



NDIS | Revolutionising disability services

Every Australian Counts Campaign Strategy June 2011

Who we are

Every Australian Counts is the campaign for a National Disability Insurance Scheme.

Representing people with a disability, their families, carers, advocacy groups and service providers, Every Australian Counts unites hundreds and thousands of Australians in the campaign to revolutionise the way disability services are delivered, so that people receive the support they need, when they need it, to be part of everyday Australian life, just like every other Australian can.

What we want

By the end of November 2011, the federal Government must respond to the Productivity Commission recommendations for a new National Disability Insurance Scheme, funded by the Federal Government.

The Every Australian Counts campaign is harnessing strong, grassroots support and demand for genuine change, to demonstrate to politicians widespread support for the NDIS across the country and to convince the Government to introduce a nationally funded NDIS with support from State and Territory Governments.

How we work together

Our website www.everyaustraliancounts.com.au connects people from all states and territories behind the campaign for an NDIS. Campaign supporters also share experiences and information through Facebook and Twitter.

Every Australian Counts **State Co-ordinators** are building a network of supporter groups in each state and territory, by hosting information forums, working with individuals, advocacy groups and service providers, and promoting the campaign in local and regional media. Campaign supporters will be involved in a range of activities to promote the NDIS from leafleting in shopping malls and train stations, getting people to sign the petition, and visiting MPs.

The **National Campaign Director** works with the campaign steering group to lobby Government and the Opposition, and co-ordinates national media activity and campaigning work.

Our Campaign Strategy

The campaign has three elements over the next six months.

1. Building a movement - with the aim of having 100,000 online campaign supporters by November 2011 to demonstrate widespread support for the NDIS, and campaign groups in each state and territory taking part in community activities.
2. Keep our story in the media – maintaining a local, regional and national media profile of the campaign for an NDIS
3. Political support for the NDIS – getting commitments from State Governments, backbench MPs, political parties, the Federal Opposition and Federal Government.

The Political Process - key decision-making dates

The Productivity Commission will deliver its final report to Government on Sunday 31 July 2011.

The Government then has 25 Parliamentary sitting days to respond to the Productivity Commission's report; they must respond by 23 November 2011.

State and Federal Governments will consider the Productivity Commission Report at a COAG meeting, the date yet to be announced. Meetings are normally held in December and February.

We have a window of 5-6 months to build a movement, motivate people to drive this campaign forward and influence politicians to support the NDIS.

The Political Landscape

As Productivity Commissioner Patricia Scott said at the 2011 National Disability and Carer Congress, *"Ultimately any reform involves people in the community voicing their views and making it clear to their politicians what they want. I'm not a politician and it's very much up to the political process but all we can do as the Commission is independently look at the issues and we've identified a need for genuine change."*

Over the coming months we will seek commitments from politicians and political parties to support the NDIS. We will take our message to party conferences at state and national level, to individual MPs, and directly to the Federal Government and Opposition.

What the politicians say

Bill Shorten, MP – Assistant Treasurer and Minister for Financial Services and Superannuation, 2 May 2011

“A National Disability Insurance Scheme is part of the live policy debate – but it is no done deal. Your continued advocacy of the cause is critical. The door to great change is ajar. It just needs more pushing by more people to open a door to a time.”

Senator Mitch Fifield – Shadow Minister Disabilities Carers and the Voluntary Sector, Liberal Senator for Victoria, 2 May 2011

“I don't baulk at the complexity or the challenge or the cost. This is needed, we need this, and I look forward to being part of delivering a better deal and making sure that people with a disability in Australia get the support they need and the opportunities they deserve.”

Senator Jan McLucas – Parliamentary Secretary for Disabilities and Carers

“There is real engagement by the community. I do encourage you to make it grow. That will require Governments to respond.”

Tony Abbott, MP – Leader of the Opposition in his budget reply speech,

“We understand that the parents and carers of children with disabilities have the toughest job in the country. That's why we'll make \$20,000 a year available to help the 6000 school children with the most serious disabilities as an important first step towards a wider scheme to give all people with disabilities access to better services.”

The Campaign Plan

1. Building a movement

Our challenge is to build a movement of hundreds of thousands of people who support the NDIS. We need to show politicians that Australian voters want the NDIS.

We will do this by using organising and list building tactics.

DisabiliTEA, 2 August 2011: Once the Productivity Commission hands its report to Government on 31 July, the focus will be on the Government to respond. On Tuesday 2 August, we'll ask service providers, disability organisations, clubs and individuals to host a tea with friends or colleagues to share experiences about why we need an NDIS and what we need to do in the campaign to ensure all politicians support the introduction of an NDIS.

What you can do?

Register online to host a morning tea, online resources will be available from late June.

Community Groups, Clubs and Associations: Community Groups like Rotary and Lions clubs often fundraise for equipment like wheelchairs and home modifications for people with disabilities - we need to ask them to join the campaign. School associations, sporting clubs, community groups are all groups of people we need to support the campaign.

What can you do?

If you're a member of a club, email the campaign website to members and ask them to join the campaign.

Get in touch with your State Co-ordinator to arrange to have a speaker talk to you about the campaign, or get materials like postcards, and posters to share.

Share your stories on the website about how you've signed people up to the campaign, email us at info@everyaustraliancounts.com.au

Shopping centres and railway stations: Volunteers will be handing out Every Australian Counts campaign postcards, and stickers in public places and asking people to sign up as supporters and join the campaign.

What can you do?

Contact your state co-ordinator if you would like to get involved and meet other Every Australian counts campaigners in your area.

The Union movement: Unions have large numbers of members, who could be motivated to support the campaign. The Australian Federal Police Association, the AMA and the ACTU all support the NDIS. We will be working with unions to take the campaign to their members, and asking them to join the campaign.

What you can do?

If you're a union member ask your union to support the Every Australian Counts campaign.

2. Political Strategy

We've been told that the door is ajar, but we need to push for change.

Our political strategy is to get support for the NDIS from all political parties.

Visiting your MP: We'll be putting together a tool kit to help you visit your MP, with a video and fact sheets. These can be downloaded from the website. We'll have a space on the website to see the support that individuals MPs have given the campaign. We'd like to have people visiting their MPs as part of the campaign from June onwards to get the required parliamentary support for the NDIS

What can you do?

Download the resources from the website, visit your MP, report back about your meeting on the website, so we can build a picture of which MPs support the campaign. We'll be having a special push on visiting MPs at key moments between August and November when MPs are in their constituencies.

Party Conferences: We'll be attending Labor, Liberal and National Party events at state and national level to work inside party structures to gain support for the NDIS. We need to reach MPs through their electorate and also through their own party.

What can you do?

If you're a member of a political party, please get in touch with your state co-ordinator to discuss how you can support the campaign

3. Keeping our story in the media

We're looking for stories about how an NDIS could change people's lives. If you want to share your story, contact info@everyaustraliancounts.com.au

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