

ANNUAL REPORT

2020-2021

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LETTER FROM **THE EXECUTIVE DIRECTOR**

This year we've seen the pandemic worsen economic inequality, the growing global movement for Black Lives Matter and movements here for First Nations justice, a resurgence in advocacy for gender equity, a need for urgent climate justice solutions, and a rise in misinformation and threats to our democracy.

This context makes Australian Progress more important than ever, as an organisation that builds the capacity of all movements to advocate and win change. We are unique in the way we work cross-sector, to build skills, connect and drive innovation in advocacy.

Thank you to our supporters who have invested in us and our growth. You have enabled us, in turn, to build the capacity of thousands of changemakers and hundreds of organisations. Collectively, they have run and won critical advocacy campaigns on the most important issues of our time. The ripple effects of this are huge.

One project we were excited to pilot this year was the Economic Media Centre. Drawing on global best practice and identified as a key capacity gap by civil society leaders, the Economic Media Centre is increasing the diversity of voices in economic discourse, to shift the economic narrative and secure more fair policies.

To date, we have trained 180 diverse media spokespeople and secured 4,000+ mainstream media stories. We've supported 60 small nonprofits to shift the

economic story and win change on key issues including gender equity, income support and over-policing of marginalised communities.

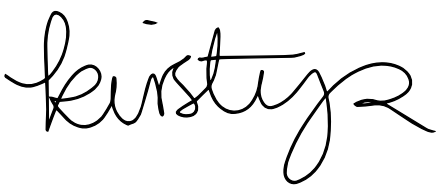
The Economic Media Centre is an example of how we can fill a clear capacity need, and drive innovation and impact across many issues. This year we also launched the Progressive Tech Network, to build digital and tech capacity across the sector, and the Capacity Building Hub to provide organisational leadership support to small, high impact nonprofits.

We also launched our new strategy to scale our impact, and meet the emerging needs of civil society in these unprecedented times.

The new strategic plan defines our upcoming focus areas, including building the capacity of First Nations-led organisations and advocates. Kara Keys is leading this work, starting with a mapping process to identify the priority needs and our role in supporting this work.

This year it's been a privilege to work with GetUp, Foundation for Young Australians, Seed and the First Nations Workers Alliance to host the first-ever First Nations Campaigning and Organising Fellowship. We've also loved supporting the Passing the Message Stick research project, led by Dr Jackie Huggins, Larissa Baldwin and Karrina Nolan, to research and shift the narrative on First Nations justice and self-determination. This groundbreaking project launched in August 2021.

Thank you to our partners, supporters, the Progress community, our board and our excellent team, it is a pleasure to work with you all.

A handwritten signature in black ink, appearing to read 'Kirsty Albion', with a stylized flourish at the end.

Kirsty Albion
Executive Director



LETTER FROM **THE CHAIR**

This has been the first full year with our new Executive Director, Kirsty Albion, and the skilled and dedicated team that she has built around her from the solid base that she inherited from her predecessor and Progress founder, Nick Moraitis. They have worked hard and stayed strong in the most extraordinarily difficult year and ever shifting circumstances. I want to thank them on behalf of the Australian Progress Board.

The landscape in which we work shifted dramatically in FY21. From an external perspective, the pandemic and associated economic recession exacerbated existing inequalities and further marginalised already vulnerable communities. The neoliberal narrative grew ever stronger, with regressive tax cuts brought forward and the media pushing endless stories of debt, deficit and austerity. And corporations continued to profit from the intersecting health, economic, racial justice and climate crises.

Racial justice movements like Black Lives Matter and Stop Black Deaths in Custody, and the disability justice movement gained momentum, but at the same time, far-right nationalist movements and conspiracy groups grew, fuelled by a growth in misinformation, and democracy as we know it came under sustained attack, with increasing voter suppression and surveillance.

The need for ambitious advocacy and campaigns for fairer, more inclusive policies has never been more important. But with our way of working flipped upside down, the barriers to advocacy have simultaneously never been greater.

In response to the emerging needs of our community - including skills and resources gaps - we developed a new strategic plan in late 2020 with five new priority areas to strengthen civil society in the new and emerging context in which we have found ourselves:

- 1. Shifting power and resources to those with lived experience of injustice, with a focus on First Nations justice, racial justice and disability justice**
- 2. Increasing the scale, reach and impact of community organising**
- 3. Supporting organisations to be strong and resourced in advocacy**
- 4. Fostering ambitious collaboration at the intersection of issues**
- 5. Nurturing a strong economic justice movement**

I believe this report demonstrates this thinking and action over the last 12 months and going forward.

