

strategising for change

After successful sessions in Brisbane, Melbourne and Sydney, The Change Agency is bringing their two-day workshop Strategising for Change to Perth...

* **Saturday 8th and Sunday 9th April 2006, 9am-5pm**

- * Would you like to be an activist or organiser who knows where their campaign is going?
- * Do your current strategies and tactics match the broader social and political context?
- * Would you like to be a community worker who is clear about the aims of your projects, so that you can clearly evaluate whether they are effective?

Many environmental and social justice advocates are flying by the seat of their pants and looking for effective strategies to address the challenges we face. Sometimes we can get stuck in reactive modes, or feel overwhelmed by the challenges of the moment.

The good news is that there are skills and tools for helping us become more proactive, and creative as organisers and organisations. This workshop provides you with an opportunity to learn new skills in strategic thinking and planning to add to your activist tool kit. It has been designed to enhance strategies for organisers, environmentalists, unionists and others working for social change.

Perth activists, advocates and organisers now have the opportunity to build their skills in this important area. Seasoned trainers James Whelan and Sam La Rocca from The Change Agency (Brisbane) will be facilitating two days of active and experiential learning on strategic campaign analysis and planning.

Workshop goals include:

- * Develop skills to create smart strategies for change;
- * Learn new tools for campaign planning;
- * Increase your skills for accessing creativity and understanding your gifts for strategic thinking; and
- * Apply these skills and tools to your organisation or campaign!

An outline of the workshop can be found at www.thechangeagency.org/resources

cost

The Change Agency uses a sliding scale, so that higher fees subsidise attendance by low income activists, and 2 free places for Indigenous activists. The Change Agency is a not-for-profit initiative which operates on a cost recovery basis. **Please pay what you can afford.** \$150 low income; \$250 waged; \$350 well-waged/sponsored by a low funded organisation; or \$450 if sponsored by a well funded organisation. **Bookings and prior payment essential.**

venue

UnionsWA, 72 Stirling Street, Perth - walking distance from the Perth train station. (Thanks to UnionsWA for their support).

* more information

Contact the organiser of The Change Agency's trip to Perth:

Holly Hammond, Social Change Consultant
P: 0421 508 446 E: hollyhammond@australia.edu

strategic approaches to social change

more about **the change agency**.org

The Change Agency is a small, independent and not-for-profit initiative. The Change Agency is passionately committed to building capacity for sustainable and effective environmental and social change. Our mission is to strengthen community and workplace action for social, ecological and economic justice by providing facilitation, workshops, training resources, research and other learning opportunities.

Dr James Whelan is co-director of The Change Agency. In his day job, James is a lecturer and researcher with Griffith University's Faculty of Environmental Science in Brisbane, where he convenes the postgraduate Environmental Advocacy course. James' doctoral study identified and evaluated strategies for education and training for environmental advocates. He is leader of the Coastal Cooperative Research Centre's Citizen Science research theme (<http://www.coastal.crc.org.au>), a suite of projects focusing on participatory resource governance and social learning. As an environmental advocate, James has over a decade's experience with Greenpeace, the Queensland Conservation Council and The Wilderness Society, campaigning on genetic engineering, air pollution and sustainable transport, toxics, tropical rainforest conservation and wilderness conservation.

Sam La Rocca is a community organiser and activist researcher who co-directs The Change Agency. Over the past ten years, she has worked as an organiser with diverse crews in Australia and the UK on: rainforest protection and Indigenous rights, corporate-boycott campaigns, forests, organic food coops, righteous student rags, D.I.Y housing, food not bombs, reclaim the streets, global justice convergences, and local planning fiascoes. Her recent research project investigated factors influencing participation in social movements. She currently works with Friends of the Earth Australia as their National Liaison Officer.

The Change Agency's approach to facilitating learning emphasises:

- * experiential and empowered learning
- * listening & reflection
- * mentorship
- * questioning, not telling
- * exercises linked to real and contemporary change work
- * building a 'container' or learning environment characterised by trust, openness, honesty, self-critique, mutual respect and support.

We avoid the 'talking head' approach to adult education, the facilitator as expert; and treating participants as empty vessels.

testimonials

<http://www.thechangeagency.org/testimonials.htm>

"We did a two-day workshop with The Change Agency which provided our organisation with some much-needed tools for strategic campaigning and planning. There was nothing but positive feedback from our staff and board members about what they gained from the two days spent with James and Sam. The power mapping exercise was particularly insightful for staff and board members alike and as a result our campaigns are more pro-active - we are seeing results!" — Cate Faehrmann, Director, Nature Conservation Council

"The [training] day was incredibly useful and has really challenged me to be far more critical about exactly what it is that we do as social change activists, and how we believe we affect change in our world. It helped me very tangibly with conceptualising a particular campaign I have been involved in that has been going for several years with little overall focus and no success as yet... I've learnt to be a lot more thoughtful about what I do and direct energy into avenues that have been thought out and built up over time. The day was also a gateway into a whole network of groups who do this work - the trainers were very aware that these skills need to be shared and they did so generously and thoughtfully. Oh, yeah, and we had fun."

— Felicity Grey, Welfare Officer, Melbourne University Student Representative Council

supporting effective community action