

centre for  
**AUSTRALIAN  
PROGRESS**

**ANNUAL REPORT**  
FY2012-2013



# A MESSAGE FROM **NICK MORAITIS**

In February 2012, I brought together nearly thirty leading Australian non-profit changemakers. They were from across the country, women and men, young people and older; health campaigners, conservationists, unionists, human rights campaigners, social justice activists, and leadership experts.

Not only were these individuals driving some of Australia's largest and most effective advocacy campaigns, many were also internal change agents driving much needed reform and innovation within the non-profit space.

## **TOGETHER, WE ASKED THREE QUESTIONS:**

- 1.** What are the issues facing Australia's future that are keeping you up at night?
- 2.** What is preventing Australia's social movements from effectively addressing these issues?
- 3.** What can we do about it?

The answers were passionately put, and broadly very aligned. Our politics lacks purpose and an ability to think long-term. Our social movements and non-profits face systemic weaknesses, and vested interests are dominating debates. We need permanent social infrastructure to bring a new level of collaboration, cohesion and capacity for advocacy. And we need to train non-profit leaders at every level to meet the challenges head-on.

These are the foundational ideas that underpin the Centre for Australian Progress. This report tells the story of our first year, and shares some of our vision for the future.

We're committed to building an organisation with no peer in Australia. We've developed a powerful model combining training, community building, and incubation of new ventures. In an effort to test and experiment we've thrown a lot of things at the wall – and found a lot of success as well as many lessons from a few failures!

I want to thank our incredible intergenerational board and our tiny team of staff, as well as the 80+ individuals who have provided advice, connections and support through our Leadership Council.

We are tremendously grateful to our core organisational supporters over this last year: Cancer Council NSW and Victoria, Together Queensland, World Vision, United Voice, WWF and climate collaboration partners.

This is a difficult project - we're focusing on what's important rather than what's most easily funded; on building rather than catching waves of popular interest. But it's also worth it - because we're helping build a country that is more prosperous, fair, sustainable and globally engaged



**Nick Moraitis**  
Executive Director





# OUR MODEL

## ➤ TRAINING & COMMUNITY BUILDING

We are building and supporting a capable community of 1000 Australian civic and non-profit leaders, through fellowship programs, master-classes and major conferences.

## ➤ INCUBATION

We are providing early-stage financing and strategic incubation services for new campaigns and organisational models that promote civic engagement and empower diverse voices.

## ➤ RESOURCE GENERATION

We are working with philanthropists and established non-profits to expand the pool of funding available for non-profit innovation, as well as leveraging collaboration to enable work at greater scale and impact.



# APPROACH

## 1 **TAKING A LONG-TERM VIEW**

Thinking about what might be possible in tomorrow's political context not just today's

## 2 **FOCUSING ON WHAT'S IMPORTANT**

Not where there is the most resources and existing energy

## 3 **WORKING IN WAYS THAT ARE NIMBLE**

Cost-efficient, impact focused, and externally oriented – rather than slow moving, bloated, process-heavy or internally oriented

## 4 **NON-PARTISAN BUT NOT APOLITICAL**

Acting without favour to any one particular party, while not shying away from offering praise or criticism of political parties on the issues, or speaking to the quality of our political leadership in general

## 5 **REFLECTING AUSTRALIA'S DIVERSITY**

Maintaining a strong focus on gender equity and the engagement of individuals with diverse ethnicities (including Indigenous Australians) and socio-economic status.



# ACTIVITIES

BUILDING

CIVIC

INFRASTRUCTURE

## ▶ FWD 2012

FWD2012, Australia's first digital campaigning conference sold out in less than a week, with more than 150 of the country's savviest digital change-makers converging at Melbourne University for two days of skill-sharing on writing fabulous emails, making viral videos, moving people to offline action, raising millions through social media. They called it a 'gathering of the tribe' – it was certainly a showcase of Australia's campaigning talent.

## ▶ THINK TANK HUDDLE

Over breakfast, the ThinkTank huddle brought together the heads of Catalyst, Chifley Centre for Policy Development, the Climate Institute, and others to share big ideas & projects, exchange calendars, and coordinate media schedules. A taste of more to come in 2014!