I wish to thank my co-directors for their dedication and energy. Particularly, I wish to show huge appreciation to outgoing board members Emily Howie, Clare Wimshurst, our Treasurer, and Michael Tull.. Their wisdom and experience have been invaluable. At the same time, a sincere welcome to three new directors who have been observers for the final period of 2020/21; Andrew Hudson, Karen Kandur and Catherine Liddle, and will be formally appointed in early 2021/22.

And finally, thank you to our partners, sponsors and supporters.



Roger West AM
Chair

OUR WORK

Australian Progress builds the capacity of civil society to achieve systemic change.

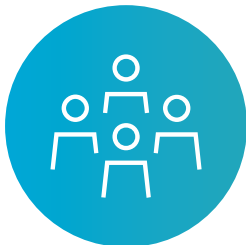
We revitalise civil society movements, enabling them to win social and environmental progress and strengthen our democracy. Together with thousands of individuals and partner organisations - campaigners, organisers, storytellers, community leaders, fundraisers, comms experts, policy makers, donors and more - we ensure the community interest shapes our nation's priorities.

We work across three core pillars to achieve this:



WE TRANSFORM THE SKILLS OF COMMUNITY LEADERS

We do this by equipping them with cutting-edge leadership and advocacy skills.



WE FOSTER COMMUNITY

We do this by building relationships, knowledge sharing, and inspiring courage.



WE DRIVE SHARED ACTION

We do this by catalysing new ideas, funding, research and strategic support.



ELISE
DALLEY

MURPHY

NEXUS
Launch

HIGHLIGHTS IN 2020-21

560

leading changemakers trained through our multi-day trainings

1,200

changemakers upskilled through webinars on organising, campaigning, media, economic policy and more

111

fellows graduated across five Fellowship cohorts, including a First Nations Campaigning and Organising Fellowship

50+

small advocacy organisations supported by the Capacity Building Hub to build skills for impact and raised \$1M+ in funding

40

members joined the Progressive Tech Network to build tech and digital capacity across the sector

6

gap-filling organisations working on democracy, refugee rights and climate graduated from cohort 3 of Progress Labs

180

spokespeople trained and 4,000+ mainstream media stories secured by the Economic Media Centre

220

next-generation philanthropists and social changemakers convened at the NEXUS 2021 Australia Summit





PROGRESS FELLOWSHIP

We ran five Fellowships in FY21 - two Progress Fellowships, a First Nations Campaigning and Organising Fellowship, a Strategic Communications Fellowship and a Digital Fundraising Fellowship.

In 2020 and 2021, Progress Fellowships ran entirely online. Not only have the online offerings been hugely popular with participants, they have also made the fellowship more accessible than ever before, with participants able to join from anywhere and easily integrate the use of assistive technologies.

The four-month program includes intensive retreats and a weekly seminar series, where participants gain practical skills in strategy, community organising, messaging, digital, media and government relations; a community of peers; and the courage to take their work to the next level. Throughout the year, Fellowship alumni continued to connect in the dynamic online Alumni hub.

111

**fellows graduated
across five programs**

800+

**graduated fellows in
the alumni network**

2020 SPRING NATIONAL FELLOWSHIP

- **Amy Pereira** | Campaigns & Policy Officer, CHOICE
- **Andy Leach** | Campaign Officer, Country Needs People
- **Brett Morgan** | Senior Member Advocate, Future Super
- **Brionee Noonan** | Coordinator, Aboriginal Peak Organisations Northern Territory
- **Briony Benjamin** | Video Mischief Maker, Social Parade
- **Clara Williams Roldan** | Impact & Education Director, Documentary Australia Foundation
- **Elle McDonald** | Office Manager, Australian Greens (Senator Janet Rice)
- **Ellen Bicknell** | Campaigns Officer, RMIT Student Union
- **Elly Desmarchelier** | Project lead - Policy and Advocacy, Queenslanders with Disability Network
- **Erin Ryan** | Government Relations Lead, CBM Australia
- **Gabrielle Trenbath** | Graduate Project Officer, Patricia Giles Centre
- **Hannah Purdy** | Regional Coordinator, NT Shelter
- **Joannie Lee** | State Co-coordinator, Democracy in Colour
- **Johnson Doan** | Activist
- **Kate Davies** | Senior Media Advisor, Climate Media Centre
- **Katrina Byrne** | Field Organiser, Community and Public Sector Union
- **Ken Matahari** | Community Organiser, Australian Conservation Foundation
- **Maggie Riddington** | Community Organiser, Australian Conservation Foundation
- **Martin Radzaj** | Board Member and Chair of Criminal Policy Committee, Liberty Victoria
- **Melissa Twyford** | Community Organiser, Asylum Seeker Resource Centre
- **Michelle Imison** | Policy Advisor - Child Health, RESULTS International Australia
- **Rawan Arraf** | Director and Principal Lawyer, Australian Centre for International Justice
- **Tina Dixon** | Co-founder, Forcibly Displaced People Network
- **Worrin Williams** | Straight Talk Coordinator, Oxfam Australia

