

# WELCOME

Thank you for taking part in Greenpeace's campaign to stop our tax dollars being spent on fossil fuels. We are very pleased to be able to send you this kit, and look forward to working with you on this campaign.

Last year the state and federal governments handed out \$9 billion dollars to subsidise the use of fossil fuels, even though we know burning fossil fuels, such as coal, oil and gas is causing dangerous climate change.

For every \$28 spent on subsidising fossil fuels, only \$1 is being spent on renewable energy and energy efficiency. Investment in renewable energy is one of the most important steps for Australia to take to reduce greenhouse gas emissions.

The campaign seeks to end the imbalance between Government spending on fossil fuels, and to instead invest in renewable energy. Kevin Rudd and the ALP have committed to listening to the public's concerns and acting on them, this is our chance to call on them for increased federal support for clean green power, and not for fossil fuels.

To begin with we are asking them to stop funding just one of these subsidies to show they're prepared to break with the past and start taking real action on climate change. We are also calling for a government inquiry into the amount of tax dollars going to fossil fuel use.

Of the \$9 billion dollars given to subsidise fossil fuels, \$308 million is given to coal companies as a rebate on their diesel fuel. We are calling upon the government to instead invest that money in renewable energy industry.

## WHAT CAN I DO?

The main aim of this campaign is to have as many concerned individuals as possible sign the petition.

We need to get at least 20 000 people to add their signature and show the Federal Government that the Australian people want to see an end to subsidies to the fossil fuel industry and the start of a competitive renewable energy industry.

You can assist by signing the petition and encouraging others to do the same (see below for more detail on how to gather signatures).

Through this campaign and the associated petition, you will be helping to build a network of individuals and groups who are willing to take action to stop dangerous climate change. Together we can make a difference.

## WHAT DOES THIS ACHIEVE?

The power of direct democracy is the cornerstone of our system of government. If we want the government to represent our needs, we need to make it very clear what those needs are. The opportunity for engaging our politicians is there for every citizen of Australia and is a profoundly

powerful way of campaigning for change and this is true more than ever before.

The ALP are more likely to act, on public pressure. They have stated they will listen to the public, and have sought input from a range of people on various issues, including the budget. They are seeking consultation with the public on policies and direction (2020 summit) and have committed to making Members of Parliament available and accessible.

The ALP won the last Federal election making promises to act to stop dangerous climate change, this cannot be achieved while taxpayer money is being given to fossil fuel companies.

The annual Budget, which is brought down in May, is perhaps a Commonwealth government's most important political, economic and social document. The sheer size of the Budget—spending is equivalent to more than one quarter of gross domestic product—attests to its influence over the size, as well as the allocation, of resources within the economy.

The Budget contains information on matters such as its economic consequences, the provision of goods and services, the government's social and political priorities, and information on how the government intends to attain these priorities.

This budget is the chance for the Government to put our money where his mouth is and show the governments priorities really are to stop dangerous climate change, and to end the imbalance of \$28 to fossil fuel subsidies for every \$1 spent on renewable energy.

## WHAT MORE CAN YOU DO?

### In Your Community

We want to have as many signatures as possible on our petition to Treasurer Swan. There are many places where you can promote the campaign and gather signatures.

- Approach your local health food store, hairdresser, corner store and others and ask to leave copy of the petition with them.
- Ask to leave a copy of the petition at the local shopping centre.
- Hold a stall at a market and have the petition displayed, encourage people to add their signature. Additional copies of the petition are available from Meg Ivory (contact details below).
- Use our petition postcards, have people sign them and then return them postage paid to Greenpeace. We will deliver the postcards and the petition to Swan and the government and show them how many Australians want action to stop dangerous climate change.

## POLITICAL ENGAGEMENT

Meet with politicians in their offices, call, fax email, write to them. Engage! The only way Ministers will see fuel subsidies as a major issue is if people tell them it is.

One of the most powerful ways to affect political change is to get into contact with your elected representative.

Arrange a meeting with your local member, as a part of this kit, you will find some information to help you lobby a politician should you wish to do so. In this kit you will find some tips for lobbying politicians.

If you are interested in contacting a Member of Parliament for a meeting, I may be able to assist with appointment setting, feel free to call me anytime.

## USING THE MEDIA!

In this kit you will find a guide to talkback radio, writing press releases, getting letters published and much more.

## BASED IN SYDNEY?

If you are based in Sydney and would like to join our subsidies campaign, we need you! We are running a project to rally our supporters to make phone calls to their politicians and we need volunteers to get involved.

