

# Progress 2019 Conference Report

June 20 – 21, Melbourne Town Hall.

**MC:** Yassmin Abdel-Magied.

Links:

Progress 2019 [www.progress2019.org.au](http://www.progress2019.org.au)

Agenda [www.progress2019.org.au/agenda](http://www.progress2019.org.au/agenda)

Speakers [www.progress2019.org.au/speakers](http://www.progress2019.org.au/speakers)

Progress 2019 is Australia’s biggest and boldest social change two-day conference, with 1,500 activists, thinkers and change-makers.

Two RAR group members attended.



Louise Redmond, *Blue Mountains Refugee Support Group*



Jan Govett, *ARAN, RAR Bendigo*

## Contents

1. First Nations Panel.....	1
2. Keynote: Kumi Naidoo.....	2
<b>3. MASTERCLASS: How to do video content faster, lighter and without a big budget. ....</b>	<b>2</b>
4. PANEL: AFTER THE ELECTION .....	5
5. CONVERSATION: LESSONS FROM INDI .....	5
6. MASTERCLASS: HOW TO HACK PARLIAMENT.....	6
7. PANEL : A bold vision for the future of politics.....	10
8. CAMPAIGN CLINIC: Solve your challenge. ....	11
9. BUILDING MOVEMENTS FOR CHANGE: Anat Shenker-Osorio .....	11

### 1. First Nations Panel

There was a very strong focus on First Nations people. “Every event should start hearing from First Nations people”.

Without First Nations’ justice, there is no justice.

**Panel:** very powerful speakers. Bruce Pascoe: “If you start with a lie, you end with a lie”. He spoke about the distorted and untrue history we have all been taught about indigenous Australians.

## 2. Keynote: Kumi Naidoo

**Keynote speaker:** KUMI NAIDOO. Secretary-General, Amnesty International.

How to talk about our challenges without de-energizing and de-motivating people?

Trends:

- (1) Increasing xenophobia – leading to identity politics.
- (2) The rise of authoritarianism
- (3) Deepening oligarchy wealth, which leads to increasing inequality.
- (4) Technological change – changing the definition of what it means to be human
- (5) The reality of climate change. “The planet is fine. We will be extinct!”

Given our situation, what do we need to change?

- Make a distinction between how Government controls us and how those in power control us. Steve Bannon: “Politics does not drive culture, culture drives politics”. We need to look at our written materials – too often we talk to ourselves. We need to listen to others.
- Break out of our silos. Climate change is not an *environmental* issue, it cuts across everything. (‘Intersectionality’ a theme across the conference)
- Make space for young people. We older activists – we have failed in many ways. New climate strikers are inspiring.
- Do we need to change our tactics? With politicians, it’s a mistake to see *access for influence*. In many ways, there is a ritual with meeting with politicians. We know what they will say and they know what we will say. We need thousands of people behind us when we meet with politicians. This is time for **civil disobedience**. It’s time to say: ENOUGH IS ENOUGH!
- How to mobilize moral courage? The situation of children as young as 10 y.o. in detention in Australia is one issue. We need to raise moral outrage around this.
- Remember: First they ignore you, then they laugh at you, then they fight you. Then we win.
- We need to make sure we address root causes, not just symptoms. Make the courage to ask difficult questions. Be willing to change our organizations, governance, structure etc.

## 3. MASTERCLASS: How to do video content faster, lighter and without a big budget.

[www.digitalstorytellers.com.au](http://www.digitalstorytellers.com.au)

Natasha Akib.

Natasha opened by showing a video shot on a smartphone <https://www.fibreshedmelbourne.com/>.

Key points: the people who tell the story are the ones who own the story. Very powerful.

Gear:

Camera – your phone	Charged up and with enough storage (around 150mb per minute of HD footage)
Grips or tripod	You be the grip – hold the phone JOBY Gorilla Grips from \$25 (Bendy legs, more versatile \$50) SMISEA Selfie Sticks with tripod \$22 Tripod – can put a smartphone mount on this Vimble – for Steadicam and tripod. \$100

External microphone	Your headphone mic is cheapest. RODE Smartlav \$75. Consider getting extension cable \$25 (pin-on mic) Audio Technica Microphone for smartphones – remember to turn on/off and make sure batteries are full \$45
Portable power-pack	If you plan to do a lot of filming.
Lighting	Need to plan around this. You want to have natural light on the face of the interviewee. You can put a light behind the camera. Use another smartphone with flashlight, if there is no natural light.