# ACTIVITIES

BUILDING CIVIC INFRASTRUCTURE

## ➤ LAUNCH EVENT

200 progressive campaigners and thinkers came together at three launch events in Sydney, Melbourne and Brisbane to learn more about the Centre for Australian Progress. The diverse crowd included health campaigners, environmentalists, social entrepreneurs, communication gurus and academics. In Brisbane, we spent a full day exploring key issues facing the non-profit sector with forty local NGO staff.

## ➤ NAVIGATING GOVERNMENT MASTERCLASS

Federal Parliament can be a complicated place – and passionate policy advocates often lack access to the deep experience of the policy-making process found in corporate lobbying shops. So our one day Navigating Government seminar – held to rave reviews in Melbourne and Sydney – packed in the distilled practical wisdom of experienced lobbyists and those on the ‘other side’ – led by former PMO advisor Allison Henry.

## ➤ COMMUNITY ORGANISING MASTERCLASS

In federal election year, many organisations were looking to grow, engage and mobilise their constituencies. In Melbourne and Sydney, environment, youth, foreign aid, human rights and social justice groups came together for a 1 day masterclass – literally learning from two of the masters at United Voice and the lessons from their Big Steps campaign.



# ACTIVITIES

BUILDING CIVIC INFRASTRUCTURE

## ▶ FELLOWSHIP PROGRAM

The inaugural CAP fellowship involved a cohort of 24 experienced campaigners and advocates from across the non-profit sector engaged in a five month program of professional development - retreats, weekly seminars, guest lecturers and dinner guests.

Participants were also matched with senior mentors & completed their 'trial by fire' project.

### Guest lecturers & speakers included:

**Nick Allardice**

Managing director, *Change.org*

**Karen Skinner** Australian campaigns director, *Change.org*

**Rowen Wenn** communications director, GetUp

**Louise Tarrant** national secretary, *United Voice*

**Bruce Hawker** long-time lobbyist and campaigning guru

**Adam Bandt** federal member for Melbourne

**Claire O'Rourke** senior consultant, Essential Media Communications

**Sheena Watt** political advisor, National Aboriginal Community Controlled Health Organisation

**Lindsay Rae** acting chief of staff, World Vision Australia

**Jan Owen AM** ceo, the Foundation for Young Australians

## ▶ US STUDY TRIP

Six intrepid CAP staff and supporters travelled the breadth of the United States for two weeks in June, packing in an average of six meetings a day with more than fifty leading American non-profits and progressive campaigning groups – ranging from the Centre for American Progress, to CREDO mobile, to Emily's List.

Lessons learnt were reported back to a special Sydney forum, and will inform our work in 2014. Strong bonds were also established, with many of those we met coming out for Progress 2013.





# ACTIVITIES

## INCREASING CIVIC ENGAGEMENT

### CLIMATE COLLABORATION

Centre for Australian Progress worked with six of Australia's leading climate campaigning organisations (Australian Conservation Foundation, World Wildlife Fund Australia, GetUp, the Australian Youth Climate Coalition, 100% Renewables and the Climate Action Network of Australia) in a year-long internal project. We coordinated their work at pivotal moments, researched Australia's attitudes to climate change, and helped deliver advertising, social media and grassroots community campaigns.

As part of the Climate Collaboration, seed funding and support was provided to 100% Renewables to launch Solar Citizens, a new movement of solar panel owners.



[SOLARCITIZENS.ORG.AU](http://SOLARCITIZENS.ORG.AU)



# ACTIVITIES

INCREASING CIVIC ENGAGEMENT

## ➤ COUNT ME IN

Five months before the election, we convened a dozen of Australia's leading youth organisations in Melbourne to share notes and plans – how could we get more young people voting? One result was the decision to seed-fund 'Count Me In', led by the UN Youth Representative Adam Pulford, who worked in partnership with several youth groups and educational institutions. Led entirely by young people, and on a tiny budget, Count Me In reached more than a million Australians through a highly targeted local media campaign and strong social media presence, driving an upsurge in youth enrolment.

## ➤ THE PARENTHOOD

The Parenthood is a new movement of Australian parents, working to create a better world for their kids – on issues as diverse as childcare, education, and consumer issues.

Centre for Australian Progress provided start-up incubation support including feasibility analysis and primary first-year funding. Extensive preparatory work involved consulting and partnership-building across parenting organisations, bloggers and the community sector. Already, The Parenthood is winning campaigns!



COUNTMEIN.ORG.AU



THEPARENTHOOD.ORG.AU

# BOARD



1

**Anita Tang**

is Manager Policy and Advocacy for Cancer Council NSW, where she was previously Director of Health Strategies. She has also worked with the Community Services Commission NSW.



