

Agenda

Election Organising Training

Location	City West Lotteries House
Date	21-22 January 2017
Start time	Saturday 10:00 am & Sunday 9:00 am
Key Learnings	<ul style="list-style-type: none">• Basic community organising and movement building frameworks• WA election context• Making an effective ask, designing a script• Meeting your MP• Building grassroots strategies in your local area

Our election organising strategy

Our Kimberley election campaign work has two main components. We're leading the collaboration of the enviro & climate movements to build a high profile perth metro community mobilising fracking campaign - to shift votes in liberal marginal seats with the primary aim of securing a stronger moratorium position from labor (based on latest polling) on fracking & adapt the dominant narrative in the influencing seats in Western Suburbs from 'gas is the transition' to 'renewables not fracking'.

We're also supporting the Kimberley protection 'Like nowhere else' alliance work of securing world class marine parks in the Kimberley including an extension across the Buccaneer Archipelago.

Our training program is a key part of our community organising strategy, and in the context of the 2017 state election will help build the high profile perth metro community fracking campaign we need to shift votes. The Wilderness Society started as a small group of nature-lovers standing up for our wild places, and through the iconic Franklin River campaign enlivened a movement and inspired a generation. Our many successes over the last 40 years have shown that the best way to protect nature for future generations is to demonstrate visible public support for not only the protection of nature, but the global climate in Australia.

We are returning to our people power roots and investing in our greatest strength: our ability to inspire and empower people to make change. Community organising is the primary source of our power and will help us win campaigns, but it is more than this. It involves empowering, training and supporting leaders to activate their community, build effective teams and create solutions to achieve our shared vision to create a society that is deeply connected to nature and seeks to protect our natural world.

Our training program will work to develop leaders across the country; this will, of course, help us win campaigns. But it will also build capacity and infrastructure that will allow us to keep winning into the next generation. This special version of the training is tailored for activating our communities before the March 11 2017 state election.

Training overview

This course will cover election organising including; theory and frameworks, the WA election context, making an effective ask, designing a script, and core field skills for a successful grassroots election campaign.

After this course you will have the skills and opportunities to engage your community and volunteer with the Wilderness Society on future campaigns and movement building.

DAY 1: Saturday 21 January 2017

TIME	
10:00 - 10:25am	Welcome and Group Introductions
10:25 - 11.00am	<p style="text-align: center;">Community Organising and Movement Building</p> <p>An overview of the key elements of movement building based on connecting deep, relational organising and base-building with grassroots, people and issue-centred electoral campaigning around a clear, progressive public policy agenda; discuss different models and approaches to community organising and building power, with a focus on building a powerful base of people and grassroots leaders connected through dense and enduring relationships.</p>
11.00 - 11.20am	<p style="text-align: center;">WA Election Context</p> <p>Get an overview of the Wilderness Society WA two main campaigns to protect the Kimberley and the Great Western Woodlands, leading up to the 2017 WA state election on March 11.</p>
11.10 - 11.25am	Break
11:25 - 12.00pm	<p style="text-align: center;">Personal Narratives</p> <p>Facts are important but it is trust that bridges the gap between you and your audience. Effective stories can build trust and provide challenge, choice and the opportunity to act. In this session, we will analyse different stories to learn how to tell a compelling narrative that motivates your audience to action.</p>
12:00 - 12:40pm	Lunch
12:40 - 1:55	<p style="text-align: center;">Making an Effective Ask</p> <p>Effective mobilisation is built upon connecting our campaign with what matters to people and then providing actions they can take to help address our shared problem.</p> <ul style="list-style-type: none">• Why is direct voter contact so important? Where and when is it best to do so?• Presentation - model and best practices for making an effective ask• Exercise - Doorknocking campaign practice for Sunday and the WA state election.
1:55 - 2:35	<p style="text-align: center;">Houseparty</p> <p>We know that personal connections are the most effective way to engage people to take action and to build meaningful, long-lasting commitments that will grow and sustain our movement. This is more important than ever with the state election around the corner. House parties tap into our already existing networks of friends and neighbors to reach hundreds of new people to build a powerful movement of people who care about nature and are ready to take action to protect it—in a way that is both fun and effective.</p>
2:35 - 2.50pm	Break
2.50: - 4.15pm	<p style="text-align: center;">Meet your MP</p> <p>With the state election just around the corner, there's never been a better time to speak to your local member and candidates. Learn how to find out who your MP is, how to meet with them and the best way to get a commitment from your meeting.</p>
4.15 - 4:30pm	<p style="text-align: center;">Evaluations, wrap up- Learnings & What's Planned for Tomorrow</p> <p style="text-align: center;">What did you get out of today? What to think about before tomorrow.</p>

DAY 2: Sunday 22 January 2017

TIME	
9:00 - 9:15am	Welcome and warm up 'Yesterday got me thinking about...'
9:15 - 10:00am	Personal Narrative Presentations You will have the opportunity to hear your group's personal narratives and share your own!
10.00 - 10.30am	Doorknocking: Script and Logistics Time to review your doorknocking conversation guides, go over your route for the day and buddy up with your doorknocking partners.
10.30 - 10.55am	Break & Morning Tea/snacks
10.55 - 11am	Assemble into Doorknock Groups
11 - 1pm	Doorknock Put the skills you've learnt into practice and make a difference this election!
1 - 1.30pm	Door knock debrief, Wrap up and Next Steps Debrief our experiences from the doorknock over lunch and hear about what's next in leading up to the election..