#### Shooting tips:

- Hold phone horizontally. It's easier to edit back to vertical.
- Don't use digital zoom. It's better to move closer to the person.

#### Interviews: Top 5 tips:

1. Background framing. Work out what you want to include. Rule of thirds.
2. Do a sound check, to make sure audio is clear.
3. Rephrase the question. If interviewee doesn't give a full answer, ask again. You can edit out the questions, just make sure you get the answers you need.
4. Don't interrupt. Let the person speak.
5. Ask: anything else to add?

#### Example (person is Cal)

##### 1. Frame up Cal.

Check on the light. Rule of thirds – get Cal in 1/3 of the frame. (Imagine a speech bubble coming out of his mouth – to show the room needed in the frame)

Eyeline of the interviewee and interviewer on the same plane. All sitting down or standing. Imagine a tiara on top of his head – to keep space above his head in the frame.

Use background to show the story, not tell the story.

Framing changes when you switch from photo to video mode. If you tap and hold, it locks the exposure in place.

If it's a personal story, go close. If it's professional, step back.

Background context will depend on the story.

##### 2. Sound check

Plug in the mic. Trial. Replay.

##### 3. Rephrase the question.

This can help when you edit. You may need some extra information.

##### 4. Don't interrupt.

Use non-verbal cues to show your response.

#### CUTAWAYS

This is where you put still pictures, or another piece of video, away from the interviewee. Usually around 5 seconds.

What shots will help convey the story you are telling?

- People in action?
- Still / moving actions?
- Scenes / settings?

Some more tips:

When interviewing, you can drop your arms as you wont use that Q. It will be edited out

Give yourself 5 – 10 mins to set up.

Practice Q to get warmed up

Prioritise sound over visuals.

So much of storytelling is *showing* as well as *telling* – so cutaways are useful.

### **Type of shots**

You want a combination of

WIDE – shows where

MEDIUM – shows what’s going on

TIGHT - gives detail.

ANGLE – you can move around – not necessarily at eye level all the time.

Subtle and controlled movements work best on smartphone. 1/3 of the speed you would normally use.

Practice this.

### **EDITING 101**

File organization ->	Soundbites ->	Cutaways ->	Audio & music ->	Titles & transitions ->	Exporting.
----------------------	---------------	-------------	------------------	-------------------------	------------

APPS for editing:

- o Kinemaster: GREAT editing app, free with small watermark, supports landscape, portrait and square editing, user-friendly, multi-track editing. You can get paid version without watermark.
- o Quik: great for visual edits (e.g. pictures, footage with no speaking) and adding music, single-track editing. Good for Go-Pro.
- o Adobe Premiere Clip: simple to use, free (but requires sign-in), single track editing.
- o Splice: simple to use, free, IOS only, single track editing.

STEPS:

- Cut up interview, get rid of interview questions.
- Select cutaways
- Put them in order
- Then look at what you want to layer
- Add music.

Royalty:

Video and stills: PEXELS (free and paid)

Music: Ongagu. Audio Jungle (paid). Bensound

Captions: REV.com. \$1 a minute to get captions made.

There are automatic caption creators available.

Digital Storytellers run on-line workshops. Use promo SF!@% for 25% discount.

Also run 2 day workshops.

Facebook Groups / Stories for Impact / 101 Storytellers.

Story canvas: tool for mapping out what you are doing. 10 mins process to think through your plan.

## 4. PANEL: AFTER THE ELECTION

Peter Lewis: Essential Media.

ALP shouldn't move to the centre

Progressives weren't wrong in tactics. Keep up personal contact campaigning.

Agenda behind tax cuts is ideological – reducing the role of government, user-pays. Stage 3 tax cuts will have a flat tax for everyone earning from \$40,000 to \$200,000.

