorknocking event.</p>
6 - 12 NOV	<ul style="list-style-type: none"> Invite your candidate and your supporters to an informal meet & greet event next week. Recruit for your great big doorknock! Report the results of your survey to date (and how many locals have taken the pledge) to all candidates. 	<p>Conversations at commuting hubs.</p> <p>Phonebank to recruit for 18 November doorknock.</p>
13 - 19 NOV	<ul style="list-style-type: none"> Recruit, recruit, recruit. Pitch the results of your candidate surveys to local media as a promotion for the doorknock. Call your RSVPs and confirm they're coming. Prepare all your materials for your doorknock (maps, survey, pledges etc). Report results of your survey (and how many locals have taken the pledge) to all candidates. 	<p>Meet the Candidate event.</p> <p>Great Big #StopAdani Doorknocking Day on Saturday 18 November.</p> <p>BBQ or meet-up afterwards for volunteers to get together and celebrate the day, collate and compare results.</p>
20 - 24 NOV	<ul style="list-style-type: none"> Monday: report back to your sitting MP and candidates the results of your doorknock/survey. Posters up! Commuter conversations. 	<p>Countdown to election day: make #StopAdani visible to everyone!</p>
Election Day! 25 NOV	<ul style="list-style-type: none"> Get out and about in your community with maximum #StopAdani visibility. 	<p>Put up posters around booths to raise awareness and find out where media events will be.</p> <p>Importantly, organise an election party to celebrate your efforts!</p>

Conversations and stories are key to #StopAdani

Elections are about choices. About the positions that different candidates take on various issues and ultimately, the decision each voter makes at the ballot box. We want to have powerful, persuasive conversations in our communities about why it's so important that we #StopAdani.

Doorknocking is the key way we have conversations during election periods, but it applies equally to conversations we have at the supermarket, at farmers markets or public transport stops.

So how will we have effective #StopAdani conversations?

1. Introduce yourself and build rapport

"Hi there, my name is Emily. I volunteer with the local #StopAdani group."

Let the person know who you are and what you'd like to talk about

Make a connection with the person you've just met - don't rush headlong into a litany of facts and figures. It can be something as simple as *'What a beautiful day!'* or *'Your garden is amazing!'*

2. Introduce the issue and ask what they think about it

"There are a group of us out and about in the neighbourhood this morning - we're keen to hear more about what our community thinks about the proposed Adani coal mine in Central Queensland. Have you heard anything about it?"

...What do you think?

...Tell me more about that?"

This next step is an opportunity to gauge the level of interest and awareness they have about Adani's proposed coal mine. **Keep listening**, don't just leap in with your response as soon as they start to offer a reply. Instead, ask gently curious questions to find out more.

3. Share why you want to #StopAdani

Once you've really listened to their views and asked some questions, you have a good understanding of where they are at to then offer some information they may be missing. This is not where you start rebutting every single thing the person has said, but instead a gentle suggestion of some information that is going to help move them a step or two closer to supporting #StopAdani.

[jobs response] *"Adani has wildly exaggerated their jobs claims, AND it's important to remember burning the coal would fuel dangerous global warming - the principal risk to the Reef. That's 70,000 jobs at risk"*

4. Commitment

There are two things we really want every person we talk to at the doorstep to do.

Firstly, we want **everyone to take part in the survey**. Secondly, for those supportive to our cause, **we will ask for a clear commitment that their support for #StopAdani will be reflected in their voting decision**.

We need to remind people their vote is powerful, that our work to #StopAdani really matters, and that the election is a great opportunity for them to vote in a way that reflects their values.



Resource: Candidate Survey

Dear Candidate,

We are a local Stop Adani group active in the electorate where you are running as a candidate in the upcoming state elections.

Elections are an opportunity for candidates and parties to declare their position on a range of issues; in turn these policy positions inform the choices that voters make on election day.

With that in mind, we are surveying all candidates contesting the set of <<insert electorate name>> with a candidate survey of three simple questions.

We are surveying the community with these same five questions. We will report the community results to you, and your candidate responses to the community.

Please complete and return this survey form to <<insert email address>> by <<insert date>>. We will also report responses (and non-responses) to our supporters, to the media, and at <<insert public event details if applicable>>.

