



# impact report

2012 - 2018





Australian Progress builds the advocacy capacity of civil society movements - enabling them to win social and environmental progress, while strengthening our democracy.

More than five years into the journey of Australian Progress, we've taken the time to reflect on and evaluate our impact. Thank you to the hundreds of partner organisations and change makers who contribute to the Australian Progress community - together we are ensuring community interests shape our nation's priorities.

## TABLE OF CONTENTS

A NOTE FROM THE EXECUTIVE DIRECTOR	5
KEY ACHIEVEMENTS	6
OUR FOUR PILLARS OF WORK	8
<b>PILLAR 1: IMPROVED CAPABILITY OF CIVIL SOCIETY</b>	<b>10</b>
THE PROGRESS FELLOWSHIP	12
SKILLS DEVELOPMENT	22
<i>** CASE STUDY 1: OUR WORK WITH OXFAM</i>	27
<b>PILLAR 2: STRONGER COMMUNITY AND COLLABORATION</b>	<b>30</b>
PROGRESS	33
LEADERSHIP	38
FWD+ORGANISE	40
ALUMNI NETWORK AND EVENTS	42
PROGRESS CENTRAL	43
ONLINE	44
<i>** CASE STUDY 2: OUR WORK WITH GETUP</i>	45
<b>PILLAR 3: MORE ROBUST MESSAGING AND COMMUNICATIONS</b>	<b>48</b>
PEOPLE SEEKING ASYLUM	51
ECONOMY	52
CLIMATE	53
<i>** CASE STUDY 3: OUR WORK WITH THE AUSTRALIAN CONSERVATION FOUNDATION</i>	54
<b>PILLAR 4: INCREASED CAPACITY THROUGH INNOVATION</b>	<b>58</b>
PROGRESS LABS	60
SHOWCASING INTERNATIONAL AND BEST PRACTICE	64
INTERNATIONAL GUESTS	66
PHILANTHROPY AND ADVOCACY	68
INTERNATIONAL STUDY TRIPS	70
<i>** CASE STUDY 4: OUR WORK WITH THE COMMUNITY AND PUBLIC SECTOR UNION</i>	71
<i>** CASE STUDY 5: OUR WORK WITH THE CLIMATE COUNCIL AND CLIMATE MEDIA CENTRE</i>	74
THE AUSTRALIAN PROGRESS TEAM	76
SUPPORTERS	78



## A NOTE FROM THE EXECUTIVE DIRECTOR

**In early 2012, I gathered 30 civil society leaders for a frank discussion. Why was Australia at a standstill, or even going backwards, on many of the issues people in the room cared about -- from climate change to people seeking asylum, equality to social justice?**

A clear hypothesis quickly emerged from the group. Winning would require addressing chronic underinvestment in the capabilities, level of collaboration, and communications approach of civil society organisations. It would also require much greater support for novel approaches and the elevation of the voices of affected communities. Within a year we set about this mission - and called it Australian Progress.

It's been a thrilling journey as we've paved our own path; taking many big risks (like putting on a 1,000 person conference in our first year) and learning everything we could from experts and similar models overseas.

Five years in, it's time to take stock of what's been achieved.

First, and perhaps most obviously - we've done what we said we would. Many nonprofits are established with lofty mission statements but fail to deliver. We plugged the gaps, and today Australian civil society can boast of having a world-leading capacity-building organisation at its disposal, where almost nothing existed in the space just five years ago.



**Nick Moraitis**  
Executive Director

Second, there has been a step change in civil society's advocacy capacity. As a result of our training, thousands of change makers have gained skills and a shared language that underpins cutting-edge digital engagement and community organising. There has been widespread adoption of our research-backed advice to shift the story on climate change, people seeking asylum and the economy. And with our support or incubation, more than a dozen new organisations are engaging hundreds of thousands of Australians in innovative ways on big issues.

Third, we've seen progress and the growth of powerful movements on intractable issues from marriage equality to gambling reform and women's rights. To be clear, we cannot claim top billing in the credits for any specific policy change. It's more that we've helped thousands of organisations who've led hundreds of winning campaigns. Whether it be advising on the right message frame, inspiring the organising model, offering an office to coordinate volunteers out of, or helping organisations recruit the right leader, our footprint is sizable. Gold at the Olympics is easy to measure, but behind every winning Olympian is the coach, swim instructor, and operators of the local pool.

These achievements -- the result of a truly collective effort -- are captured in this report. There is so much more to do, I can't to see what we achieve in the next 5 years.

“

There has been a step change in civil society's advocacy capacity. As a result of our training, thousands of change makers have gained skills and a shared language that underpins cutting-edge digital engagement and community organising.”



# KEY ACHIEVEMENTS

**400+**

fellows trained and connected --  
with cohorts in Sydney, Melbourne,  
Brisbane, Perth and New Zealand

**4,500**

campaigners, organisers, strategists  
and policy professionals convened  
at 15 conferences

**500**

nonprofit partners including most of  
the top 100 in Australia by revenue and  
membership size

**49**

international guests from the US to the  
UK, Indonesia, Uganda, New Zealand  
and Canada

**100+**

trainings from best practice  
management to mastering the media  
and digital bootcamp

**17**

incubated organisations working on  
issues from First Nations justice to  
renewables and LGBTI rights

**3**

research projects to develop cut  
through messaging on climate,  
refugees and the economy

**\$6M**

raised -- including \$4.2M in earned  
event and training income and \$1.8M in  
partnerships and philanthropic support



## OUR FOUR PILLARS OF WORK



### IMPROVED CAPABILITY OF CIVIL SOCIETY

- 20 FELLOWSHIPS AND 400 FELLOWS
- 8 MANAGEMENT MASTERCLASSES
- 7 DIGITAL BOOTCAMPS
- 3 MEDIA MASTERCLASSES
- 2 MESSAGING WORKSHOPS WITH ANAT SHENKER-OSORIO

Our flagship training program, the Progress Fellowship, has been at the heart of our work since it launched in Melbourne in 2013. The Fellowship trains, empowers and connects 21st century campaigners, nonprofit managers, organisers, communications strategists and policy makers, who build, serve and lead our social change movements. Alongside the fellowships, we offer a number of diverse training opportunities to upskill those in our movement, including Management Masterclass, Media Masterclass and Digital Bootcamp.



### STRONGER COMMUNITY AND COLLABORATION

- 3 PROGRESS CONFERENCES - 1,200+ PARTICIPANTS AT EACH
- 6 FWD + 3 ORGANISE CONFERENCES
- 1 LEADERSHIP CONFERENCE WITH 200 SENIOR EXECUTIVES
- DOZENS OF ALUMNI EVENTS, INCLUDING 3 ANNUAL RETREATS

The Progress conference is Australia's biggest civil society gathering. Held at the historic Melbourne Town Hall and approaching its fourth iteration, Progress brings together 1,200+ change makers from nonprofit organisations, for-purpose companies and government departments every two years. In addition to Progress, we run a range of conferences and events tailored to segments of our community including digital campaigners, community organisers, senior leaders and our fellowship alumni.



### MORE ROBUST MESSAGING AND COMMUNICATIONS

- 3 THOUGHT-LEADING PROJECTS TO REFRAME MESSAGING ON THE ECONOMY, REFUGEES AND CLIMATE
- 20 MESSAGING WORKSHOPS WITH ANAT SHENKER-OSORIO
- 1,800 SOCIAL CHANGE MAKERS AT REPORT BACK EVENTS

Messaging that resonates with our values and is able to put forward policy solutions that fit our story, rather than that of the opposition, is crucial to any campaign. We work to identify and fill gaps where our messaging is failing to cut through, and to date, have run three significant thought-leading projects. Using best practice methods from focus groups and dial testing, these projects have helped to determine the best messages to win on policy issues including climate, refugees and the economy.



### INCREASED CAPACITY THROUGH INNOVATION

- 17 INCUBATED PROJECTS WITH MORE THAN \$1.6M RAISED IN EARLY STAGE SEED FUNDING FOR THE PROJECTS
- 49 INTERNATIONAL GUEST SPEAKERS
- 5 INTERNATIONAL STUDY TRIPS
- 3 GUESTS-IN-RESIDENCE

To drive innovation in advocacy we follow a two-pronged approach: accelerating new advocacy organisations and showcasing best practice international work. Progress Labs is Australia's first social movement incubator - supporting early stage organisations with strategic business plan development and coaching. We also showcase campaign lessons and strategies from around the world at our events, through an annual study trip and our guest-in-residence program.





## IMPROVED CAPABILITY

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Australian Progress has dramatically strengthened the capability and confidence of Australia's key change makers and improved their ability to win on their agendas.



## THE PROGRESS FELLOWSHIP



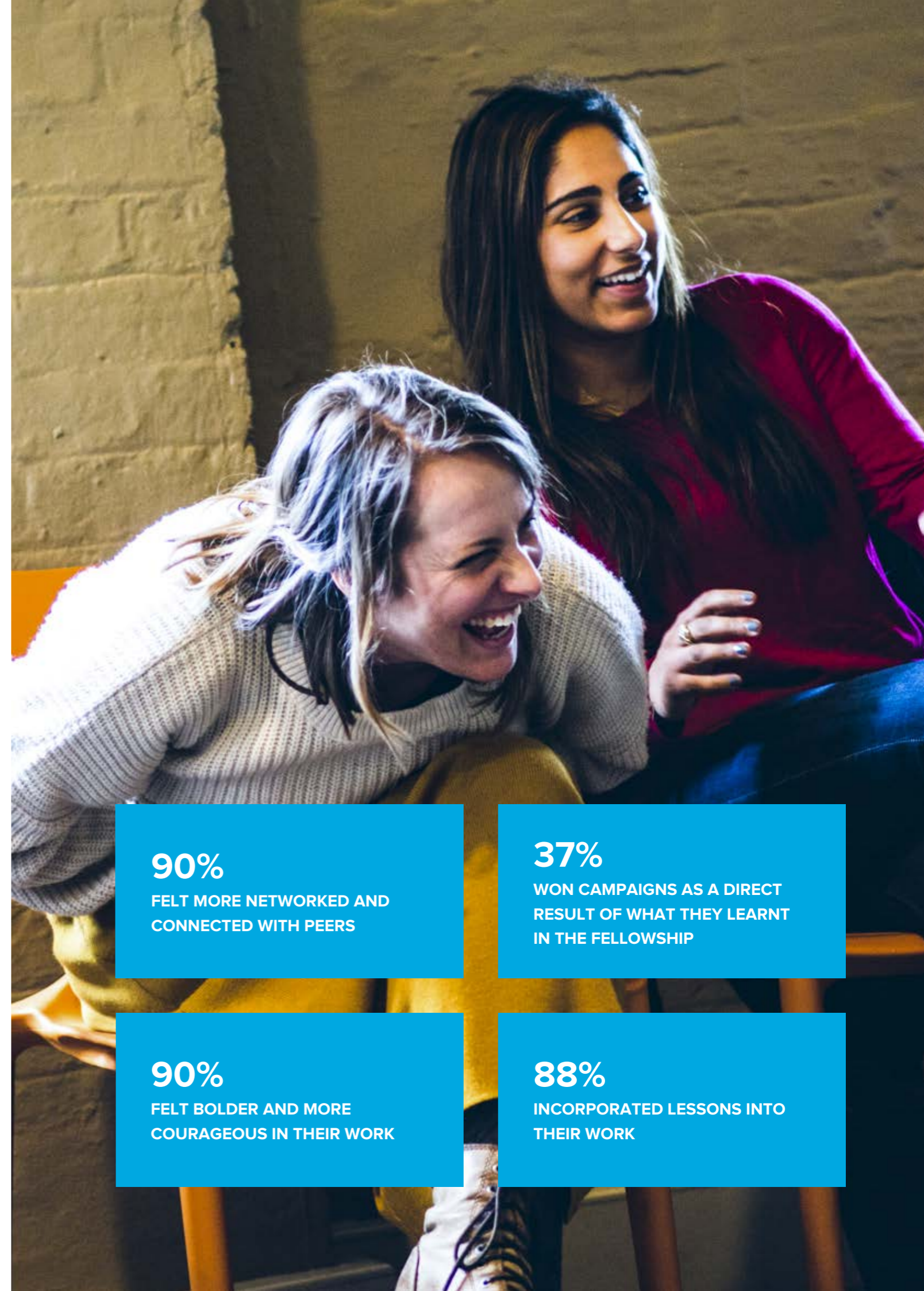
**The Progress Fellowship has significantly increased the campaign, communications and organising skills of more than 400 key civil society advocates, and provided a critical network of alumni who work together to multiply each other's efforts.**

- 400 fellows
- 20 fellowships - 5 in Sydney, 6 in Melbourne, 3 in Aotearoa/New Zealand, 1 in Brisbane, 1 in Perth, 2 digital fundraising and 2 messaging
- Dozens of alumni events - including breakfast with Sara El-Amine, dinner with Anat Shenker-Osorio, and workshop with Hahrie Hahn

### Curriculum overview

The Progress Fellowship has upskilled and empowered more than 400 change agents who build and serve our social change movements. The five-month program includes training and case studies from local experts covering campaign strategy, messaging, framing and communications, lobbying and direct advocacy to decision-makers, community organising, digital campaigning, media engagement, and civil disobedience.