Government still has no agenda apart from tax cuts.

Shen Narayanasamy: Get Up!

We look at who's in the room. Are the people we are advocating for in the room? No.

Refugee campaigns recently that have worked have been making the narrative about people – humanizing them (e.g. pictures of babies in #kidsoffnaurU )

Peter: we need to think about how we get across the existential threat of climate change – what conversations do we need to be having?

## 5. CONVERSATION: LESSONS FROM INDI

Trudi Ryan, Communications Team.

The campaign had 1,700 volunteers. As a volunteer, you sign up for values and behaviours.

A values-based approach:

- Say what you're for, not what you are against
- Stick to a clear narrative
- Close the cognitive loop – link values to policy
- Activate deep shared values to the campaign
- Words prime mindsets and frames for seeing the world.

Flyer about Helen: showed her journey, a clear narrative.

Need to have a clear narrative because that underpins all your printed materials.

Values -> the WHY

Behaviours -> the HOW

Policies -> the WHAT.

This framework allowed people to come up with their own messages.

**Priming mindsets:**

Selfish vs compassionate

Fear empathy

Individual community

Othering belonging.

We developed a set of words as an alternative to 'FIGHT'.

We had 900 people on the ground on election day, wearing orange. 68 booths.

Orange cockatoos – made as a brooch or pin – good symbol of supporting the campaign, without wearing a badge or t-shirt.

Encourage supporters to have a conversation with 10 people about Helen.

Lots of training and skills development. Training encourages people, gives confidence, to use their own agency to influence others.

Network of policy groups across the region. Discuss issues like water – come to a common view.

No paid staff for a 4 month campaign.

Flash – communications platform.

## 6. MASTERCLASS: HOW TO HACK PARLIAMENT

Panel: Shen Narayanasamy (Get Up!), Peter Lewis (Essential Media) , Ariadne Gorring (Kimberley Land Council) & Caterina Giorgi (facilitator).

PETER: set the scene of the new Parliament. Overall, very little has changed. The Government has a majority, and so can get legislation through.

Remember there are still progressive members in the Coalition.

Powershift in the ALP – NSW Left is strong, and very pragmatic.

We need to think of this as a new cycle. We have to go back to first principles:

- What do we want?
- What will it cost?
- Can we afford it?

Suggested actions:

- 1) Renew relationships with local MPs
- 2) Build relationship with new Minister relevant to the issue we are working on. Let them know we are also playing a watching role -> accountability.
- 3) Recalibrate relationships with ALP.

Parliaments have their own life. This is a new Parliament. 28 NEW members in the Coalition.

SHEN: the Coalition recently dropped the Citizenship legislation. This is a WIN.

Shen outlined Get Up!'s attempt to build a narrative and coalitions. Lessons:

- (1) There are 76 senators and 151 MPs here  
They looked at the migrant experience as the central theme. Had people talking about their parents, especially as they struggled to learn English  
Build relationships with everybody  
Spend time thinking – “how will I connect with this person?”
- (2) Parliament has its own procedure and traditions. Get to know the procedures.
- (3) Parliament creates laws. We go to Parliament with a CAMPAIGN. Why don't we write the law (ie how our campaign will translate into legislation). If t you start to articulate that, then you start to get a hostile government on board.
- (4) #kidsoffnauru
  - The Government adopted our position
  - They passed a bill against the government of the day
  - They drafted legislation to give the outcome we wanted even if the words weren't what we wanted.
- (5) You need to think through what is the outcome you want. For refugees, it is to get people out of the camps NOW. How much do we need to win the overall outcome or is it what we can do in the next 3 years?

REMEMBER: Parliament is the size of a small high school. It has personalities and processes (e.g factions, Caucus meetings regularly)

You NEVER say 'it's not my problem". If the politician says "that's my problem", then it becomes your problem.

ARIADNE:

Tips:

- Get to know the 'diary girls'
- Maintain relationships with advisors. They get you in the door, they brief the Ministers, they navigate you through the system.
- Finding relationships and partnerships and leveraging off those who have influence
- Timing is everything
- Relationships are at the basis of everything
- You are playing the long game – be patient.