This is an exciting opportunity to volunteer for Greenpeace and see direct democracy in action. Please contact me ([meg.ivory@au.greenpeace.org](mailto:meg.ivory@au.greenpeace.org) or 02 9263 0379) for more information.

If you are a creative type there is also the opportunity to volunteer at our warehouse, in Botany making props and painting banners for campaigning.

Thank you for your involvement.

Please contact me anytime.

*Regards*

**Meg Ivory**

Local Communities Organiser  
**Greenpeace Australia Pacific**  
(02) 9263 0379 | 0408 837 138

# MEDIA GUIDE

Please use the information below to support your efforts to have your voice heard in the media. This worthwhile activity can influence both the public and important decision-makers on climate change issues.

## TALK BACK RADIO

Talk-back radio reaches a huge audience. It's a good opportunity to spread the word about why we should quit coal and get serious about making the shift to clean renewable sources of energy.

As with letters, political parties monitor talkback radio to get a feel for what issues are topical in the community.

Remember, you don't have to be an expert to have an opinion.

### Here are some talk-back tips:

- Say hello and make sure you know the name of the presenter you are speaking to.
- It's not a paper argument, so best to keep your point very simple.
- Radio is the theatre of the mind, so paint a picture with your words – make it visual
- Take a nice persuasive tone that is friendly and intimate. If you smile while you're talking, you'll sound friendlier and more relaxed.
- Remember your target audience is people who are ready to be convinced – not the hard-boiled opposition. (The latter group will not be persuaded no matter what anyone says.)
- If the host is hostile, just talk past him/her...  
"Thanks but I still really think that giving money to the fossil fuel industry won't stop climate change."

Most talkback radio shows will give you their numbers as they broadcast, but here are a few important ones.

**2GB: 131 873**

**2UE: 131 332**

**ABC702: 1300 222 702**

## LETTERS TO THE EDITOR

Letters to the editor are a powerful way of engaging with the media. The letters page is the only space in any newspaper that reflects public opinion, the

articles are written by us, not by journalists. These pages provide a guide for editors, politicians and many others as to what people are concerned about. They quite often contain lively debates and ongoing "conversations".

## QUICK TIPS FOR LETTER WRITING

- Respond quickly, on the same day before 2:00 pm if possible.
- Keep it short – under 150 words, still shorter is better.
- Stick to making just one central point.
- Always include you name, address and contact phone number.
- If emailing, always paste the letter into the email body - don't send it as an attachment.
- Refer to the title, date and page number of the article you're responding to.
- New facts, figures or arguments will improve your chances of publication.

### Some more thoughts:

**Brevity:** The shorter your letter is, the more likely it is to be printed. Smaller regional outlets or suburban may print longer letters. But generally, keep it under 150 words; closer to 70 words is better still.

**Focus:** Choose the most important point you want to make and stick to it. A clear concise letter is more likely to be printed.

**Currency:** Facts and information, especially new ones, improve your letter's chances.

**Tone:** While it can be OK to portray righteous indignation, it's not OK to make unsupported personal attacks on individuals and institutions. It's better to let the facts do the talking, supported by a reasoned tone and sound arguments. Irony and humour are excellent tools.

Getting a letter published in any newspaper is a great feeling and will really help to demonstrate to a wide audience; Australians want to see subsidies that build a thriving renewable energy industry, not supporting fossil fuels.

# LOBBYING MADE EASY

A step-by-step guide to lobbying Federal Politicians. The purpose of making contact with politicians (current parliamentarians and Senators and other candidates) is:

- To ensure they are aware of the concern of their constituents to rebates for the fossil fuel industry and their desire to see real action on climate change.
- To seek MP's support for our campaign to stop subsidies to the fossil fuel industry
- To have your concerns communicated by them to the Treasurer Wayne Swan

Meeting a politician is one of the most powerful things you can do to campaign for change. It carries much more weight than signing a petition, sending an email, sending a postcard, making a phone call or writing a letter.

The following guidelines are designed to make your meeting as successful as possible.

Find out when MPs are available in their electorate. Sitting members and Senators are not in their electorates when Parliament is in session. Parliament sits Monday to Friday. Make sure you check when politicians will be available before deciding the date you will request for your meeting. The Australian Parliament house website has the dates parliament is sitting [www.aph.gov.au](http://www.aph.gov.au)

## ORGANISE THE MEETING

Telephone the electoral office and ask for an appointment to discuss the issue of climate change and what they are doing to address it. You will most likely be asked to put your request in writing, usually an email is fine. The request should include some information about what you wish to speak about, who will be attending the meeting and why you think the issue is relevant to the politician. Explain that you wish to discuss these issues with them as concerned members of the public who wish to see their federally elected parliamentarian represent their views in the upcoming budget.

