

# NEW LAWS CAMPAIGN

## OUR PLAN TO WIN

**MOVEMENT  
FOR LIFE**



CAMPAIGN PHASE	KEY DATES	STRATEGY FOCUS	WHAT YOU CAN DO
<b>OUR PLAN TO WIN</b>  Jul 2017 – Dec 2019	Below are dates of key events related to the New Laws campaign. These are good times to hold an event, get active in your community and try and get media coverage on the campaign and what your local group is doing about it.	Develop credible solution and prepare simple, compelling materials explaining it.	<a href="#">Read up on the campaign</a> so you feel confident talking to others about it—and <a href="#">keep your eye on the events page</a> for the next campaign webinar, where you can talk directly to our Campaign Managers and ask any questions.
		Grow community power in key seats through community organising to: <ul style="list-style-type: none"> <li>• build a constituency of people who can demand our solution; and</li> <li>• pressure key MPs to implement a simple ask.</li> </ul>	Start getting people in your community talking about New Laws and why we need them. Hold a stall at your local markets, a film screening or any other creative idea you have for bringing people together and talking about this campaign. Contact your local Community Organiser for support, materials and ideas.
		Create a narrative around the need for reform through strategic communications pieces targeted at broad public awareness of the problem and solution.	We'll be releasing social media content to draw attention to the campaign. Stay in the loop via our <a href="#">Facebook</a> and <a href="#">Twitter</a> pages, and reshare the content with your networks.
		Create a narrative around the need for reform through regular media targeted at creating visibility of issues with politicians of all parties.	When you have events in your local area around New Laws, invite your local newspaper or radio station and try to get media coverage. For tips and tricks about how to engage with local media, talk to your Community Organiser. We can organise training for your local group so you feel confident and prepared!
		Work with our Places You Love Alliance partners to lobby key stakeholders in other sectors to support a reform of the system.	Build relationships with local organisations in your area to expand the Places You Love alliance. To see a list of current Places You Love member organisations, go to: <a href="http://placesyoulove.org">placesyoulove.org</a> .

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<b>STAGE 1: SECURE POLITICAL INCENTIVE FOR REFORM</b>	<b>21–27 August 2017</b> Keep Australia Beautiful Week	Build awareness across all political parties through community organising.	Prepare to start engaging with your MP on the issue of New Laws by holding a <a href="#">Meeting with your MP' workshop</a> in your local community. The Wilderness Society can provide training and resources to give you the skills and confidence to engage with your MP. <a href="#">Contact your local Community Organiser</a> to discuss holding a workshop in your local area.
	JUL 2017 – DEC 2018		
	<b>25 August 2017</b> NSW land clearing regulations come into force		
	<b>September 2017</b> National Biodiversity Month		
	<b>7 September 2017</b> Threatened Species Day		
	<b>17 March 2018</b> South Australian election	Secure Federal Labor commitment to our ask at National Conference 2018, through direct lobbying and community organising in key seats.	Research target MPs and build relationships with them around local campaigns, linking to New Laws (e.g. “I am concerned about Victoria’s Forests; we need solution to Regional Forest Agreements—we need new laws.”).
	<b>April 2018</b> Possible Queensland election?		There are a few things you can do to make your lobbying more effective:
	<b>4–15 April 2018</b> Commonwealth Games in South East Queensland (the mascot is a koala...)		<b>1.</b> Research what your MP cares about (using the tools you learnt in the MP Engagement workshop) so you can make your asks to them more targeted and personal.
	<b>No later than 19 May 2018</b> Tasmanian state election	Identify and build support with prospective champions in the Liberal National Party, through direct lobbying and community organising in key seats.	<b>2.</b> Get this campaign on their radar by showing there is community support:
	<b>Mid-2018</b> Australian Labor Party National Conference		<b>a.</b> Build a positive relationship with them so they will meet with you again in the future.
	<b>Mid-2018 to beginning 2019</b> <i>Environment Protection and Biodiversity Conservation Act review</i> (more likely 2019, but date unsure)		<b>b.</b> Get lots of people in their electorate to call and write to them—this will make them more likely to meet with you.
	<b>Mid 2018 to end 2019</b> Federal election. (Earliest date: 4 August 2018. Latest date for a half-Senate election: 18 May 2019)	Deepen the relationship with and embed support for our ask from key crossbench Senators, through direct lobbying and working with the Places You Love Alliance	<b>c.</b> Get local media coverage on events you hold in their electorate about the campaign. This shows that there are lots of people who care about this issue—not just a small, fringe group.
	<b>24 November 2018</b> Victorian state election		<b>d.</b> Take photos of all of your activities to bring your meeting, and engage with your MP on social media to show you are active in their community.
			<b>e.</b> Invite them to your events.

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<b>STAGE 2: SECURE COMMITMENTS IN LEAD UP TO ELECTION</b>	23 March 2019 NSW state election	Ramp up discussion around need for reform, through regular media and communications pieces targeted at broad public awareness of the problem and solution.	Share news articles and videos about the campaign ( <a href="#">like this one, by National Nature Campaigner Suzanne</a> ) to keep the conversation going.
		Run a targeted field campaign in key seats in the lead-up to the election, to demonstrate community support for reform.	Be as active as possible in your community. There will be lots of groups trying to secure politicians' attention in the lead up to the election—think about how you can show that you have widespread and authentic community support.
		Working with key seat organising groups, target champion MPs to be public about supporting our ask.	Using the positive relationship you built with your local MP in stage one of the campaign, ask your MP to publicly support New Laws reform.
<b>STAGE 3: IMPLEMENT SOLUTION</b>	DEC 2019 – DEC 2020	Secure Federal Government and crossbench commitments and implement the reforms in the first 12 months, through community organising and lobbying pre-election and public accountability meetings post-election.	<b>Watch this space...</b>
	Secure a seat at the table for the policy development process, by proposing a credible solution and showing visible leadership throughout the campaign.		
<b>STAGE 4: BACK IN REFORMS</b>	DEC 2020 AND BEYOND	Engage deeply with the business sector and unions around implementation of this new structure.	<b>Watch this space...</b>
	Engage and inform our supporters about the reforms, and support community members in their continued relationship with their local MPs—backing in the reforms.		