From human rights to housing affordability, Australian aid to animal welfare, climate change to consumer protection -- fellows lead work across a broad range of issues. Typically, they hold mid-senior roles in their organisations.



**90%**

FELT MORE NETWORKED AND CONNECTED WITH PEERS

**37%**

WON CAMPAIGNS AS A DIRECT RESULT OF WHAT THEY LEARNT IN THE FELLOWSHIP

**90%**

FELT BOLDER AND MORE COURAGEOUS IN THEIR WORK

**88%**

INCORPORATED LESSONS INTO THEIR WORK



### Improved campaign skills and strategic approach to work

Beyond the numbers, qualitative data indicates the fellowship program has a significant impact on the direct skills of participants. While the multiplier effect it has on their work beyond engagement with the fellowship is unknown, interviews with fellows suggest continued impact, both within their organisations and the sector more broadly.

For Kate Rayson, Sydney 2014 fellow and then campaigns manager at WWF Australia, the fellowship was a “hugely formative” part of her development as a campaigner and had a direct impact on her ability to win. “It taught me a bunch of technical skills that I applied in the Fight for the Reef campaign, and that ultimately helped us to win the ban on dumping in the reef’s waters,” Kate says.

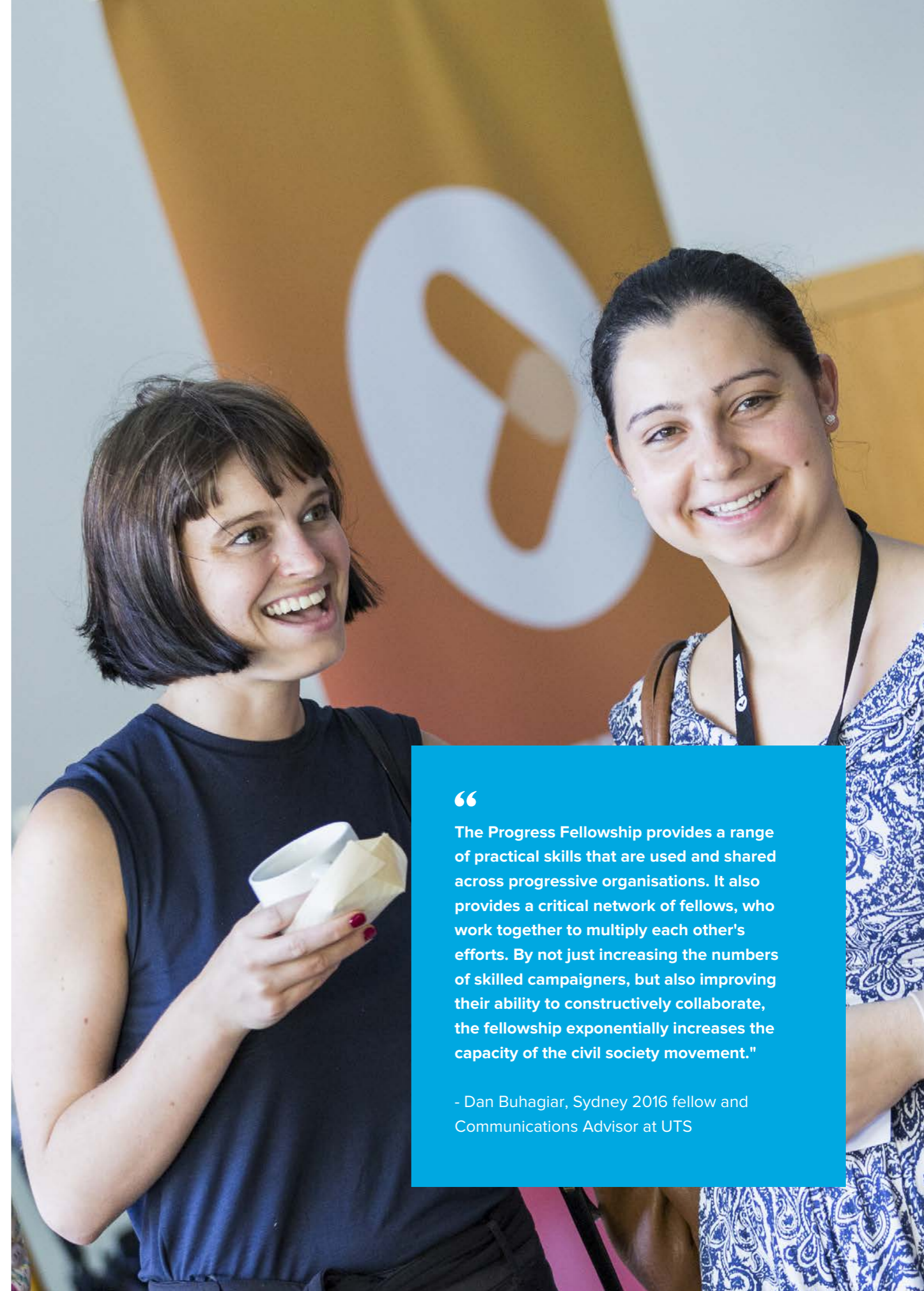
Rose Arkin, Sydney 2017 fellow and former communications and events officer at Asbestos

Safety and Eradication Agency, says participation in the fellowship increased her organisation’s capability, outputs and quality of work, including “campaign strategy packs, toolkits and communication strategies that helped shaped capacity to manage stakeholders and increase the impact of campaigns”.

“

**I've hired lots of fellows and sent numerous staff through the fellowship. A lot of it is [about] having the connections. I love my staff members to have the connections to the not-for-profit sector and understanding of theory and history - I can't get this anywhere else. If [Australian Progress] weren't around, my team would be less effective."**

Erin Turner, Director of Campaigns and Communications at CHOICE



“

The Progress Fellowship provides a range of practical skills that are used and shared across progressive organisations. It also provides a critical network of fellows, who work together to multiply each other's efforts. By not just increasing the numbers of skilled campaigners, but also improving their ability to constructively collaborate, the fellowship exponentially increases the capacity of the civil society movement."

- Dan Buhagiar, Sydney 2016 fellow and Communications Advisor at UTS





### Stronger messaging and communications

For Katie Bruce, Aotearoa/New Zealand 2016 fellow and former director at JustSpeak, the messaging modules of the fellowship had a significant impact on her work: “Our messaging improved significantly and our media profile grew by 250% during the year I did the fellowship program.”

Edwina Byrne, Melbourne 2015 fellow and communications and media lead at Victorian Trades Hall Council, had a similar experience with her approach to messaging: “[It] completely transformed my practice. It was an intellectual challenge and hard work but learning the process of language analysis was invaluable.”

### Improved networking and connection

Relationships and connections are one of the most highly valued outcomes of the work of Australian Progress, particularly among fellows -- with 68% of fellows collaborating or partnering with another fellow and their organisation as a result of the fellowship.

These connections enable fellows to work more efficiently and effectively by getting access to helpful information, advice and support when they need it. They also lead to a greater understanding of ‘they lay of the land’ in Australian civil society, and an appreciation of others’ efforts.

Jesse Marks, Melbourne 2014 fellow and director of farmed animal advocacy at Animals Australia, says “most valuable of all for me has been the connections and support from peers in other social justice movements. When I encounter challenges or need to tackle a new initiative, I now have a network of friends to draw on for advice”.

For Katie Bruce, it’s the sense of belonging and confidence that comes with connection to other fellows that’s been most impactful: “I am currently working with one of my fellows on a joint campaign between our organisations and have contracted another to support our evaluation. It made me feel part of something much bigger, of which I am contributing in my small area, and together we’ve got this.”

Rose Arkin says: “Peer to peer learning and some of the feedback my fellows gave during the fellowship has been very helpful... their skillset and generous feedback are important in my career progress. Because of Bec’s mentoring, I recently got accepted to Harvard University to continue my journey in campaigning.”

“We stay in touch on Facebook and share wins and ask questions of each other. It means the learning is ongoing,” says Edwina Byrne.

### A more confident approach to campaigning

Speaking at Progress just a few years into his activist journey made Melbourne 2015 fellow Tim Lo Surdo realise that neither decades of experience, age nor university degrees were necessary to have a vision of what Australia could be.

“To have a major organisation like Australian Progress believe in me, invest in me, give me an opportunity to speak at a large conference like Progress... and to co-facilitate with someone like Sally McManus who was the vice president of campaigns at the ACTU at the time, was an extraordinary opportunity and extraordinary moment of faith in me and my ability to create change,” Tim says.

Tim is not alone -- 76% of fellows say they’re bolder in their approach to campaigning as a result of participating in the fellowship.

Another says: “I had the confidence to try new things professionally, and apply for new roles. I have implemented better strategies for setting strategy, measuring impact, and evaluating campaigns. Without the frameworks that I learnt through the Progress Fellowship, I wouldn’t have had the confidence to be as assertive or as bold with my strategies and approaches.”

“

**The fellowship gave me a quantum leap of confidence in my campaigning skills, and solidified my drive to pursue a career in climate action; it really had a profound effect.”**

- 2017 fellow





## DIGITAL FUNDRAISING FELLOWSHIP



**The Digital Fundraising Fellowship has had a remarkable impact on organisational fundraising capacity, unlocking hundreds of thousands of dollars worth of additional donations to scale campaigns and impact.**

Kirsty Albion, former national director at the Australian Youth Climate Coalition, says Neneh Darwin's participation in the Progress Digital Fundraising had a notable impact on their small donor program, helping to "double our small donor donations and grow our online movement".

Applying tactics learnt during the fellowship, other fellows were able to:

- **Raise up to \$10,000 per fundraising email** from a previously disengaged list by shifting language to centre personal stories and narrative.
- **Run a fundraising campaign** with an ask to donate in return for a sticker -- the average donation was \$35, with many donations between \$100-\$150, a significant return on investment.
- **Shift their email fundraising program** from the traditional 'standard paper letter' approach, to focus on moment-based asks and use liquid text customised to different segments of their list.
- **Shift their entire organisational approach** to campaigning and organising by applying the doors and pathways metaphor and adopting a culture of testing.

Warrick Jordan, 2017 digital fundraising fellow and national forest campaigner at the Wilderness Society, says: "As a campaigner looking to develop digital fundraising skills, I couldn't have gone to a better place. An intensive program that runs the full gamut from practical skills to organisational culture change. Five stars."

- 95% of fellows said they'd recommend the program to a peer or colleague.
- 90% of fellows said they were moderately (25%) or considerably (65%) more confident at developing a fundraising strategy.
- 90% said they were moderately (20%) or considerably (70%) more confident at running an effective email fundraising program.

## MESSAGING FELLOWSHIP

**The Messaging Fellowship gave 50 fellows the opportunity to work intensively with US expert Anat Shenker-Osorio.**

Tessa Fluence, public narrative coordinator at Australian Conservation Foundation, says: "The Messaging Fellowship gave me a big picture approach to framing and messaging. I learnt how changing a story works, down to very specific skills. I've taken a lot of these things on and teach others how to do it. This has become foundational for how ACF works and the language we use."

- 50% of fellows said their learning of a new theoretical approach to messaging was revolutionary. The remaining 50% of the cohort said they made good progress against this metric.
- 100% of the cohort said they'd recommend the fellowship to a peer or colleague.
- "Anat Shenker-Osorio", "the retreat" and "the network of alumni to exchange ideas with" were listed as some of the most useful aspects of the program.