Q & A:

*Q: What can we expect from the new Parliament?*

PETER: none of these guys expected to win! They may make a little bit of movement – such as taking the central ground on social issues. They may surprise us on this, especially with working people. (e.g. older unemployed men).

Morrison's authority is huge. He's pragmatic.

To Shen, on the Citizenship bill, Morrison said:

- "we got all the kids off"
- "we're not racist"
- "we have a climate change policy".

They don't have an agenda. We need to be in their ear, in the language and narrative **they** have set up.

We need to send congratulatory letters and seek meetings. We go to see them with a package of what we want them to do, briefs with the policies we want them to take.

Parliamentarians say: "if we don't hear from someone in the first six weeks, they won't bother us".

ARI: Politicians have big egos. They like to talk about themselves, and their priorities. Do research on them before you meet with them. Raise that, talk about them! People will remember you if they feel good about having met with you.

Moderate your emotions. Don't react to things you hear.

PETER: "show, don't tell". If you can get politicians to come out to you, that's even better.

You want to give people 'warm fuzzies' on their first meeting with you.

SHEN: Politicians do very limited reading. Backbenchers don't get much profile. So if you have something to offer, that helps eg TWEET that you met with xx today. The video series we did – 'tell us about your experience as a migrant' – it was effective in humanising politicians, helping others see them as people.

Understand the political processes:

- Questions in Senate Estimates: Useful to find out how funds have been invested
- Committees: you can put questions up through politicians. You have to manage a public narrative around questions to Committees etc. Give the question and answer to the media cycle, profile the politician who asked the Q etc.

PETER: they don't have stories. If you can give them people they can have examples of, that helps. This increases your value to the people you talk to.

*Q: how to engage with politicians?*

PETER: start from scratch. ALP will probably be less policy heavy next election. They will have a set of principles. Start a conversation about values, issues, problems.

SHEN: we need to be able to articulate the public narrative that they are going to run, that gives us what we want. i.e. a narrative for the swinging voter. We need to work out how to make our narrative popular. We may need to reframe.

*Q: how to lobby Centre Alliance and Jacqui Lambie?*

SHEN: these Senators don't have many resources. Think about this re emails you send them. Work in collaboration across issues, making it clear there is a broad coalition working behind one contact person. Any assistance you can give them in tackling issues is very handy.

Senators represent States: find representatives from their State. Taking along constituents is really important. It's not just the message, but who is delivering it.

*Q: what about defending the Medevac bill?*

- Focus on defending legacy. Senators want legacy. They need to demonstrate that they've done something.
- Jacqui Lambie is important but don't send a lot of emails! Decide who will be most useful in talking with her.
- Ask "what does this person need to hear, and who from?" rather than "what do I need?"

SHEN: we have to be smarter, faster, stronger because we mostly LOSE. Any wins we get is because we are smarter, faster, stronger.

When we work across sectors, we need to know what the **red lines** are. Often you have to have accountability about not going under the red line. Engage, build relationships but know where you will NOT go.

Find allies on issues. ASK – what do you need to get this through your structures?

FACTIONS:

- Treat them like people
- Act with integrity (don't blab, keep a low profile)
- Write letters.

Do a GOOGLE search, list every MP

- Put them into factions (but don't be wedded to them)
- List their issues and where they stand

Pay attention to processes within parties.

We have to convince all sides, not just put all our eggs in one basket.

In sectors, we leave it to people who have good relationships with politicians, when other parties in the sector are not on good terms (e.g. Get Up!).

*Q: what is one take-away message from this panel discussion?*

- Start from scratch
- Rebuild relationships
- Not all players are on one team
- Review your approach
- Be creative
- Think about the person you are talking to.

## 7. PANEL : A bold vision for the future of politics

**Owen Jones**, Guardian UK columnist, author, political commentator.

A powerful and energetic speaker, reminding us that we need courage, determination, resilience.

**Adam Luna**, works with undocumented Immigrant youth USA

- Compromises with the far right – we must ignore that. This will create a ‘new normal’ which will take years to overcome
- People closest to the pain have the solutions – make spaces that they can develop policies and solutions.