We look forward to your response.

Yours sincerely,

QUESTION		ANSWER (PLEASE CIRCLE)
1	Do you support or oppose the Adani coal mine going ahead?	Support
		Oppose
2	Do you support or oppose spending \$1 billion of public money on Adani?	Support
		Oppose
3	Using their power of veto, do you support or oppose the Queensland Government vetoing a \$1 billion taxpayer funded loan to Adani?	Support
		Oppose
4	Do you support or oppose making Queensland's renewable energy target law?	Support
		Oppose
5	Do you support or oppose restoring the right of farmers to take Adani to court if the mine has big impacts on water resources?	Support
		Oppose

Candidate name & party _____

Electorate _____

Signature _____



Resource: Community Survey

QUESTION		ANSWER (PLEASE CIRCLE ONE OPTION)
1	Do you support or oppose the Adani coal mine going ahead?	Strongly support
		Support
		Neutral/undecided
		Oppose
		Strongly oppose
2	The federal and Queensland Governments are proposing to loan the owners of the Adani coal mine \$1 billion. Do you support or oppose a \$1 billion public loan to Adani?	Strongly support
		Support
		Neutral/undecided
		Oppose
		Strongly oppose
3	The Queensland government has the power of veto to stop a \$1 billion public loan to Adani. Do you agree or disagree that the Queensland government should use its power of veto to rule out a \$1 public billion to Adani?	Strongly agree
		Agree
		Neutral/undecided
		Oppose
		Strongly oppose
4	If you'd like, please let us know in a sentence or two how you feel about Adani's proposed coal mine.	Happy to be quoted? (if yes get name)

OPTIONAL - DETAILS TO KEEP IN TOUCH WITH THE CAMPAIGN (these details will not be connected to any answers given above)

NAME:	MOBILE:	POSTCODE
EMAIL:		
Please let me know about > (circle/highlight options listed right)	Events & activities	
	Campaign updates	
	Information about joining my local Stop Adani Group	

Resource: important electoral laws you must abide by

This is intended as a guide only, and not as legal advice. If you are uncertain of your obligations, get in touch with a lawyer.

In practical terms, for any flier you produce, there are three very important things to remember:

- **DO** include an authorisation e.g. *Authorised by Jane Smith, 48 Vulture St, West End 4101. Printed by Officeworks, 102 Adelaide St, Brisbane City 4000.*
- **DO NOT mislead** the voter in a way that could influence their vote. (i.e. tell the truth, don't get personal)
- **DO disclose any gifts** (i.e. donations towards your election campaign plans) over \$1,000 **within seven days**. Do keep the details of all donors, even those who give under \$1,000.

Use common sense and you'll be fine. Keep the content of your flier to the facts about the issue (no personal attacks on candidates), and fact based summaries of a sitting MP's record when it comes to Adani. **If in doubt, leave it out.**

If any individual or organisation contributes \$1000 or more (e.g. to print posters or fliers) they are required by law to disclose the expenditure to the Queensland Electoral Commission **within 7 days of making the gift** ([see page 7 here](#)).

Excerpt from the Electoral Commission handbook ([see page 8 - 9 here](#))

Author of Election Matter Must be Named (Section 181)

Any advertisement, handbill, pamphlet or notice containing election matter must include the name and street address (not a PO Box) of the person who authorised it. This does not apply to car stickers, T-shirts, lapel buttons or badges, pens, pencils or balloons that may carry the name of the candidate, political party or campaign slogan. However it does apply to material that's broadcast, or published on the internet or through social media.

Headline to Electoral Advertisements (Section 184)

The proprietor of a newspaper, journal or its electronic equivalent is guilty of an offence if paid election material is printed in the paper without "advertisement" being included in the headline above it. The headline must be in letters not smaller than 10 point or long primer.

Misleading Voters (Section 185)

It is an offence during an election campaign to publish, broadcast or distribute anything that is intended or likely to mislead an elector in a way that could influence their vote. That includes knowingly publishing, broadcasting or distributing a false statement, purporting to be a fact, about the personal character or conduct of the candidate. It is also prohibited to publish, broadcast or distribute a document representing a ballot paper that could mislead a voter. Publishing includes publishing or broadcasting on the internet or through social media.