## THE FELLOWS

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ADAM AULD, ADAM BLACK, ADAM PULFORD, AGATA WIERZBOWSKI, AIMEE COOPER, AINE HEALY, ALAN WHITE, ALASTAIR LAWRIE, ALESSANDRO MOLITERNO, ALEX VINCE, ALEXANDRA SOPHIA FULLER, ALEXIA BOLAND, ALINA LEIKIN, ALISON ORME, ALIX FOSTER VANDER ELST, ALIX PEARCE, ALLYSON OLIVER-PERHAM, ALYSSA SHAW, AMY FREW, AMY JENKINS, AMY TYLER, ANDRES SARNARI, ANDREW JONES, ANDREW CHICK, ANDREW KELLY, ANGELA CARTWRIGHT, ANGILLA PERAWITI, ANISHA HUMPHREYS, ANITA SYKES-KELLEHER, ANN CLOET, ANN STRUNKS, ANNA CERRETO, ANNA MORRISON, ANNA ROSE, ANTANIA MONKLEY, ANTHONY HAYES, ARIAHNE THOMPSON, ARIANE PSOMOTRAGOS, ARIF HUSSAIN, ASHER WILSON-GOLDMAN, AURORA ADAMS, AZLAN PETRA, BANOK RIND, BARRY DUNNING, BEE CRUSE, BEN MANASSAH, BEN CRONLY, BESS MURPHY, BETHANY KOCH, BRADLEY SMITH, BRENDAN JOYCE, BRIANNA DAVIDSON, BRIANNA HUDSON, BROOKE PHILLIPS, CAROLIN WENZEL, CASSANDRA DEVINE, CASSIE BREMNER, CATERINA GIORGI, CATH JAMES, CATHERINE COOTE, CELESTE DONOVAN, CHELSEA MCKINNEY, CHRIS VERNON, CIARA O'RIORDAN, CLAIRE STACEY, CLAIRE SNYDER, CONRAD FRENCH, DAISY BARHAM, DANA AFFLECK, DANIEL STONE, DANIELLE BUHAGIAR, DANNY STEVENS, DARREN LEWIN-HILL, DAVE MCGREGOR, DAVID BLUMENTHAL, DAVID MEJIA-CANALES, DEAN LEVITAN, DEAN PRICE, DEBORAH FEWSTER, DIANA SAYED, DIANNE ROGERS, DINAH ARNDT, DOMINIC GRENOT, DREW HIGGINS, EDDIE O'LOUGHLIN, EDWINA BYRNE, EFFY ELDEN, ELEISHA MULLANE, ELISE BURGESS, ELISE DALLEY, ELLA SHI, ELLA WEBB, ELLIOTT WESTBURY, EMILY REID, EMILY DE RANGO, EMILY HAREN, EMMA BUCKLEY LENNOX, EMMA BULL, EMMA SYDENHAM, EMMA BOURKE, EMMA HURST, EMMA MAY LANG, EMMY SUZUKI HARRIS, ERIN BROWN, ERIN FARLEY, ERIN TURNER, ERIN WATT, FELICITY SOWERBUTTS, FELICITY BLAKE, FERNANDO DE FREITAS, FRANCIS VOON, GEMMA PITCHER, GENEVIEVE KELLY, GEORGINA PIPER, GILLIAN STRONG, GINETTE EVEREST, HANNAH CATTANACH, HARRIET BINET, HECTOR KAIWAI, HUIA WELTON, IAN LISSER, IMOGEN BEYNON, INDIA LOGAN-RILEY, ISABELLE REINECKE, JACKIE TURNURE, JACQUELIN PLUMMER, JACQUI MCKENZIE, JAMES FARRELL, JANE STANLEY, JANELLE SEWELL, JANINE ANNE BRIDGEMAN, JAQUELINE TOMLINS, JENNIFER BRAITHWAITE, JESS ABRAHAMS, JESS CRAVEN, JESSE HANCOCK, JESSE MARKS, JESSICA MORRISON, JESSICA WHEELOCK, JESSICA BRENNAN, JESSICA FLOOD, JESSICA HENSMAN, JESSICA KIRBY, JESSICA NITSCHKE, JESSICA SMITH, JESSICA WILLIAMS, JESSIE MAWSON, JO KNIGHT, JODI PESKETT, JODY LIGHTFOOT, JON PHILLIPS, JONATHAN BROWN, JONATHAN HEAPS, JONATHAN LEIGH DIXON, JONATHAN WALTER, JOSHUA BEGGS, JULIA AMUA WHAIPOOTI, JULIA COLLIN, JULIA FORD, JULIAN CLEARY, JUSTINA HANNA, KAINE JOHNSON, KAIRSTIEN WILSON, KARA SONTER, KAREN ATHERTON, KAREN GARDHAM, KARL TISCHLER, KARLY WARNER, KATE MECHAM, KATE DAY, KATE RAYSON, KATE SEEWALD, KATHARINE BROWN, KATHERINE HARDY, KATIE BRUCE, KATIE HAFNER, KATIE MARTIN, KAYLA FOSTER, KELLY ALBION, KELLY NICHOLLS, KELLY WILLIAMS, KERA MAY SHERWOOD-O'REGAN, KIM HARLOW, KIRSTEN TIDSWELL,

KRISTA SEDDON, KRISTEN WALLWORK, KRISTINE OLARIS, KYLIE TURNER, KYLIE BEACH, LACHLAN WILLIAMS, LACHLAN BATCHELOR, LARISSA BROWN, LAURA O'CONNELL-RAPIRA, LAURA SYKES, LAURA BIENIAK, LAURA MAYA KOTHARI STACEY, LAURA MCNALLY, LEANNE VARGA, LEE JIA-YI CARNIE, LIBBY SANDERS, LICIA HEATH, LIESEL MADDOCK, LILLIAN RYAN, LILY SPENCER, LINDA PRZHEDETSKY, LINH DO, LISA FENNIS, LISA PETERSON, LIVIA CULLEN, LIZ BARRETT, LIZ FRANZMANN, LIZ GREENBANK, LIZ HADJIA, LIZ SNELL, LORETTA AGIUS, LOUISE SHERRELL, LUCY ADAMS, LUCY BERRY, LUCY LARKINS, LUCY MANNE, MADELEINE HOLME, MAEVA FREEMAN, MANDY CARTER, MARGARET TAKOKO, MARIA RIMSHA BILAL, MARIANNE ELLIOTT, MARIANNE MACDONALD, MARK CHENERY, MARK LUDBROOKE, MAYA NEWELL, MEG BLAKE, MEG DE RONDE, MEGAN CLEMENT-COUZNER, MELANIE CHE STOCKLEY, MELANIE FINEBERG, MELANIE POOLE, MICAH DEMMERT, MICHAEL POLAND, MICHAEL ROBSON, MICHAEL TULL, MICHELLE SHEEHY, MIRIAM CAHIR, MORGAN ROCHE, NATALIE DEVITSAKIS, NATALIE TSIRIMOKOS, NATASHA RITZ, NEELUSHA MEMON, NELL HUIÉ, NENEH DARWIN, NEVA FRECHEVILLE, NEVENA SPIROVSKA, NGAIRE RAE PEHI, NIAMH DEIGHTON O'FLYNN, NICHOLAS FAVA, NICK BUTERA, NICK HAINES, NICOLA PARIS, NICOLE DONNELLY, NINA CRAWLEY, NINA ATKINSON, NINA O'CONNOR, NYAWECH FOUCH, OLIVIA BALL, OLIVIA GREENWELL, OWEN WAREHAM, PABLO BRAIT, PASANNA MUTHA-MERENNEGE, PATRICK GALLUS, PESIO AH-SONI SIITIA, PHONG TRINH, PREETHI HERMAN, PRUDENCE MOONEY, R-COO TRAN, RACHAEL MILLER, RACHAEL VINCENT, RACHEL COLBOURNE-HOFFMAN, RASHMI KUMAR, REBECCA COOK, REBEKAH SHERRIF, REBEKAH THIELEMANS, REECE PROUDFOOT, REED FLEMING, RENAIRE DRUERY, RENEE CARR, RHIANNON COOK, RICHARD TODD, RICHARD WILLIAMS, RICHIE THE, RITA MARTIN, ROCHELLE SURENDRAN, RONNIE BENBOW, RORY MCCOURT, ROSALIND WALDEN, ROSE STEELE, ROSE ARKIN, ROSIE RYAN, RUBY-ROSE O'HALLORAN, SALLY COGGIOLA, SALLY RUGG, SAM COSSAR-GILBERT, SAMAN KAZMI, SAMANTHA BLAKE, SAMANTHA WEBB, SAMARA BARCHET, SAOIRSE CONNOLLY, SARA SMYLIE, SARAH AGAR, SARAH BEARD, SARAH BENDALL, SARAH JAUNCEY, SARAH ROGAN, SARAH WHITE, SARINA FOULSTONE, SERINA MCDUFF, SHAILEE MENDELEVICH, SHANE CUCOW, SHANELLE CLAPHAM, SHANNON FLEMING, SHANNON HURLEY, SHANNON LONGHURST, SHAUNA WOLIFSON, SHELLEY WILLS, SIMON BRANIGAN, SIOBHAN LYTTLE, SKYE RIGGS, SOLAYE SNIDER, SONIA SOFAT, SOPHIE ELLIS, STACEY BATTERHAM, STEFANIE CHALMERS, SU MORLEY, SUE GRIFFITH-SUSSEMS, SUSAN ANN HUGHES, SUSAN RENNIE, SUSIE ALLISON, SUSIE BYERS, SUSIE MEAGHER, SUZY COMPTON, TA'ASE MARIE VAOGA, TAMARA DIMATTINA, TARNEEN ONUS-WILLIAMS, TASH HOWSON, TERI CALDER, TESSA FLUENCE, TIM MAYFIED, TIM LO SURDO, TIMOTHY READ, TOM HARTNEY, TOM REDDINGTON, TOM SULSTON, TOM SWANN, TOM TIMOTHY, TONI WALKINGTON, TONY MILNE, TONY MOHR, TOSCA LLOYD, VANISA DHIRU, VERITY APPLEBY, VICTOR KOMAROVSKY, VICTORIA FYSH, WARRICK JORDAN, WENDY WATSON, WILLIAM MEZNER, XAVIER O'HALLORAN, ZETTY BRAKE, ZHI YAN, ZOE EDWARDS, ZOE HAWKE



## SKILLS DEVELOPMENT

From mastering the media to managing nonprofit teams, Australian Progress has directly strengthened the skills of 2,000 change makers from our movement.



## MANAGING TO WIN

As Australia's only management training tailored to nonprofit leaders, management masterclass supports leaders to recruit superstars, bring out the best in teams and build a culture of ongoing impact.

**95%**

SAID THE COURSE WAS IMMEDIATELY APPLICABLE

We have trained 120 nonprofit leaders in best practice management through eight masterclasses, and had great feedback from participants.

Erin Turner, director of campaigns and communications at CHOICE says: "This course is snappy, thought-provoking, and most importantly, immediately useful. There isn't anything else like this for not-for-profit managers."

“

The Management Masterclass distilled high-level strategy into useful actions, many of which our team implemented immediately. I recommend this course to anyone wanting to lead a purpose-driven team.”

- Michael Bones, Head of Growth at Future Super





## MASTERING THE MEDIA

**In collaboration with Tracey Spicer, Australian Progress has given key civil society spokespeople - including important emerging voices - the presentation skills and confidence to speak credibly and effectively in the mainstream media.**

Delivered by leading news journalist, anchor and trainer Tracey Spicer, Media Masterclass has connected participants with practical advice and approaches to successfully deliver campaign messages in the media.

Tim Lo Surdo, national director of Democracy in Colour, says: "This was just phenomenal. People get promoted into roles and don't get the training they need [for media]. This filled a gap."

Another participant told us: "I feel really grateful to have the opportunity to participate in the media training... As a result of the training, I have more confidence and have identified practical ways to work on of some areas that I can improve on."

Australian Progress has made scholarship places available in each training to ensure key constituencies typically excluded from public debate have the opportunity to sharpen their media skills and presence. We're proud to have supported the National Congress leadership team and Democracy in Colour as recent scholarship participants.

**66%**

**FELT MORE CONFIDENT AT DEVELOPING CLEAR AND CONCISE CAMPAIGN MESSAGES**

**82%**

**FELT MORE CONFIDENT AT DELIVERING KEY MESSAGES IN THE MEDIA**

“

Tracey Spicer helped me face one of my greatest fears - being unprepared to answer a curly question live to camera. I now feel armed with the techniques to ensure I sound convincing and effective."

- 2017 Media Masterclass participant





## DIGITAL CAMPAIGNING

Erin Turner, director of campaigns and communication at CHOICE, says her team's interaction with Australian Progress has had a clear impact on digital campaign strategy and winning at Australia's largest consumer organisation.

"We've grown from 100,000 campaign supporters to 180,000 within 10 months... pretty rapid growth. We look like a digital campaigning organisation. The quality of writing [and] the user experience has lifted - things we weren't able to do before. We're able to demonstrate that our work is driven by consumers."

Erin tells of a particular digital campaign CHOICE ran in response to therapeutic goods legislation that would allow big pharma to claim effectiveness of products without scientific evidence. Mobilising their online community to write and call MPs, CHOICE won the campaign to have warning labels affixed to such products. "It was a really quick win - it took two months. We wouldn't have done this without our digital campaigning function," Erin says.

**Australian Progress has ensured civil society's use of online tactics is in line with worldwide best practice, training hundreds in digital skills and building online and offline knowledge-sharing communities.**

"After completing Digital Bootcamp, I hit the ground running at my new job. I had a framework for my role. I felt empowered and informed. Thank you for setting me up for a big win," a 2018 participant told us.

Digital Bootcamp is designed to do just that - set up campaigners for big digital wins. Across seven digital bootcamps, 99% of participants said the program met their expectations, either moderately well (12%), very well (50%) or extremely well (37%).


A 2016 participant says: "I was feeling overwhelmed with all the different tools to store data, create content and manage social media. Rebecca [Wilson] was so knowledgeable and well-prepared with helpful resources, tools and frameworks. I left feeling excited to put my plan into action and seek out further learning on the tools and products that suit me."



## OUR WORK WITH OXFAM





 **10 Oxfam fellows and 3 Campaign for Australian Aid fellows**


 **2 delegates at Leadership 2016 - Pam Anders and Conor Costello**


 **37 attendees at Progress across 2013, 2015, 2017**

 **A major collaborator around Progress 2017 - Oxfam International Executive Director Winnie Byanyima was the keynote speaker**

 **A member of the Australian Progress Inner Circle for 3 years**

 **Personal briefings / consultancies with guests-in-residence - Anat Shenker-Osorio, Nicole Aro and Michael Whitney**

 **Strong attendance at the economic messaging events and an internal team workshop**

 **Early backer and collaborator on the FWD digital campaigning conference**





From the very first cohort in Melbourne in 2013, through to the current 2018 cohort, Oxfam campaigners have brought diverse skills and enthusiasm to the fellowship program.

Campaign manager, Conor Costello, says the fellowship's training environment has been a useful means of encouraging her team to think critically about their everyday approach, as well formalising and extending their own skill sets.