2

**Amanda McKenzie**

is CEO of the Climate Council. Previously, Amanda worked with the Federal Government's Climate Commission, and was founding co-director of the Australian Youth Climate Coalition.



3

**Louise Tarrant**

is the National Secretary of United Voice, one of Australia's largest unions, representing workers in sectors such as childcare, aged care, hospitality and property services.



4

**Miriam Lyons**

is the Executive Director of the Centre for Policy Development, a leading progressive think-tank. She is regular speaker, columnist and panellist on programs such as Q&A and The Drum.



5

**Rebecca Wilson**

is chief of staff at GetUp. She was previously Global Director of Learning and Development at Change.org, and senior advisor to Clover Moore, Lord Mayor of Sydney, for more than 7 years.



6

**Sam Mclean**

is National Director at GetUp, Australia's premier online campaigning organisation. He has also worked for Avaaz.org as Global Climate Campaigner.



7

**Tim Goodwin**

is a member of the Yuin people. He is a lawyer, holding a Masters of Laws from Harvard. He is also a board member of the Australian Research Alliance for Children and Youth and a Trustee of the Reichstein Foundation.

(Joined July 2013)



8

**William Bowtell AO**

is Executive Director of Pacific Friends of the Global Fund. He played a leading role in the introduction of Medicare and Australia's response to HIV/AIDS, and was senior political advisor to PM Paul Keating.



9

**Simon Every**

is a corporate affairs professional with extensive experience in corporate governance, public reporting and stakeholder relations.



# TEAM



## **Nick Moraitis (Executive Director)**

Nick is Executive Director of the Centre for Australian Progress. He has nearly 15 years' experience driving social change projects in New York, Toronto, London and Sydney. A non-profit innovator, he was *GetUp's* first online director, the co-founder of pioneering social network *TakingITGlobal.org*, a strategy advisor at *Amnesty International* in London, and co-founder of communications consultancy *Make Believe*. He currently serves on the board of the *Centre for Policy Development* and the *Australian Youth Climate Coalition*.



## **Glen Berman (General Manager)**

Glen is one of Australia's leading campaigners and non-profit managers. He's formerly held leadership positions at several of Australia's largest and most dynamic campaign focused non-profits – the *Australian Youth Climate Coalition*, the *Oaktree Foundation*, and *Live Below the Line*. Prior to joining the foundation team at *Centre for Australian Progress*, Glen spent six months with *Make Believe* as a Senior Strategist.



## **OTHER CURRENT STAFF, CONTRACTORS & VOLUNTEERS**

**Elise Dalley** (Campaigner, *The Parenthood*)

**Allison Henry** (Trainer & advisor on human rights issues)

**Sally Hill, Yvonne Lee and Madeleine Hinchy** at *Wildwon*  
(*Progress 2013* event production partners)

**Claire Turner** (Finance Manager)

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## **OTHER STAFF, CONTRACTORS & VOLUNTEERS DURING THE FISCAL YEAR**

**Thomas O'Connor** (Senior Program Manager, Melbourne)

Who helped establish the Fellowship Program and the Parenthood, and helped lay the groundwork for *Progress 2013*.

**Harriet Riley** (Senior Projects Manager, Climate)

Who facilitated our Climate Collaboration, helping establish Solar Citizens, and develop a strategic framework for climate advocacy in Australia.

**Nina O'Connor** (Fellow, *Count Me In*)

**Renee Carr** (Movement Strategist)

**Melanie Burge** (FWD 2012 Logistics Coordinator)

**Jack McLean** (Project & research assistant)

**Sam Millar** (Project assistant, youth engagement)

**Alex Kline** (Project assistant, CAP fellowship program)

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# SUPPORTERS

We would like to thank our financial partners in FY2013



We would also like to thank the personal contribution and support of **ANNE COOMBS** and **SUSAN VARGA** which played a vital role underpinning our work in this first year.



# LEADERSHIP COUNCIL



Through hundreds of one-one meetings, as well as three in-person meetings in Sydney and Melbourne, our Leadership Council has provided valuable advice to help shape the organisation.