Ideas:

- Work with celebrities
- Have FUN
- Use empowering language with how we talk about the people we work with and for.

The joyous rebellion that will lead us to victory will come!

**UK: Ellie Mae O’Hagan**, freelance journalist.

- 1) Lots of nostalgia in UK for pre-Bexit. Yet pre-Bexit quite dysfunctional. That’s why it’s in the mess it’s in now, Need to do the same in Aust – look at what went before.
- 2) People in the room need to be big P Political. We need to be honest about backing political parties who support our issues.
- 3) Need to get funders (ie philanthropists) to be braver and more radical, not just another extra-curricular activity for them.

Owen:

Outrage on Trump is often about his vulgarity. Yet his policies will be continued by Biden if he is elected. We need to attack Trump’s policies, not Trump himself.

We need to be more ambitious. We need to define what we want in a new order, not just go back to our old ways..

Ellie:

We should ask – what does equality mean in practice? Not just talk about values but ask what does it mean in practice?

Adam: listen to those directly impacted, those closest to the pain are closest to the solutions.

Owen: people think in terms of inspiring vision that resonates with their lived experiences, not left – right.

Ellie: be brave and radical.

## 8. CAMPAIGN CLINIC: Solve your challenge.

People at this clinic suggested a campaign or challenge they were having trouble tackling. This lightning approach used the brains trust of people in the group to develop new ideas, approaches and strategies to implement.

Process:

1. The host explains context and challenges, and the specific help they want from you (5 mins)
2. Group asks host questions to clarify context and challenges (5 mins)
3. Group brainstorms ideas. During this time the host just listens and CANNOT say anything. (15 mins)
4. Host asks questions to explore any of the ideas that came up (5 mins).
5. Host closes by summarising what they are taking away and their next steps (5 mins).

## 9. BUILDING MOVEMENTS FOR CHANGE: Anat Shenker-Osorio

Anat outlined lessons learnt in relation to building movements for change.

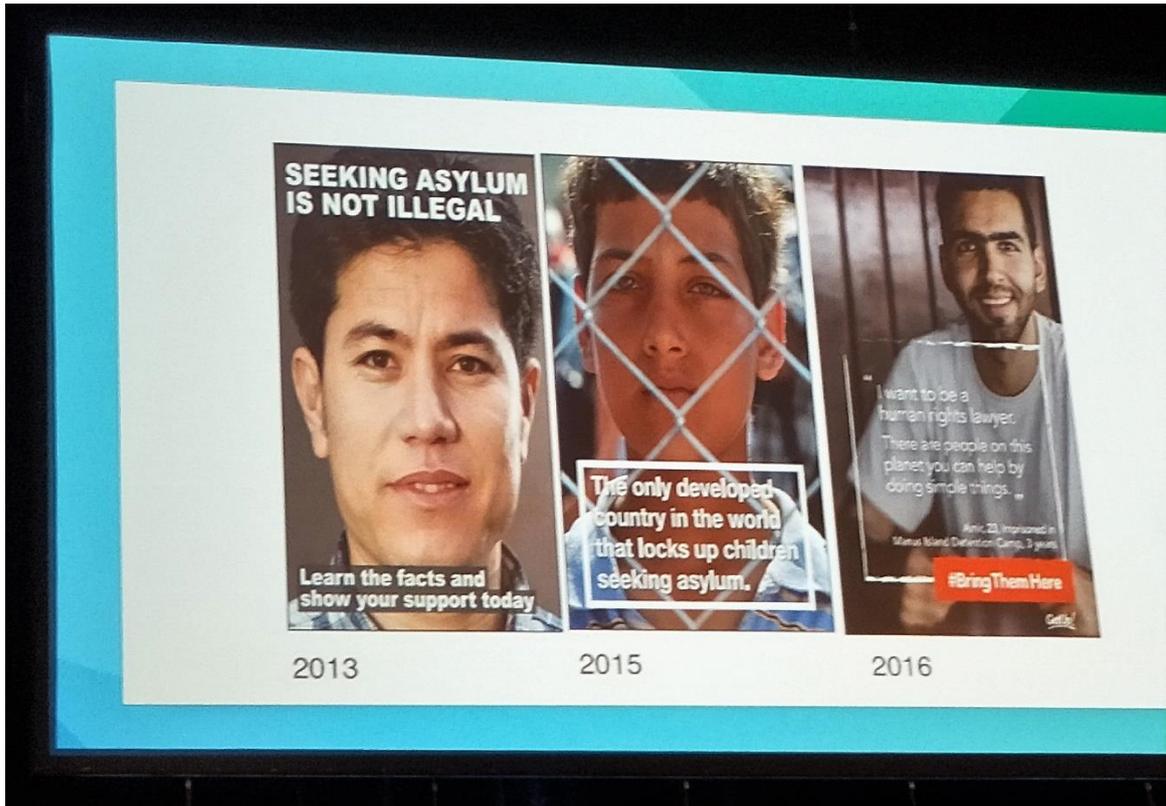
**Lesson 1:** Research in the US has shown that we need to make race and class inseparable.