Jessica Wheelock, Melbourne 2017 fellow and community organiser, says the breadth of topics and guest speakers was of great benefit to her, and much of the strategy learnt and facilitation observed has been applied. Of the collective learning style and opportunity to network, Jessica says: "Networks are the biggest thing [from the Fellowship] and have been helpful since then. I have collaborated on a few projects... and I've connected people when they have needed help via the [fellows] Facebook group. We see each other often."

Major gifts manager, Micah Demmert, Melbourne 2013 fellow, says participation in the fellowship was "instrumental" to his understanding of campaigning and success as a fundraiser at Oxfam.

"There is a developing culture of philanthropy in the organisation. Now [the team] have an understanding and a willingness to participate in fundraising... it's been really important for the organisation. The fellowship was really instrumental in my understanding of campaigning - this was the basis from which I've built everything," Micah says.

Alongside his work at Oxfam, Micah has acted as a fundraising consultant to environmental organisations such as the Climate Council, where he embedded the tools to develop a major gift strategy, and ClimArt, where he helped to secure \$78K for their climate advocacy.

“

**Australian Progress is informed, connected and neutral... the focal point for connections across the for-purpose sector writ large. Without Australian Progress we would be a less skilled sector and the community would be poorer for it.”**

- Conor Costello, Campaign Manager

The cohort-style of learning in the fellowship, and broader networking focus of Australian Progress events, has directly benefited not only her campaign team, but the sector at large, Conor says.

At Progress 2017, 28 Oxfam staff joined global executive Winnie Byanyima, Australian chief executive Helen Szoke and former global executive Jeremy Hobbs as conference participants. Winnie opened the conference as a keynote speaker, calling on “respected leaders, activists and friends” to challenge the inequality that comes with the neoliberal economic model, and forge a better future for all of us.

As a result of gatherings like Progress, Conor says Oxfam have become “more connected and effective”.

“There is a real need for Progress. Before it, when would the Heart Foundation and environmental groups have collaborated together? Progress has delivered it and done it really well. There is an absolute need to share skills and learn from each other,” Micah says.

## MEET SOME OXFAM FELLOWS



**SARAH ROGAN**  
SENIOR LABOUR RIGHTS  
CAMPAIGNER



**JESS WHEELOCK**  
COMMUNITY CAMPAIGNER



**NINA CRAWLEY**  
ORGANISING MANAGER





## STRONGER COMMUNITY AND COLLABORATIONS

---

Australian Progress acts as a significant connector in the civil society movement - filling a fundamental gap by creating spaces to share skills, build deep connections and foster new collaborations.





## BUILDING COMMUNITY

Many of the most remarkable and hard-fought campaign wins of the last five years have come as a result of diverse coalitions mobilising their own communities to work towards a common goal.

**5,500+**

PARTICIPANTS IN EVENTS,  
TRAININGS AND FELLOWSHIPS

The Australian Progress theory of change places great emphasis on the value of collaboration and has a deep-seated belief in the scale of what we can achieve when we come together. As Sally Rugg, executive director at change.org Australia puts it: "The Australian Progress team and the programs they run see potential everywhere - in people, in collaboration, in big ambitious projects."

By curating offline spaces that allow campaigners, organisers, fundraisers, communications experts and policy thinkers to connect, share knowledge and critique losses away from everyday office life, we reinvigorate those individuals and encourage fresh perspectives to make their way into organisations. Events and conferences are a key means of achieving this.

“

Undoubtedly the sector is more connected. My experience pre-Australian Progress is so different - you had collaboration within a sector but there was not sharing across sectors. Without Australian Progress there would be a lot more of people going back into silos, less knowledge of campaigning [and] less sharing of resources between organisations.”

- Lucy Manne, Campaign Director at ActionAid



## PROGRESS

Australian Progress has convened thousands of top thought leaders, policy advocates and change makers at the flagship Progress conferences -- offering civil society the much-needed opportunity to shape a more capable, connected and courageous response to the most challenging issues of our time.

**3,228**

PARTICIPANTS, INCLUDING 415  
SPEAKERS, AT PROGRESS 2013, 2015  
AND 2017







**Progress is our flagship conference and the largest event on Australia's civil society calendar.**

Bringing together entry level campaigners, senior management teams and everyone in between, Progress helps to build the courage, connections and capability of civil society through a cross-pollination of ideas, lessons and skills, and by fostering new relationships.

In 2017, participants explored gender equality, racism and economic injustice. In 2015, the conference centred around discussion of climate, human rights and technology, and in 2013 the key

themes to inform the agenda included inequality and community organising.

Progress has had a profound impact on both the skills and networks of participants, who describe their experience at the conference as “engaging”, “empowering”, “invigorating”, “innovative”, “thought-provoking”, “challenging”, “stimulating”, “brilliant” and “epic”. The flow on implications of these strengthened networks, according to participant feedback and impact interview data, suggests an increase in the number of collaborations and partnerships between organisations, including the discovery of unlikely allies.

“

**Being amongst such progressive, caring, embracing and compassionate 'humankind' was awesome, inspiring and affirming.”**

- Progress 2019 participant

**90%**  
OF PROGRESS PARTICIPANTS SAID  
THEY WERE INSPIRED AND  
RE-ENERGISED

When asked how Progress impacted their skills and work, participants told us:

- “One thing that became extra clear to me at Progress was the power and importance of centering the voices of lived experience. The best speakers I saw at Progress included Aboriginal people, refugee and migrant speakers, and a diverse, incredible range of young people. It was wonderful to have these speakers there, but our movement can do more.”
- “I have changed my approach to how I advocate with my local MP, based on the social media workshop with the Getup superstar, the behavioural science workshop and the common cause workshop on intrinsic values.”
- “The single biggest thing I want to do following Progress is to go back to revise our messaging and talking points in order to broaden the Republic campaign. The references to bringing in 'lived experience' were especially relevant.”

In terms of the cross-sectoral nature of Progress, participants told us:

- “I'm very excited [about the] emerging theme around cross-organisation, cross-sector collaboration on key issues such as progressive taxation and climate change.”

- “I was inspired by the breadth of cross sector engagement at Progress.”
- “Keep up the good work which crosses political parties and fences between sectors and within sectors.”

And when asked about how Progress influenced their connection to other campaigners and organisations, and approach to collaborative work, participants told us:

- “We came away with 30+ potential collaborative projects.”
- “I put faces to names of some people with whom I've been corresponding by email, spent time with some people who are either potential clients or potential collaborators, and have already had some follow-up email contact.”
- “I look forward to connecting with my peers in the People of Colour Caucus.”
- “I'm working with some people to crowd fund a legal literacy program. I learnt so much from people I would not normally come in to contact with and I really intend to hit them up ... in fact, we have already organised a catch up!”







In addition to the formal Progress program, a number of side events are scheduled around Progress to maximise the opportunity of having so many members of Australian civil society together in the same place. These have included:

- Progress X masterclasses with international experts like messaging guru Anat Shenker-Orsorio and 'directed networks' expert Jason Mogus;
- A senior leadership breakfast conversation with Race Discrimination Commissioner, Tim Soutphommasane;
- The launch with Gillian Triggs of '*Defending Democracy*', a report we led with the Human Rights Law Centre and coalition of NGOs to protect civil society's right to advocate under increasing government restrictions;
- Progress Youth - an additional day of programming to support the next generation of campaigners to get a taste of the movement.



**80%**

OF PLENARY SPEAKERS IN  
2017 WERE WOMEN



## LEADERSHIP

**Australian Progress has played a role in bringing together hundreds of our most eminent civil society leaders at events like Leadership to have the conversations needed to improve our nation's future.**

In June 2016, Australian Progress convened more than 200 of Australia's top nonprofit CEOs, union secretaries and other community leaders at Leadership - a conference to foster cross-sector networking and collaboration, and build bold leadership for our future.

For Lyn Morgain, executive director of cohealth, the conference created opportunities to share approaches and links to community, particularly in the interconnected policy areas of food, health and the environment.

One participant found having senior leaders from across civil society in the same place at the same time particularly useful: "I'm in a new government relations role and was able to meet up and build good starting relationships with sector colleagues. It would have taken me six months to meet these colleagues, but I was able to do it all in one place."

Another found having space to think beyond the short term most impactful: "For me, Leadership was about reflection and space to consider a longer range horizon. [It was] also about engaging in strategic thinking on areas I don't normally engage with, which I found stimulating."



### 85%

SAID THEIR EXPERIENCE AT LEADERSHIP WAS VERY GOOD OR EXCELLENT

### 81%

SAID THEY WERE INSPIRED AND ENERGISED BY THE LEADERSHIP SUMMIT

### 81%

SAID THEY BUILT AND STRENGTHENED RELATIONSHIPS FOR FUTURE COLLABORATIONS



## FWD+ORGANISE

Through our FWD+Organise conferences, Australian Progress has built dynamic communities of practice around digital campaigning and community organising, connecting advocates to cutting edge technologists and organising approaches from Australia and around the world.

FWD+Organise is Australia's premier gathering of digital campaigners and community organisers, who come together over two days to share hands-on skills, tactics and lessons from recent campaigns.

Over the years, FWD has attracted a who's who of international speakers such as Alicia Garza, co-founder of #blacklivesmatter; Jenna Lowenstein, Hillary Clinton's former digital director; Santiago Bell-Bradford, a senior community organiser at Momentum in the United Kingdom; Andrew Burns, digital and communications advisor to New Zealand Prime Minister Jacinda Ardern; and Becky Bond, author of *Rules for Revolutionaries: How Big Organizing Changes Everything* and former

senior advisor to Bernie Sanders' 2016 presidential campaign.

Recognising the convergence between online campaigning and offline organising, we combined FWD+Organise in 2016 and again in 2017.

Participants list "the opportunity to meet and network", "the bringing together of campaigners and organisers from different sectors" and "the sharing of experiences and practical knowledge" among their highlights of the FWD+Organise conferences.

“

**It's integrally important for the nonprofit sector to come together, share tactics and learn from each other. FWD+Organise does just that - providing an open and inclusive space for campaigners to collaborate on their aims of making the world a better place.”**

- Tim Norton, FWD+Organise speaker



1,800

PARTICIPANTS ACROSS 9  
CONFERENCES, INCLUDING 6 FWD  
AND 3 ORGANISE EVENTS





## FELLOWSHIP ALUMNI



**The Progress Fellowship alumni network ensures tomorrow's civil society leaders have regular opportunities to maintain social contact, share skills, ask advice and debrief on their latest campaign wins and losses.**

The richness and value of the Progress Fellowship alumni network increases exponentially with each graduating cohort. Alumni network events, including annual retreats, breakfast talks and social dinners, create a ripple effect among fellows' organisations, with each gathering renewing enthusiasm for new collaborations, partnerships and shared strategies.

Following the most recent alumni retreat, one fellow said: "Once again, I'm filled to the brim with new ideas and courage to start organising." Another told us getting away with other fellows for a weekend was a "great chance to feel re-energised

as a progressive campaigner, and draw on the knowledge of others."

CHOICE's Erin Turner says the alumni network has helped her to "see connections that are not obvious and have more respect for others' work and curiosity about other ways of thinking".

“**Whenever I need a professional brains trust or career guidance I turn to the Progress alumni network. With such a diversity of skills and interests across progressive campaigning, there's always someone who offers their invaluable expertise and experience. I couldn't do my job so successfully without them.**”

- Emma Bull, 2018 alumni retreat participant

## PROGRESS CENTRAL

**In 2017, Australian Progress filled a significant gap for Melbourne's social change makers, partnering with Ethical Property to open the only coworking space in the country for advocacy-focused organisations and freelancers.**

Located on the top floor of the heritage-listed donkey wheel house, Progress Central has become home to 45 campaigners, organisers, tech experts and creatives focused on advocacy and achieving systems change. Fellow tenants include Fair Agenda, the Muslim Collective, Incubate Foundation, Greenpeace International, Rapid Context, Climate for Change, CHOICE, Principle Co, SumofUs, Farmers for Climate Action, Democracy in Colour and change.org.

“**Progress Central provides not only like-minded company, but a kind of 'brains trust' where ideas are shared and queries answered from all different corners of the progressive space. It's energising coming to work each day knowing we're working towards a collective vision of a more kind and fair world.**”

- Serena Davies, Communications Officer and Team Leader at Climate for Change





## ONLINE

### 290+

FELLOWS IN THE ALUMNI GROUP

### 800+

MEMBERS OF FWD > DIGITAL  
CAMPAIGNING IN AUSTRALIA

### 580+

MEMBERS OF ORGANISE

### 165+

MEMBERS OF WOMEN IN  
CAMPAIGNS AUSTRALIA

### 750+

MEMBERS OF THE LGBTI  
PROGRESSIVE NETWORK

Through the FWD+Organise conferences, Australian Progress has built online communities of highly engaged digital campaigners and community organisers, facilitating the connections and cross-pollination of ideas they need to thrive.








Sharing job opportunities, asking for advice, offering feedback, celebrating wins and discussing new tactics are just some of the daily activities that occur in our online community, via dozens of Facebook groups.