To find out who is your Federal representative is you can go to <http://apps.aec.gov.au/eseach/> and using your postcode, suburb etc look up your electorate. Contact details of members of

Parliament can be found on [www.aph.gov.au](http://www.aph.gov.au). It is best to keep the number of representatives in a meeting to three. Too many can seem intimidating. Unless you're very well rehearsed, there is a danger that you will trip over one another, or that the politician will play one member off against another. If possible, try to ensure that your representatives vary in terms of age, gender and ethnicity, so as to help demonstrate to the politician the wide cross-section of people concerned about climate change.

Tell the politician's office in advance which representatives they will be meeting with.

## KNOW YOUR STUFF

Read all of the campaign materials before your meeting. Know the relevant facts and figures. Be very clear in your own mind what the key issue is, and stick to it. Remember that further information about the funding campaign can be found at [www.geenpeace.org.au](http://www.geenpeace.org.au).

Conduct background research about the politician. Read their biography on the Australian parliamentary website ([www.aph.gov.au](http://www.aph.gov.au)). Is the politician a minister or a shadow minister? Is she or he on any parliamentary committees? All of these details may be useful talking points and relevant to their understanding of and interest in environmental issues.

Google them, as with many other things a Google search can reveal a plethora of information about your representative.

## PLAN YOUR PITCH

Work out which of your representatives will undertake which tasks. Perhaps have different people specialise in different areas. Nominate one person to coordinate things, make the introductions, explain what each person will talk about and lead into each of these areas. Designate one person as a note-taker to record what is agreed to and anything else the politician says that is important. Plan the outline of your talk and give it a tentative timeframe. Make sure that all your delegation understand and agree to it. Be aware that the politician may also want to talk a lot and

may even try to sidetrack things. Some politicians deliberately make provocative comments, try to ignore these and stay on track with your points. They may try to express that they are concerned about climate change as well, but not involved in writing the budget. You can explain that the action you wish them to take is for your views to be presented to Wayne Swan and others responsible for the economy.

Ask them to communicate the concerns of you, a constituent to the relevant Ministers; Wayne Swan, Federal Treasurer, Lindsay Tanner, Finance Minister and Penny Wong Minister for Climate Change and Water or Shadow Ministers Malcolm Turnbull, Shadow Treasurer and Greg Hunt Shadow Minister for Climate Change, Environment and Urban Water.

## MEET THE CANDIDATE

### Some helpful tips for your meeting:

- Be neat and presentable. Politicians, like other people, make value judgements from first impressions. Ensure that your dress and general presentation reflect well on your station.
- Be on time. Make sure that all of your representatives arrive well ahead of the politician's arrival time. Greet the politician as soon as she or he arrives and be ready to begin the meeting immediately.
- Thank the politician for the opportunity to voice your concerns. Make the introductions.
- Don't get side tracked. Sidetracking can come from within your own delegation, accidentally, or from the politician, perhaps deliberately. Don't let it happen. Remember your outline and objectives and politely but firmly bring things back on track.
- Be polite and patient. Politicians, like most people, can be incredibly frustrating at times. Given the pressures of a budget they might remain uninformed about our issues despite your best efforts to provide them information. They may appear to be insensitive, rude or even prejudiced. Treat such circumstances and behaviour as a challenge to your professionalism no matter what the provocation. Be polite and patient at all times.
- Thank them for the visit. Regardless of the outcome, thank them again for the opportunity to discuss your concerns.
- Leave them with information any campaign materials you may have. If you speak about material make sure you give them a copy of materials or a URL you can refer them to. It is probably a good idea to list reports and materials for them and leave them with a copy.

## ORGANISE DEBRIEF AND FOLLOW-UP

Within a week of the meeting write a thank-you letter to the politician.

Quickly send out a press release to your local media contacts advising of the visit and of any successful outcomes. The visit will only be fresh news within a brief timeframe.

If the politician agreed to write to her or his parliamentary spokesperson, keep in contact to ensure that this is done.

If your meeting takes place well ahead of budget time, contact the politician again during the lead up to the budget and remind her or him of their commitment.

Continue to monitor the campaign at [www.greenpeace.org.au](http://www.greenpeace.org.au) for further tips on how you can assist the campaign.

## SIT BACK, RELAX, AND PAT YOURSELF ON THE BACK

Know that by alerting parliamentarians to the concerns of citizens, you have made an essential contribution to the ongoing campaign to stop dangerous climate change.