**Lesson 2:** Empathy, not sympathy. Sympathy gets our base hot, they give money, send us clicks and re-tweet. But we cannot sustain a movement and we cannot win by making people feel sad and sorry for those people.

You've made great strides in Australia in past 2 – 3 years, because you have switched from saying "feel sad and sorry for those people because of hardship" to presenting them as well-grounded three dimensional beings.

People do not want to have to perform their pain over and over and they shouldn't have to do this for people to pay attention.

When we focus on deprivation, we are distancing ourselves, we have no lived experience together. What we found through #kidsoffnauru is that we have to be able to see ourselves in each other and we have to stop demanding that people on whom we have inflicted unspeakable horrors perform their pain for us in order to recognize some thread of humanity.



**Lesson 3:** what you fight, you feed. When you say NO ....., DON'T ....., STOP....., you are giving your opposition free air time. You have to say what you are for, not what you are against.

## Environment

Whether we're white or Black, rich or poor, Indigenous or newcomer, we all want to leave future generations a healthy and beautiful [STATE].

But today, we use fuels that pollute the air in our kids' lungs and the water in their cups. We are changing our climate and, with it, many things we depend upon for our future. When we act responsibly for our land, air and water, we're truly all better off together, no matter what certain politicians and their dirty fuel lobbyists say to distract us from their failures.

By joining together, from our farms to our suburbs to our cities, we can demand clean locally-made energy from the wind and sun that will ensure our well-being for generations to come. By picking leaders who believe in smart solutions for us all, a clean energy future is ours for the taking.

Describes universal value in aspirational terms and names race as including everyone

Calls out clear villains and names their distract and divide tactics.

Emphasizes unity and collective action to solve problem, making the desired outcome seem possible

#### **Lesson 4: Breaking the signal through the noise.**

I spend a lot of time doing giant research projects and I present them, .... and I present them again, ..... and I present them again, and in between everything that I said, you all fall back on what you did before and I get so sad. This applies just as much within the present community and among activists as anywhere else. It's very challenging to change behaviour.

In order to break a signal through political noise, you have to get into implementation. So I've changed from doing giant research projects and presenting it, to spending more time in implementation. In order to break a signal through political noise you have to be relentless about introducing this new idea.

Example of Minnesota. Campaign is "we're better off together". Slogan "**Greater than Fear**".

[www.greaterthanfear.us](http://www.greaterthanfear.us)

When Trump came to Rochester, they persuaded groups not to run an anti-Trump rally, but a **Greater than Fear** rally. We trained groups in the messaging, they wore the shirts when they went door to door campaigning. So people were receiving this message over and over again. We had fun social media posts, such as Dogs against Dog Whistling, events, Bingo. We basically stuck this idea into people's faces in every possible way. This is the only way to break a signal through the noise.

We had positive results with voter enrolment, awareness of message etc.

**These are my lessons. Thank you.**

---

This report is my record of some of the sessions at the Conference. It is best read in conjunction with Jan Govett's report. These reports are available from the [RAR website under Reports](#).

Louise Redmond.