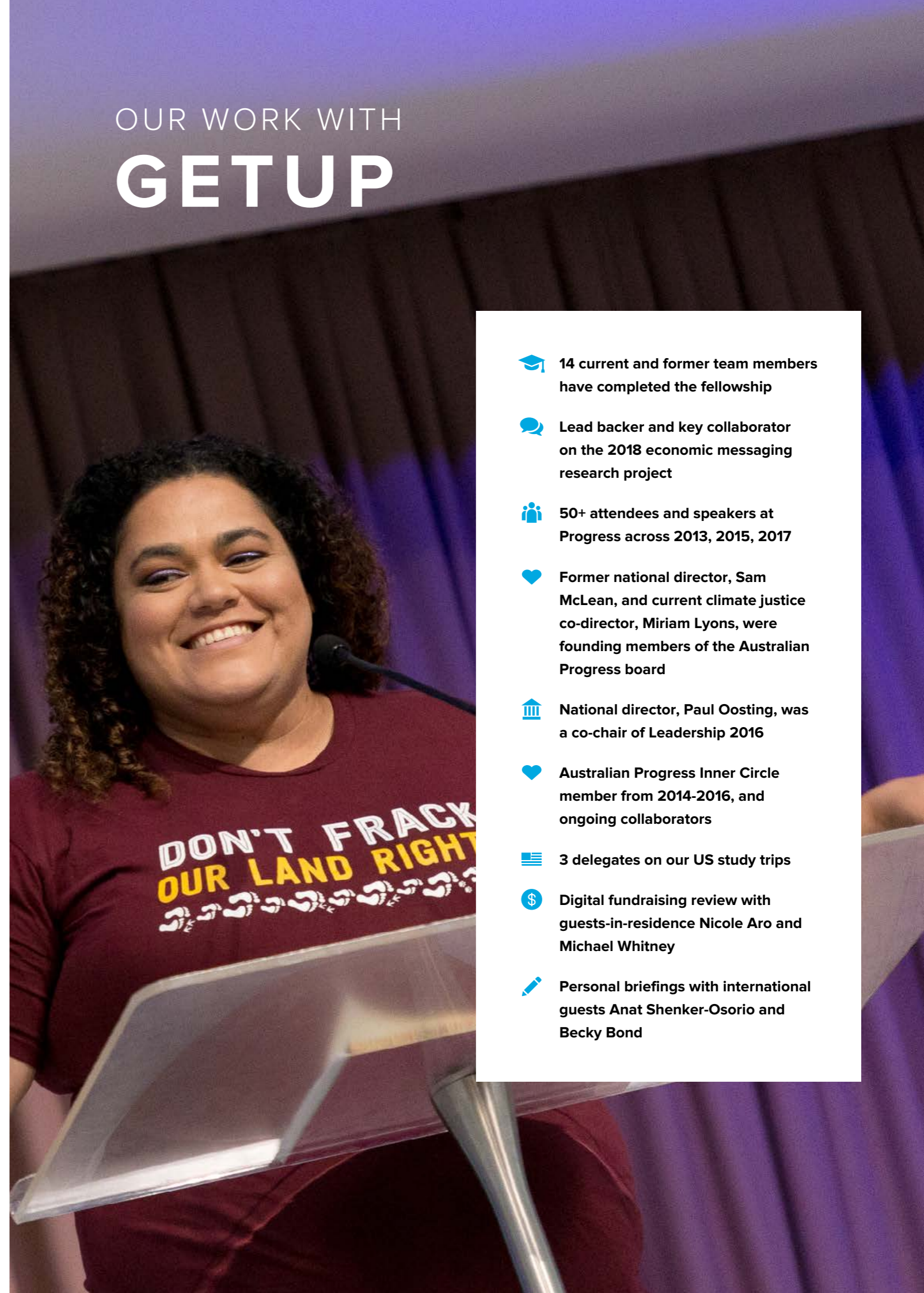
From fellows to FWD participants, LGBTI activists to women campaigners, thousands of individuals are connected and actively engaged in these communities.

Nick Haines, senior campaigner at SumofUs, says: "The online spaces that have been created through the organisation... are really valuable [and] where the action happens. They are a big way for people to stay in touch and use the network. On a day to day level I get the most from these."



## OUR WORK WITH GETUP

-  14 current and former team members have completed the fellowship
-  Lead backer and key collaborator on the 2018 economic messaging research project
-  50+ attendees and speakers at Progress across 2013, 2015, 2017
-  Former national director, Sam McLean, and current climate justice co-director, Miriam Lyons, were founding members of the Australian Progress board
-  National director, Paul Oosting, was a co-chair of Leadership 2016
-  Australian Progress Inner Circle member from 2014-2016, and ongoing collaborators
-  3 delegates on our US study trips
-  Digital fundraising review with guests-in-residence Nicole Aro and Michael Whitney
-  Personal briefings with international guests Anat Shenker-Osorio and Becky Bond





Sally Rugg, former campaigner and now executive director at change.org Australia, says the fellowship had a direct impact on GetUp's campaign strategy and ability to win: "Just after the fellowship in 2015 I ran a campaign - Love in your electorate. It was a hyper-local wildfire campaign. I was organising GetUp members in 10 electorates to pressure their MPs to change their vote. Seven of 10 switched during that time. We changed the law on marriage equality!"

Others, such as digital marketer Anisha Humphreys, took away from the fellowship practical approaches to email writing and messaging that she has since implemented in her (winning) approach: "I learnt practical skills like email writing and lots about organising which I found interesting. I use what we learnt about messaging and framing. For example, I did the ads for the marriage equality campaign. We did message testing which was influenced by what I learnt about progressive framing and not leaning into the opposition's framing."

For Michael Poland, former climate campaigner at GetUp and now campaign director at the Victorian Greens, fellowship modules on community organising had a significant impact on his own work and GetUp's broader approach to campaigning, which has expanded from digital to include a significant component of field organising. "The GetUp cohort [from the fellowship] took back the community organising model [and] GetUp has since reformed its organising model. It's helpful to have your thinking pushed and challenged."



**Training can be a difficult thing for one single organisation to do. On-boarding and staying on top of what's happening in the campaigning space is quite a challenge and can be all-consuming. It's been really beneficial for Australian Progress to provide this to my team.”**

- Paul Oosting, National Director

GetUp's consultancy with guests-in-residence Nicole Aro and Michael Whitney led to the implementation of a new member acquisition strategy, resulting in tens of thousands of previously inactive members becoming re-engaged, and thousands more new members within a year.

Michael Poland says the work Australian Progress has done to bring the sector together had a notable impact on his work for the marriage equality campaign.

"As the partnerships manager for the marriage equality campaign, I was responsible for getting nonprofits involved in the campaign. The work Australian Progress has done to make sure nonprofits have a community of purpose made them come together. 8,000 calls were made by different civil society organisations - including environmental and health groups, Oxfam and Save the Children - at big marriage equality calling parties hosted by Australian Progress. That wouldn't have happened if there wasn't an Australian Progress."

As a lead backer and key collaborator on our economic messaging research, GetUp have applied key lessons to the development of their newly-launched policy manifesto, *A Future to Fight For*.



The bold charter of economic rights laid down in the manifesto shifts discussion of the economy away from the neoliberal frame, instead seeking to create a new story that centres people and planet.

Paul Oosting says in terms of impact on the GetUp strategy and ability to win, messaging has been the "most impactful", with Paul making time for the team to integrate new messages and learning into their work.

GetUp speakers have had a strong presence at all Progress and FWD+Organise conferences. Some of the 40+ talks include:

- **Shen Narayanasamy** - human rights campaign director, in plenary at Progress 2017
- **Sally Rugg** - (former) marriage equality campaign director, at Progress 2017 and FWD+Organise 2017 on lessons from the marriage equality campaign
- **Kajute O'Riordan** - organising director, at FWD+Organise 2017 on decentralised campaigning to empower members
- **Sam McLean** - (former) national director, in plenary at Progress 2013 on electoral reform

## MEET SOME GETUP FELLOWS



**RENAIRE DRURY**  
HUMAN RIGHTS  
CAMPAIGNER



**ANISHA HUMPHREYS**  
DIGITAL MARKETER



**ALE MOLITERNO**  
CAMPAIGNS ASSISTANT





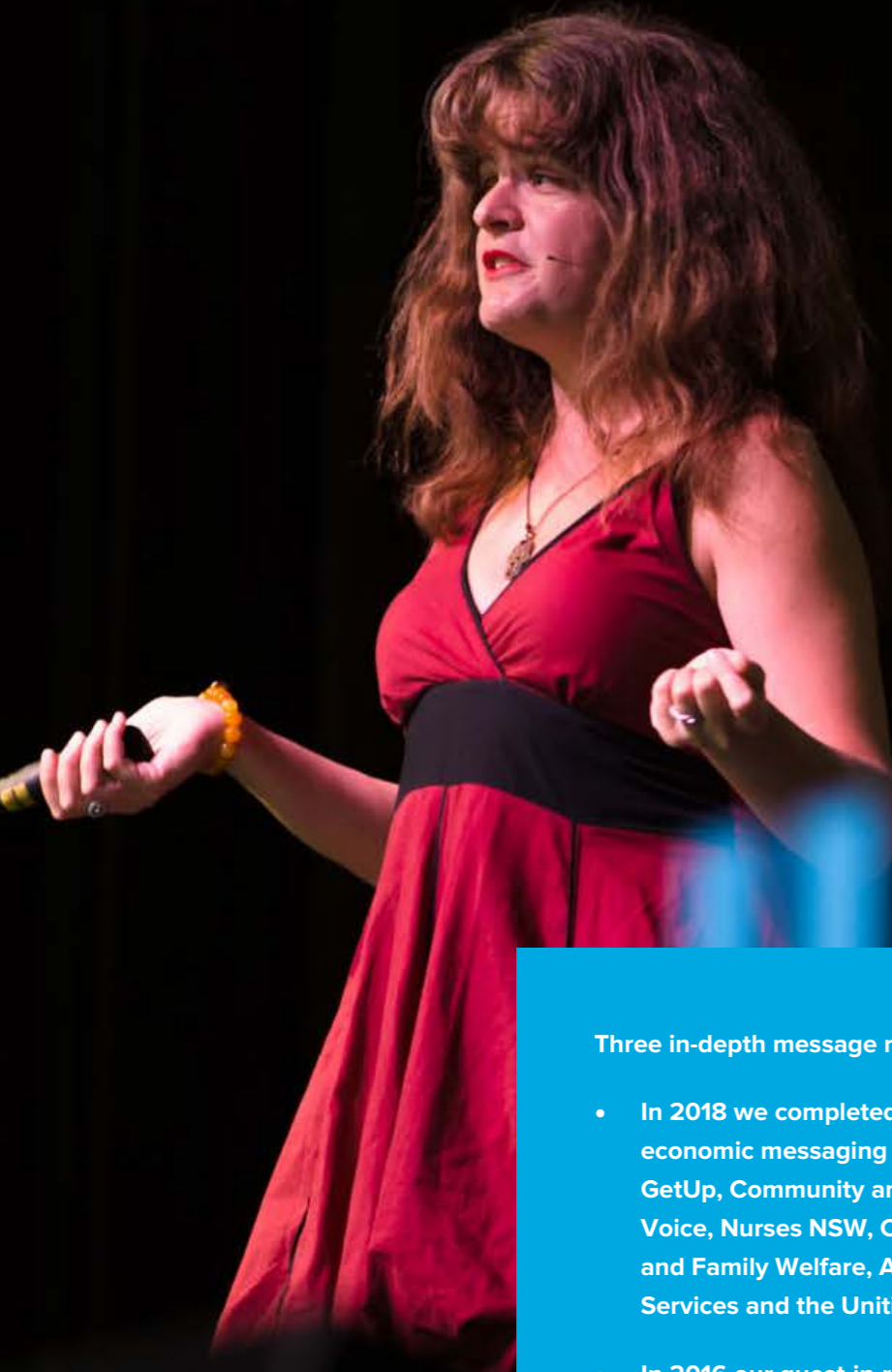


## **MORE ROBUST MESSAGING AND COMMUNICATIONS**

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Australian Progress has conducted a series of communications research projects that have fundamentally reshaped our movement's approach to messaging, especially around climate, people seeking asylum and the economy.





## A NEW WAY TO TALK ABOUT REFUGEES

In partnership with US messaging expert Anat Shenker-Osorio, Australian Progress led a significant research project that has supported civil society to cut through and reframe the debate about people seeking asylum.

### Words that Work with ASRC

During her time as our guest in residence in 2016, Anat Shenker-Osorio led a significant messaging project with the ASRC and a broad reference group of refugee and human rights groups to reframe the debate about people seeking asylum.

In an Australian first, Anat ran a large-scale dial test to produce new language to cut through and persuade 'middle Australia'.

More than 1,400 advocates, media and philanthropists attended report-back events that we co-organised with the ASRC in Brisbane, Sydney and Melbourne.

Nick Haines, digital campaigns coordinator at ASRC during the messaging project and now senior campaigner with SumofUs, says the systemic and quantitative approach to building a messaging platform has allowed the sector to engage in the debate in a more helpful manner.

"It was a really remarkable thing to be involved in and has had lasting impact in the refugee and human rights sector... They [Australian Progress] have really raised the bar in cognisance of how we've used messaging. This wouldn't have existed unless they pushed the wagon really hard."

### Shaping a New Story conference

Off the back of this work, Australian Progress convened a groundbreaking working conference for campaigners seeking to shift the narrative around refugees and people seeking asylum in March 2016.

Bringing together 96 participants from around the country, Shaping a New Story reviewed Anat's messaging recommendations, explored good communications practices and provided space to build new collaborations.