**Nick Allardice**, *Change.org*

**Tessa Boyd-Cain**, *ACOSS*

**Andrew Brough**,  
*Foundation for Young Australians*

**Benny Callaghan**, *Formerly School for Social Entrepreneurs*

**Ricky Campbell-Allen**, *Centre for New Public Education*

**John Connor**, *The Climate Institute*

**Tom Dawkins**, *StartSomeGood*

**Richard Denniss**, *The Australia Institute*

**Chris Dunstan**, *Institute for Sustainable Futures*

**Phil Freeman**, *WWF Australia*

**Melanie Gow**, *World Vision*

**Allison Henry**, *Millwood Consulting*

**David Hetherington**, *Per Capita*

**Sally Hill**, *Wildwon*

**Kon Karapanagiotidis**, *Asylum Seeker Resource Centre*

**Phil Kingston**, *Kingston Equities*

**Matt Levey**, *Choice*

**Lisa Lewin**, *Lewin Advisory*

**Tim Longhurst**, *Key Message*

**Amanda McKenzie**, *Climate Council*

**Steven Miles**, *United Voice (Qld)*

**Simon Moss**, *Global Poverty Project*

**Blair Palese**, *350 Australia*

**Randall Pearce**, *Think Insight Advice*

**Duncan Peppercorn**,  
*Social Ventures Australia*

**Robert Purves**,

*Purves Environmental Fund*

**Anna Rose**, *author*

**Nick Rowley**, *Kenesis*

**Ellen Sandell**, *Australian Youth Climate Coalition*

**Alex Scott**, *Together (QLD)*

**Simon Sheikh**,

**Liz Skelton**, *Social Leadership Australia*

**Lilian Spencer**, *message consultant*

**Aaron Tait**, *Spark\**

**Martin Thomas**, *Mission Australia*

**Simon Webb**, *Ogilvy Public Relations Worldwide*

**Carolyn Wenzel**, *Benevolent Society*

**Simon Westcott**, *Mr & Mrs Smith*

**James Whelan**, *The Change Agency*

**Michelle Williams**, *Ideaction*

\*Partial listing

# UPCOMING HIGHLIGHTS

## ▶ PROGRESS 2013

In November, we're convening Progress 2013, a gathering of 1000 leading campaigners and thinkers from across Australia and the world. The 100 speakers include emcee **Jane Caro**, Obama 2012 Field Director **Jeremy Bird**, author of The Spirit Level **Richard Wilkinson**, Climate Council Chair **Tim Flannery**, World Vision CEO **Tim Costello** and framing expert **Anat Shenker Osorio**. Progress 2013 is an unparalleled gathering focused on what's next: the issues and approaches that will shape our non-profit sector over the next decade.

[Progress2013.org.au](http://Progress2013.org.au)



## ▶ AUSTRALIAN PROGRESS FELLOWS 2014

Our fellowship program will be back in 2014, bigger and bolder – with cohorts in both Melbourne and Sydney. Learn with a peer group and Australia's most well-regarded experts in lobbying, digital campaigning, media relations and community organising through an intense and tightly structured 4 month program. Apply today and see your impact grow and campaigning career fly!

[AustralianProgress.org.au/Fellowship](http://AustralianProgress.org.au/Fellowship)

# UPCOMING HIGHLIGHTS

## ▶ PROGRESS COMMUNITY

In 2014, we'll be expanding and deepening our community – creating a knowledge-sharing network of alumni from all of our programs, as well as expanding our program of small group 'huddles' connecting thinkers, organisation CEOs and philanthropists.

We'll also work consultatively with leading individuals and organisations to conduct long-range scenario planning about the future of social movements – identifying trends, mapping gaps and developing strategies.



## ▶ INVESTMENT IN CIVIC ENGAGEMENT

We'll continue to entrepreneurially invest in projects that strengthen the community voice on the big issues of the future.

This means we'll provide early stage seed funding and later stage scale-up support and incubation services - for campaigns, collaborations and new organisations that engage large numbers of Australians, especially those marginalised from public debates that affect them.



## **Louise Tarrant, National Secretary, United Voice**

“We are losing the debate. The language of prosperity and progress is being decoupled from notions of fairness, security, sustainability or compassion. We desperately need a coalition of spirit that works to reassert the centrality of those values. Australian Progress is our chance to coordinate and enhance that collective voice.”



## **Nick Allardice, Australian Director, Change.org**

“Australian Progress brings desperately needed focus and enormous strategic insight to the challenge of uniting the progressive movement of Australia, filling key gaps and building the expertise and capacity of the entire movement.”

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