Co-hosts for the event included the Refugee Council of Australia, GetUp, Amnesty International Australia, Refugee Advice and Casework, Impact International Group, ASRC and Andrew Kaldor AM. The Australian Human Rights Commission kindly provided the venue for the event, and then President Gillian Triggs made welcome remarks.

In the post conference survey, 96% of participants told us the event was useful and worthwhile, and listed their highlights as: "face to face networking" and the opportunity to "work collaboratively as a sector, instead of working in silos".

### Three in-depth message research projects:

- In 2018 we completed the second phase of our economic messaging work in collaboration with GetUp, Community and Public Sector Union, United Voice, Nurses NSW, Centre for Excellence in Child and Family Welfare, Australian Council of Social Services and the Uniting Church.
- In 2016 our guest-in-residence, Anat Shenker-Osorio, led the groundbreaking *Words that Work* research project in collaboration with the Asylum Seeker Resource Centre (ASRC) to shift the debate around refugees and people seeking asylum.
- In 2012 we produced a climate messaging guide in collaboration with Australian Conservation Foundation, 100% Renewable, Australian Youth Climate Coalition, WWF-Australia, GetUp and Climate Action Network Australia.

# 50

INTERVIEWS WITH ADVOCATES  
AND PEOPLE SEEKING ASYLUM

# 12

FOCUS GROUPS AROUND THE  
COUNTRY



## HOW TO TALK ABOUT THE ECONOMY

**Australian Progress economic messaging research has supported civil society groups to dramatically shift our story on the economy to a frame that centres people and planet.**

In 2017, Australian Progress brought together leading civil society organisations interested in changing the story on the economy and finding persuasive ways to champion the issues we care about – from reliable jobs to a strong social safety net, affordable housing, quality healthcare and a thriving natural world.

The research culminated in a dial test of five messages to measure language that enthused advocates, engaged supporters, moved persuadables and alienated steadfast opponents.

The project found the most successful way to talk about progressive economic policy is to tell our own story, not negate a more conservative story. By shifting messages to our own frame, we compel others to argue why we can't have better health care, a faster commute home to our families or protect our Great Barrier Reef.

More than 450 people attended report back events in Brisbane, Sydney and Melbourne to hear key takeaways from the project. To ensure teams had a firm grasp of these findings and understood how best to apply them within their own campaign contexts, we ran tailored training sessions at key partner organisations.

Early evidence suggests the new messages are having an impact, with language recommendations adopted in the public communications of groups from Australian Council of Social Services to GetUp, the Australian Conservation Foundation (ACF) and trade unions, as well as key economic statements from major political parties.

Kelly O'Shanassy, chief executive officer of ACF, says: "If everyone used it, we would change the country."

"Very few organisations think changing the story is important enough that they will contribute money to do it. That collaborative, alliance-style of that piece of work means people will do it. The impact will be when we change how Australians think about taxpayers' funds - when they call it public funds, when a Treasurer is talking about the societal and environmental impact of the budget."

“**The quality of work with economic messaging introduced into Australian civil society is very high. I always feel confident to point people towards Australian Progress' work and get them to use it... [the] work is really good and it's what we need.**”

- Paul Oosting, National Director at GetUp

50

INTERVIEWS WITH  
MIDDLE AUSTRALIA

12

FOCUS GROUPS AROUND  
THE COUNTRY

## THE CLIMATE COLLABORATION

**The climate communications research led by Australian Progress has had a remarkable impact on our climate movement -- driving widespread adoption of tested frames that centre solutions.**

The climate messaging research project was commissioned by Australian Progress in 2012 to understand Australians' attitudes to climate change. Project collaborators included Australian Conservation Foundation, 100% Renewable, Australian Youth Climate Coalition, WWF-Australia, GetUp and Climate Action Network Australia.

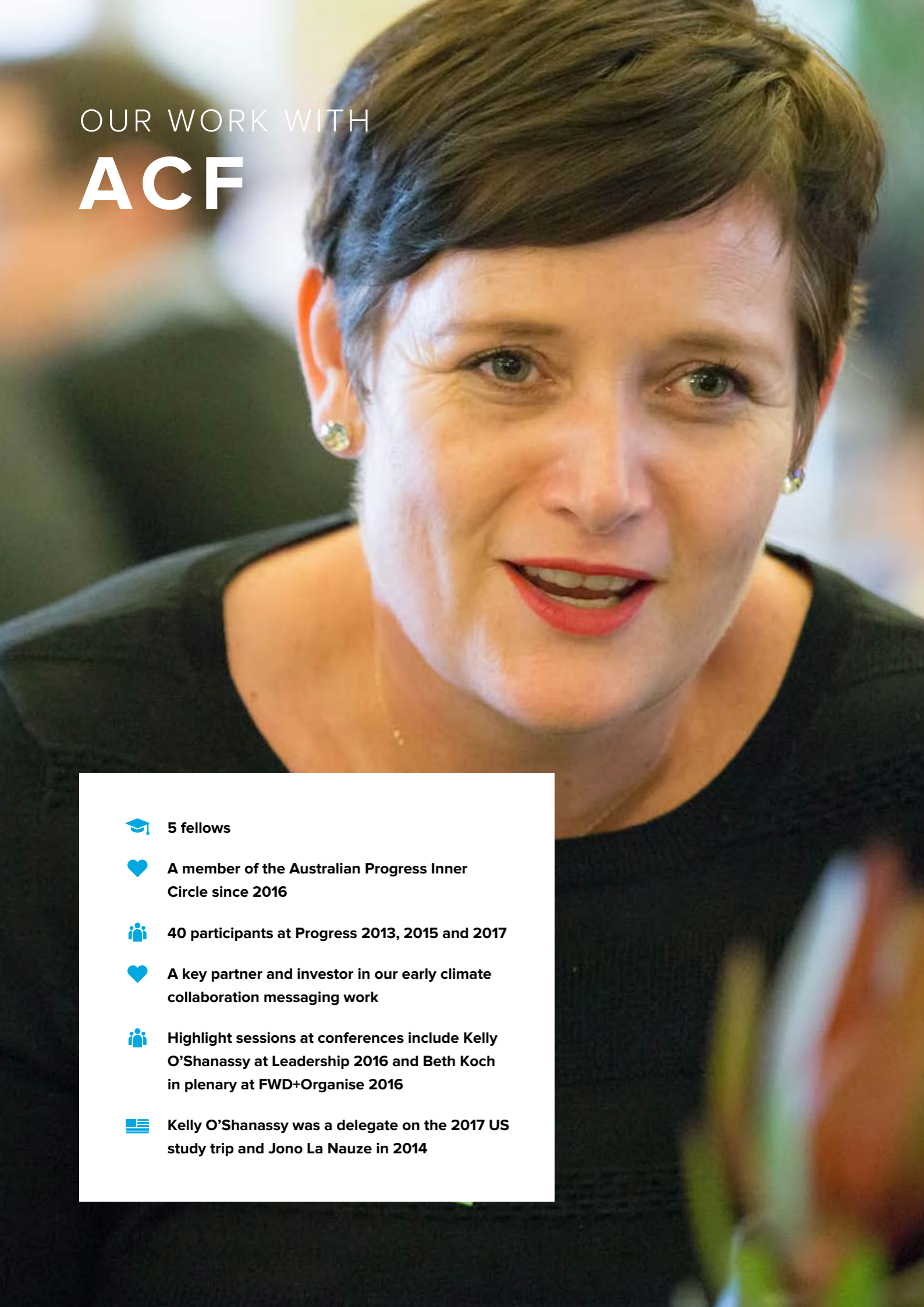
The research -- involving focus groups across the country -- found broad support for renewable energy such as solar. Messaging and communications around climate solutions was found to break through climate denial and public apathy.







This research helped inform the investment in and design of the Solar Citizens movement, the widespread adoption of solutions-focused climate messaging, and a shift away from messaging around science, policy targets, pollution and carbon taxes.





# OUR WORK WITH ACF



-  **5 fellows**
-  **A member of the Australian Progress Inner Circle since 2016**
-  **40 participants at Progress 2013, 2015 and 2017**
-  **A key partner and investor in our early climate collaboration messaging work**
-  **Highlight sessions at conferences include Kelly O'Shanassy at Leadership 2016 and Beth Koch in plenary at FWD+Organise 2016**
-  **Kelly O'Shanassy was a delegate on the 2017 US study trip and Jono La Nauze in 2014**



Australian Conservation Foundation (ACF) narrative coordinator, Tessa Fluence, is one of five ACF fellows, having completed the Progress Messaging Fellowship in 2015 and Progress Digital Fundraising Fellowship in 2017. Tessa says she's seen changes at ACF introduced as a result of her learnings in the Messaging Fellowship, including the establishment of a new role - a public narrative coordinator, a narrative handbook for staff and volunteers, and a training workshop for the community, which Tessa says "has led to a scalable practice in our work".

Since the Digital Fundraising Fellowship, Tessa says ACF have embraced moment-based fundraising and a culture of experimentation: "We've definitely raised more money - tens of thousands of dollars more than if we didn't do these experiments. It's [been] really useful to test our assumptions."

Overall, Tessa says her involvement in the fellowships has given her clarity around what's next for her: "I wasn't super clear on my work and future. It [Australian Progress] has made me think about it [campaigning] as a career. It's made me think I can do it too."

Chief Executive Officer, Kelly O'Shanassy, says the capacity building arm of Australian Progress has been particularly impactful on ACF as an organisation.

"I'm sending staff to training all of the time. The specialist capacity building and communicating around the economy has been really important - it affects everyone and it's where you get bigger impact."

Kelly attributes her team's increased capacity in digital campaigning and community organising as a key factor in the organisation's growth from 80,000 to 500,000 supporters in a five year period.

Reflecting on her organisation's decision to join the Australian Progress Inner Circle in 2016, Kelly says it's about, "building capacity to be the best we can be".

"We love being involved in the Inner Circle because we get to invest in capacity building which returns value back to our organisation. It's a wonderful thing to be able to help Australian Progress... that's our way to help contribute to civil society in Australia, to move all of us to be better at what we do and have a greater impact."

**“When we come together around an issue - across organisations, across issues - we're enormously powerful. Every enormous change has been led by people coming together. And the wonderful thing about Australian Progress is that it's the most important organisation in Australia to bring people together.”**

- Kelly O'Shanassy, Chief Executive Officer





Beth Koch, Melbourne 2014 fellow and now community organiser at ACF, says she found the fellowship to be “the single most formative experience” of her career.

Since joining ACF in 2016 to work on the Murray-Darling basin campaign, Beth has strengthened the organisation’s approach to organising, inspired by her time as a fellow.

“As I was working across large geographies with community members who often feel isolated, I decided to approach it using a leadership development model by running a campaigning fellowship of my own.

“Overall, it has been a successful experiment that ACF have learnt a significant amount from, which would not have happened without the Australian Progress Fellowship,” she says.

Beth has also been a leading force behind ACF’s own fellowship program - an in-house, six-month program for emerging social change professionals. Speaking on the design of the program, Beth says it was inspired by her experience in the Australian Progress Fellowship.

“I feel that this approach - the Australian Progress approach - is much healthier and sustaining for integrating learning into work and extending peer-support rhythms beyond the program itself.”

Now in its second year, Beth says the program is “proving to be successful and will hopefully become a fixture in how ACF approach in-house volunteering and supporting emerging leaders”.

As a result of participation in the US study trip, Kelly O’Shanassy says she has shifted a number of internal practices within the organisation, including:

- “We have embedded in ACF that we need to reflect the diversity of the Australian community,” Kelly says, resulting in the implementation of a diversity strategy to identify where the organisation has diversity and where it doesn’t.
- A shift in practices to improve the likelihood of women applying for roles by “reducing selection criteria so women don’t screen themselves out”, and removing the requirement for formal educational, acknowledging “lived experience is just as valuable”.
- A move towards connecting to campaigns beyond nature and conservation, something Kelly says the US is doing a much better job of. “I asked the board to support marriage equality and for time for my staff to do calling parties for the campaign. It was not very hard to get the board across the line. There was some pushback from some members but we were very clear in our intention and views. We got as much support as criticism, some people stopped giving money and some people started. This was a really big change for ACF,” Kelly says.

## MEET SOME ACF FELLOWS



**TESSA FLUENCE**  
PUBLIC NARRATIVE  
COORDINATOR



**MICAH DEMMERT**  
FORMER MAJOR  
GIFTS MANAGER



**JESS ABRAHAMS**  
HEALTHY ECOSYSTEMS  
CAMPAIGNER



**BETH KOCH**  
COMMUNITY  
CAMPAIGNER





## INCREASED CAPACITY THROUGH INNOVATION

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Australian Progress has embraced innovative new projects, including social movement incubation and international study trips, to dramatically increase the capacity of Australia's civil society movement.





## PROGRESS LABS - FOSTERING A NEW GENERATION OF SOCIAL CHANGE MOVEMENTS



Australian Progress has incubated 17 new social movements, supporting the next generation of people-powered organisations to hone their strategy and story, raise early funding and achieve their vision - fast.

**\$1.6M+**  
SEED FUNDING RAISED TO SUPPORT THE PROJECTS

Democracy works best when people step up and speak out. But when it comes to making big decisions, the balance of power too often tips against those experiencing disadvantage or people from marginalised communities.

As Australia's first dedicated social movement incubator, Progress Labs is designed to revitalise

civic participation by supporting powerful and compelling new organisations to engage hundreds of thousands of Australians to build a fairer and more forward-looking Australia.

The program has been designed to create systemic change on two levels:

1. Support organisations to win significant policy change on social, economic, cultural and environmental justice issues, backed by widespread community support and engagement; and
2. Nurture growing movements to empower hundreds of thousands of people - especially marginalised communities - to participate in social change and shifting policy. By ensuring affected communities have ownership over their issues, involvement in the democratic process is increased and governments are held to account by those directly impacted by their policies.

Progress Labs has nurtured 13 organisations across two cohorts through early stage strategic development and this will continue with a third cohort in 2019. Prior to the roll out of the formal Labs program, Australian Progress incubated four organisations through their start-up phase.

The Labs program offers both standardised and tailored training modules, covering everything required for an organisation to accelerate through the early stages and build an effective movement capable of creating systemic change.

“

Since starting Progress Labs, we've energised past donors and attracted new ones, raising more than \$90K in a two month window. Such a significant amount of money means we can launch straight into our campaign plans to tackle things like junk food marketing to kids and improved labelling of food products.”

- Tania Sincock, Campaign Director at SugarByHalf

### Pilot phase

FAIR  
AGENDA

TheParentHood

SolarCitizens

COMMON  
GRACE

### Progress Labs cohort 1

DEMOCRACY IN COLOUR

PrideCup

ORIGINAL  
POWER

COTA  
For older Australians

AUWU  
Australian Unemployed Workers' Union

Better  
Renting

rainbow families  
connecting • supporting • empowering

### Progress Labs cohort 2

YOUNG  
FOR ECONOMIC JUSTICE

Sugar  
By  
Half

council of  
single mothers  
and their  
children

DIGITAL  
RIGHTS  
WATCH

ssdp  
Standards for Sensible  
Drug Policy Australia

Unharm!  
Getting drugs right



The Progress Labs six-month program includes:

- Tailored narrative development and pitch coaching;
- Access to a growing network of philanthropists and private donors (including opportunity to present at carefully curated pitch events in Melbourne and Sydney);
- Office space at Progress Central, our Melbourne co-working space for social change makers;
- Strategic business plan development and support;
- Admin, governance, legal and accounting assistance;
- Design, technology, and creative partnerships;
- Hands-on mentorship and coaching;
- Media training;
- Tailored evaluation metrics for ongoing benchmarking; and
- A cohort of founders at a similar stage in their journey to work and learn alongside.

Below is some of what the founders have to say about their experience in the program:

“Progress Labs built my confidence to build Better Renting as an organisation. From the intensive I developed much greater clarity around my vision and theory of change for Better Renting. I've been able to use this since to help guide our strategy, to communicate with supporters, and to help us to remain focused.”

- Joel Dignam, Better Renting

“I am super impressed and hopeful for the future after just the first weekend. Progress Labs is a beautifully built nest for social movements - it's so nurturing to have this time to focus on a cause we care deeply about, with other people who dream for a better world, and amazing mentors and program to help us get there.”

- Vanessa Gonzalez, Rainbow Families

“Our organisation would never have happened if it weren't for Australian Progress... We've become experts of everything we thought we couldn't do previously - skills in business strategy, skill in finance, skills in legals. And the many organisations we've worked with we now consider friends.”

- Jason Ball and James Lolicato, Pride Cup



Many of the organisations we've supported have gone on to achieve policy wins of national significance, empowered thousands of people to have a direct say in the policy debates that affect them and their communities. Notable wins include:

- **Fair Agenda** have helped to secure a specialist counselling hotline for university students affected by sexual violence, helped stop \$34M of scheduled cuts to Community Legal Centres, secured key votes to block cuts to paid parental leave which would have hurt more than 79,000 working families, secured an additional \$150M to improve the safety of victim-survivors of family violence and helped secure an additional \$4M in funding for domestic and sexual violence counselling services 1800 RESPECT. Most recently, Fair Agenda were a key leader in the winning campaign to decriminalise abortion in Queensland.
- **Solar Citizens** mobilised thousands to secure support from the South Australian government to build one of the world's biggest solar thermal plants with storage at Port Augusta - securing clean, renewable jobs for the local community.
- **Democracy in Colour** piloted a campaigning fellowship for young Muslims and have secured partnerships to train a further 40 people of colour
- **Pride Cup** rolled out Pride Cups in 13 regional centres across the country, with an additional

30 clubs planning to host their first Pride Cup ever in the coming season. They launched on the big screen during AFL Pride Game at Etihad Stadium and received broad coverage in QLD, VIC, NSW and WA LGBTI press. Due to rapid growth and early success, Pride Cup was subsequently accepted into Melbourne University's prestigious Melbourne Accelerator Program (the first nonprofit ever to be included).

- **Original Power** have hosted a two-day capacity building and skill share workshop for 35 Aboriginal and Torres Strait Islander campaigners and organisers.
- **Better Renting** shifted ACT government policy on commercial guarantees, with the Minister citing the work of Better Renting as a key factor in his decision.
- **Australian Unemployed Workers' Union** have established a free 1800-hotline to provide advice to unemployed workers.
- **Rainbow Families** raised \$12K from a crowdfunder to roll out education resources for transgender and gender diverse parents in NSW and around Australia.
- **YOUNG** raised enough funding in their first three months of operation to roll out a pilot campaign and hire an organiser and national director.



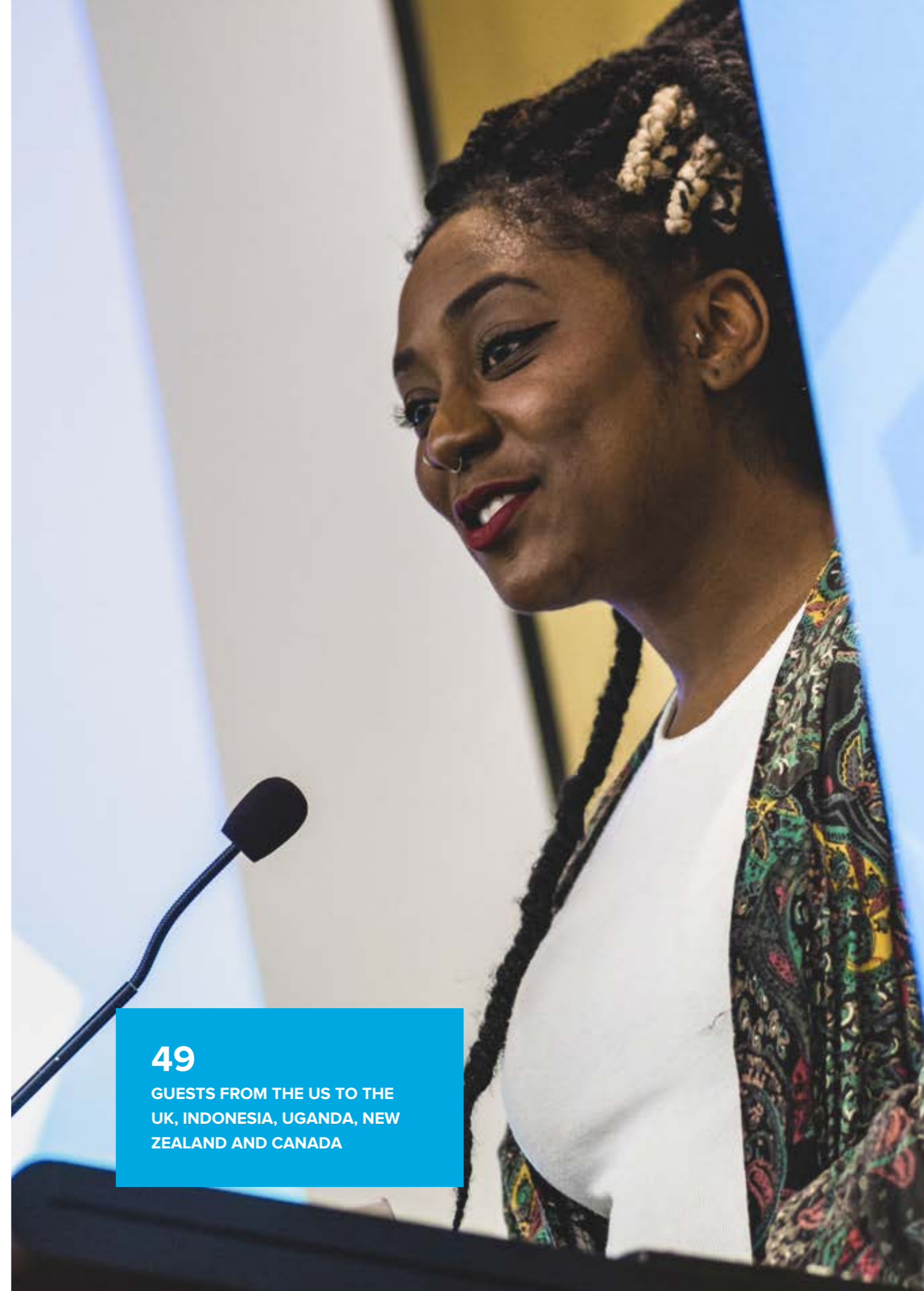
## SHOWCASING INTERNATIONAL BEST PRACTICE

**Australian Progress has connected civil society to thought-leaders and best practice strategies from around the world. With 49 international speakers and three guests-in-residence, we've enabled the quick uptake of innovative models and tactics.**

Australian Progress is a globally-engaged organisation with strong bonds to change makers and organisations leading systemic change around the world. We create space in our event programs to showcase their best practice innovation and lessons, host yearly international study trips, and welcome top-tier international guests for our esteemed guest-in-residence program.

Australian Progress have welcomed almost 50 international guests to connect with Australian change makers at conferences, lectures, workshops and stakeholder events over the past six years.

Of these guests, Anat Shenker-Osorio, Nicole Aro and Michael Whitney stayed on in Australia as guests-in-residence. Anat worked on message research and consulting with the Asylum Seeker Resource Centre, Federation of Community Legal Centres, Australian Council of Social Services, the Australian Council of Trade Unions and a number of climate groups. Nicole and Michael worked closely with GetUp, Community and Public Sector Union, Brotherhood of St Lawrence, Plan International, Oxfam Australia and the Wilderness Society.



# 49

GUESTS FROM THE US TO THE UK, INDONESIA, UGANDA, NEW ZEALAND AND CANADA



## INTERNATIONAL GUESTS

### NORTH AMERICA

**Alicia Garza**, Black Lives Matter  
**Anat Shenker-Osorio**, messaging expert  
**Becky Bond**, author Rules for Revolutionaries  
**Brian Young**, ActionNetwork  
**Dan Pallotta**, speaker, author and activist  
**David Rothkopf**, Foreign Policy magazine  
**Emily Norman**, Global Strategies Group  
**Emily Schwartz**, NationBuilder  
**Evan Wolfsohn**, Freedom to Marry  
**Hahrie Han**, author How Organizations Develop Activists  
**Jason Mogus**, NetChange  
**Jenna Lowenstein**, Hillary for America  
**Jen Perrone**, New Organizing Institute  
**Jeremy Bird**, Obama 2012  
**Jim Gilliam**, Nationbuilder (via video)  
**Josh Peck**, democratic national committee  
**Katelyn Sabochik**, Obama Office of Digital Strategy  
**Kathleen Sutcliffe**, Earth Justice  
**Kelly Craighead**, Democracy Alliance  
**Libby Lenkinski**, New Israel Fund  
**Michael Whitney**, Bernie for America  
**Naomi Klein**, author and activist (via video)  
**Nathan Woodhull**, ControlShift Labs  
**Nick Allardice**, change.org  
**Nick Gaw**, Engineering Democratic National Committee  
**Nicole Aro**, AFL-CIO  
**Peter Singer**, ethicist  
**Peter Wrinch**, Nationbuilder  
**Regina Schwartz**, The Analyst Institute  
**Sara El-Amine**, Chan Zuckerberg Initiative  
**Sarah Critchfield**, Upworthy  
**Taren Stinebrickner-Kauffman**, SumOfUs  
**Tom Liacas**, NetChange

### SOUTH AMERICA

**Adriano Campolina**, ActionAid Global  
**Pablo Fracchia**, Marriage equality campaign leader

### EUROPE

**Alex Gayani**, Behavioural Insights Team  
**Richard Wilkinson**, author The Spirit Level  
**Sandro Demaio**, World Health Organisation  
**Santiago Bell-Bradford**, Momentum

### RUSSIA

**Edward Snowden**, digital rights whistleblower (via video)

### ASIA

**Joe Moses**, Paga Hill Settlement  
**Usman Hamid**, change.org Indonesia

### AFRICA

**Catherine Gatundu**, ActionAid  
**Danny Sriskadarajah**, CIVICUS  
**Winnie Byanyima**, Oxfam International

### NEW ZEALAND

**Alexandra Nicholas**, Ko Awatea  
**Andrew Burns**, Office of Jacinda Ardern  
**Marianne Elliott**, ActionStation  
**Ryan Mearns**, NZ Human Rights Commission





## PHILANTHROPY AND ADVOCACY

**Australian Progress has worked closely with Australian philanthropies since 2013, connecting them with social movements and sparking conversations around emerging international best practice when supporting advocacy.**

John Spierings, executive director at the Reichstein Foundation, says Australian Progress is a “unique proposition” for philanthropy in Australia: “It’s very connected to people on the ground and grassroots action; it’s also bringing a big picture into perspective for social change makers and for philanthropy.”

When asked to reflect on their funding of Australian Progress, John says for the Reichstein Foundation, it comes down to a belief in our essential mission.

“This is our third or fourth year of core funding for Australian Progress - it’s one of the key partners we see at Reichstein. We see it as an important resource for the philanthropic community more broadly, which is now learning we need to address systems, not just the symptoms of problems, and Australian Progress is central to that approach. If we want to have a deep analysis of the problems in society, if we want to develop the skills to address that, [then] Australian Progress is a vital resource,” John says.

Alongside Progress Labs - which helps to generate a pipeline of innovative, investment-ready social movements - we’ve supported a number of events to engage philanthropists in discussions on how best to achieve success with their own impact strategies.



### Nexus Australia conference

Australian Progress supported the 2018 Nexus conference as a community partner and Nick Moraitis volunteered on the steering committee to help shape the event. Nexus had a major focus on the opportunity for philanthropy to help drive systemic change, and we were thrilled to curate panels on gender equality, global change, digital activism and climate change.

Conference participants cited Sara El-Amine’s plenary and *Neuroscience of Persuasion* session as “the best part of the Summit” in an impact report prepared by consultants at the completion of the event.

### Sara El-Amine visit

Director of Advocacy at the Chan Zuckerberg Initiative, Sara El-Amine, joined Australian Progress for a series of events around the Nexus Australia conference in early 2018. In collaboration with the Reichstein Foundation, we hosted lunch for 50 leading Australian philanthropists, dinner for senior nonprofit leaders and breakfast with fellowship alumni. Sara shared unique insights and case

studies of emerging best practice, including the value of multi-year investment, the need to support advocacy led by affected communities and the value of investing in bold, courageous ideas at an early stage.

### Philanthropy Australia conference breakfast

Guests of the 2018 Philanthropy Australia conference attended a breakfast panel discussion hosted by Australian Progress in collaboration with the Reichstein Foundation, with panellists sharing perspectives on how best to financially support advocacy. Speakers included Shen Narayanasamy, human rights director at GetUp; Karrina Nolan, founder of Original Power; Anna Rose, Myer fellow and founder of Farmers for Climate Action; and Nick Moraitis, executive director at Australian Progress.

### Kelly Craighead visit

At Progress 2013, we held a philanthropy dialogue with 12 leading philanthropists over two days, including deep discussion about how to strengthen investment in civic engagement and democracy with Kelly Craighead, president of the US-based Democracy Alliance.



## INTERNATIONAL STUDY TRIPS



**Through five US study trips, Australian Progress has directly connected dozens of civil society leaders to cutting edge US organisations and their best practices approaches to winning systemic change.**

With an itinerary tailored to specific participants, who in the past have represented philanthropies, unions, environmental organisations and health services, the study trip typically includes 30+ meetings in New York, Washington DC and San Francisco, and three days at Netroots Nation, the premier US conference for their progressive movement.

With vast scale, a culture of experimentation and a philanthropic sector with a strong history of supporting advocacy, organisations and foundations have much to teach us about breaking out of our silos, sharing knowledge and building relationships that extend beyond the walls of our own offices.

Lyn Morgain, executive director of cohealth, says her approach to leadership and the direction of the organisation was influenced as a result of her visit

to the US. Since her return, cohealth has shifted significantly into the advocacy space alongside their continuing health service provision.

“For me there was a lot of opportunity to think about how we conceptualise communities in a contemporary sense and what tools are available to mobilise communities. This was really powerful and I wouldn’t have got this had I not been exposed [to the US study trip]... It’s driven a more creative way to do the things we do.” Lyn says.

Lyn and fellow 2017 study trip participant Kelly O’Shanassy both applied lessons from the trip to step up efforts around the marriage equality postal survey. While cohealth mobilised community health centres, ACF allocated time for their own staff to support the campaign. Lyn agrees her approach may have been different had she not just returned from the US.


The trip has been made more accessible with scholarships provided as the prize for the Jill Reichstein Award for Social Change Leadership.


## OUR WORK WITH CPSU




 **11 fellows**


 **62 attendees at Progress conferences in 2013, 2015 and 2017**


 **Senior leaders deeply engaged in Australian Progress - National Secretary, Nadine Flood, has been a co-chair of Progress and Leadership, while Assistant National Secretary, Michael Tull, is a member of the Australian Progress board**

 **Participation in numerous trainings, including Management Masterclass and Digital Bootcamp**

 **Inner Circle member since 2014**

 **A driving force and key collaborator on the economic messaging research project**

 **Consultancy with guests-in-residence - Anat Shenker-Osorio on communications, and Nicole Aro and Michael Whitney on digital engagement**

 **Lisa Newman was a delegate on the 2016 US study trip**



Karen Atherton, political coordinator at the Community and Public Sector Union (CPSU), says Australian Progress has acted as an important connector for the union: “It’s put us in contact with people and created opportunities in the space that we would have struggled to find.”

Karen gives an example of their partnership with the Australian Youth Climate Coalition (AYCC) and other environment groups to prevent the coalition’s defunding of the Australian Renewable Energy Agency.

“We worked with them [AYCC and other environment groups], Labor and the Greens to get that policy knocked off and keep a whole lot of the program... Off the back of our connections, we managed to save \$800M in funding for renewable energy,” Karen says.

In terms of practical application of skills, Karen says the union’s engagement with Australian Progress had a positive impact on their Medicare campaign.

“Off the Proud to be Public website and petitions we’d set up, we built a list we were able to use during the 2016 federal election... that supporter list

was instrumental to getting us an announcement that [the government] wouldn’t proceed with privatisation. Some of the tactics and capacity we built here came about through the engagement, networks and strategies we picked up with work through Australian Progress,” Karen says.

More specifically, campaigner Susie Byers says: “The Management Masterclass was absolutely excellent - as a new team manager it gave me a great overall grounding, some handy tools and practices and a lot more confidence.”

CPSU have sent more than 60 team members to Progress. “Getting a couple of thousand people together in the some room in Melbourne makes it more collaborative than competitive... I think that’s really important,” Karen says.

“

**I think it’s a very effective organisation - what the team pulls together with the resources they have is quite astounding and a great credit to people involved.”**

- Karen Atherton, Political Coordinator



#### Q&A WITH ROSIE RYAN, LEAD ORGANISER OF POLITICAL AND COMMUNITY CAMPAIGNING AT THE CPSU AND SYDNEY 2018 FELLOW

**To what degree did your participation in the Progress Fellowship impact your campaign skills and ability to win?**

**Rosie:** The cohort became an amazing network of friends and comrades who continue to be on call for campaign inspiration. The training developed me significantly as a campaigner and activist.

**Can you give a specific example of how your participation in the Progress Fellowship increased your organisation's capability?**

**Rosie:** My skills in campaign messaging, strategy and tactics were expanded through the fellowship and I've been able to apply that in leading community campaigns around privatisation of public services.

**How did your organisation's approach to advocacy evolve as a result of your participation in the Progress Fellowship?**

**Rosie:** It's impacted messaging, story telling of the experiences of our community supporters in accessing public services, opposition research into private corporations rather than sole focus on government as target, started work on converting online mobilisation of community supporters into offline organising, decentralising how we do community organising internally.

**Including the current cohort, Australian Progress has trained and supported close to 400 fellows. In your view, what is the impact of this work on the broader civil society movement in Australia?**

**Rosie:** I feel that the relationships built and skills shared through the fellowship make the progressive movement stronger.

#### MEET SOME CPSU FELLOWS



**ROSIE RYAN**  
LEAD ORGANISER



**SUSIE BYERS**  
CAMPAIGNER



**MICHAEL TULL**  
ASSISTANT NATIONAL  
SECRETARY



**KAREN ATHERTON**  
POLITICAL  
COORDINATOR




# OUR WORK WITH THE CLIMATE COUNCIL



 8 fellows

 Amanda McKenzie was the founding chair of the Australian Progress board until 2017 and Dinah Arndt joined the board in 2017

 Speakers at Progress, Leadership and FWD+Organise conferences

 Office partners - Australian Progress provided in-kind office space soon after the Climate Council was formed

Australian Progress has trained eight fellows from the Climate Council and Climate Media Centre, including Cassie Bremner, who completed the Progress Digital Fundraising fellowship.

Cassie says: “The Digital Fundraising Fellowship is the most practical and hands-on fundraising course I have taken so far. We were provided background insight into the cutting edge of fundraising strategy, as well as participating in practical activities to develop our skills.” Since the fellowship, Cassie has implemented a testing strategy for fundraising emails, applying tactics around issues statements from the Bernie campaign to her own work, which she says has proven to be a successful way of increasing donations via email.

Director of the Climate Council’s Climate Media Centre, Dinah Arndt, completed the fellowship in 2014 in her former role at Cancer Council Victoria (CCV). When Dinah introduced a community organising model to CCV following her time in the fellowship, momentum built quickly: “we had 2000 people take an action within our first month”.

Dinah says the fellowship changed a lot about how she worked - from writing emails to building community, keeping people engaged and rolling out campaigns - and has had a positive impact on the broader Climate Council team.

“The Climate Council is a nimble, forward thinking, best practice organisation. Australian Progress allows the organisation to continue to do that. It’s so easy for nonprofits to be lax and fall into what we’ve done before. People at the Climate Council really question what we do, it’s really healthy,” Dinah says.

The Cities Power Partnership - a free, national program that brings together Australian towns and cities to make the switch to clean energy - is a program which Dinah says is an example of an “advocacy approach that came directly from Australian Progress”. It has already engaged more than 300 towns and cities within 100 local government areas around the country.

“

**Before I did the Australian Progress Fellowship, I didn’t even imagine myself as a proper campaigner... now I direct a national campaign - the largest climate program for local government in the country - and without a doubt the fellowship has given me the campaign skills and networks that have made that possible.”**

- Alix Pearce, Director at Cities Power Partnership

## MEET SOME CLIMATE COUNCIL FELLOWS



**ALIX PEARCE**  
DIRECTOR CITIES  
POWER PARTNERSHIP



**KIRSTEN TIDSWELL**  
SOCIAL MEDIA  
MANAGER



**CASSIE BREMNER**  
FUNDRAISING  
MANAGER



**DINAH ARNDT**  
DIRECTOR CLIMATE  
MEDIA CENTRE



## THE AUSTRALIAN PROGRESS TEAM

### CURRENT TEAM

Nick Moraitis  
Kirsty Albion  
Elise Dalley

Matt Jowett  
Phong Trinh

### CONTRACTORS

Anita Tang  
Claire Turner  
Lily Spencer

Lisa Lewin

### BOARD

Roger West (Chair)  
Clare Wimshurst  
Dinah Arndt

Emily Howie  
Jeremy Hobbs  
Karly Warner

Malinda Wink  
Michael Tull  
Nick Crocker

Sheena Watt

### FORMER BOARD MEMBERS

Amanda McKenzie  
Anita Tang  
Louise Tarrant

Madeleine McClelland  
Miriam Lyons  
Sam McLean

Simon Every  
Tim Goodwin  
Victoria Keesing

William Bowtell

### FORMER TEAM MEMBERS AND CONTRACTORS

Adam Pulford  
Allison Henry  
Anat Shenker-Osorio  
Beth Koch  
Cam Suttie  
Cassandra Mao  
Claire Snyder  
Digital Storytellers  
Emma Bull  
Glen Berman

Harriet Riley  
Huia Welton  
Jack McLean  
Jarra McGrath  
Jayde Harding  
Jessica Kirby  
Jessie Mawson  
Josef Rafalowicz  
Katelyn Sabochik  
Laura Carroll

Madeleine Hinchy  
Michael Poland  
Michael Whitney  
Nicole Aro  
Nina O'Connor  
Paige Burton  
Philippa Abbott  
Rebecca Pettit  
Rebecca Wilson  
Renee Carr

Sally Hill  
Sam Millar  
Solaye Snider  
Thomas O'Connor  
Tim Norton  
Tracey Spicer  
Yvonne Lee





# SUPPORTERS | 2012 - 2018

## INNER CIRCLE



## NON-PROFIT PROJECT PARTNERS



## PHILANTHROPIC PARTNERS (INCLUDING PROGRESS LABS)



With thanks to Anne Coombs and Susan Varga, Baden and Cara Hughes, Andrew and Renata Kaldor, and Clare Herschell.

## CORPORATE AND OTHER PARTNERS





## METHODOLOGY

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The framework for the report was developed internally by the Australian Progress team, with reference to a significant internal evaluation undertaken in 2017 by Dr Zara Lasater, an academic and consultant who provided pro bono support. Dr Lasater summarised existing evaluative data collected by Australian Progress between 2013-2017, with her analysis designed to serve as a detailed resource for the development of this report. Alongside Dr Lasater's summary, this report is informed by a number of qualitative data sources, including 20 interviews conducted by Anna Crabb of Accelerate Social Impact Consulting, 8 on-camera interviews conducted by Nick Moraitis and 70 online surveys of subsets of our community, including fellowship alumni and Progress Labs participants. The final report has been prepared internally by the Australian Progress team, with a video to accompany shot and edited by Cam Suttie.

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**Australian Progress works on the lands of the Wurundjeri people of the Kulin Nation. We pay our respects to their Elders past, present and future, and acknowledge the important role First Nations people continue to play within the civil society movement. Sovereignty over this land was never ceded.**







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