2021 AUTUMN NATIONAL FELLOWSHIP

- **Alexander Batsis** | Training Coordinator, Liberty Victoria
- **Dula Hettiarachchi** | Policy Officer, Cerebral Palsy Alliance
- **Gem Romuld** | Australian Director, International Campaign to Abolish Nuclear Weapons
- **Hanifa Abdiraihan** | NSW State Co-Coordinator, Democracy in Colour
- **Izzy Tolhurst** | Youth Media Centre Lead, Foundation for Young Australians
- **Jessica Tran** | Co-Founder and Project Manager, 100 Story Building
- **Katrina Graham** | Chair of Advocacy and Activism Subcommittee, Women in Film & Television
- **Luke Hutchins** | Policy and Research Adviser, Foundation for Alcohol Research and Education
- **Maddy Butler** | Campaign Organiser, Neighbours United for Climate Action
- **Madeleine Lush** | Organiser, GetUp
- **Mallory Pryde** | Community Organiser, The Wilderness Society
- **Marianne Jauncey** | Medical Director, Uniting MSIC
- **Meredith Eldridge** | Communications and Membership Coordinator, Domestic Violence Victoria
- **Nathan Meteoro** | Senior Project Officer, Black Dog Institute
- **Oliver Ray** | Campaigner, GetUp
- **Patrick Gardner** | WA Campaign Manager, The Wilderness Society
- **Philippa Wright** | Organising Director, GetUp
- **Roslyn Dundas** | Advocacy Manager, CARE Australia
- **Salonie Dua** | Campaigner, Change.org
- **Scott Collom** | Organiser, Victorian Trades Hall Council
- **Shirin Sethna** | Community and Campaigns Advisor, Office of Adam Bandt MP
- **Taryn Sadler** | Senior Digital Campaigner, Australian Conservation Foundation
- **Tasha Ritchie** | Youth Programs Manager, Children and Young People with Disability Australia
- **Tim Baxter** | Local Councillor and Campaigner, Victorian Greens

2020 STRATEGIC COMMUNICATIONS FELLOWSHIP

The Strategic Communications Fellowship brought communications and campaign leaders together to share best practice and learn methodologies to lead winning media campaigns. Led by Tony Douglas, Director of Essential Media Communications, and Jessica Kendall, Director of the Economic Media Centre, this new training program covered all aspects of successful communications for campaigns. Participants learnt how to identify and segment key audiences, undertake communications research, develop effective campaign messages and shift dominant narratives with planned communications campaigning.

- **Alex Merory** | Communications Manager, Environment Victoria
- **Amy Knibbs** | Human Rights Campaign Director, GetUp
- **Cameron Wheatley** | Communications Coordinator, Environment Victoria
- **Elly Baxter** | Communications Campaigner, The Sunrise Project
- **Georgia Griffiths** | Communications Manager, Australian Youth Climate Coalition
- **Greg Foyster** | Media and Content Manager, Environment Victoria
- **Hema Mangad** | Manager - National Communications, National Ethnic Disability Alliance
- **Hillary Montague** | National Campaigner, Australian Youth Climate Coalition
- **James Raynes** | Senior Communications Organiser, Victorian Trades Hall Council
- **Jannette Armstrong** | Director Farms, United Workers Union
- **Jess Kirby** | Deputy Director of Campaigns & Communications, CHOICE
- **Kelly Albion** | Campaigns Director, 350 Australia
- **Kim Oxley** | Social Media Director, Animals Australia
- **Lara Nicholson** | Media Advisor, Climate Media Centre
- **Lyndal Ryan** | Director Property Services, United Workers Union
- **Margaret Quixley** | Campaigns Director, Alliance for Gambling Reform
- **Rebecca Thorpe** | Communications Director, Alliance for Gambling Reform
- **Saffron Howden** | Media and Investigations Manager, Australian Conservation Foundation
- **Tessa Fluence** | Story Strategy Lead, Australian Conservation Foundation
- **Victoria Fratin** | Media Advisor, Cities Power Partnership
- **Xavier O'Halloran** | Director of Super Consumers Australia, CHOICE

FIRST NATIONS CAMPAIGNING AND ORGANISING FELLOWSHIP

In March 2021, we ran our first Fellowship exclusively for First Nations participants, in partnership with GetUp, Foundation for Young Australians, Seed Indigenous Youth Climate Network and the First Nations Workers' Alliance. The First Nations Campaigning and Organising Fellowship covered best practice strategies to mobilise community and lead winning campaigns -- including advocacy strategy, community organising, message development, and decision-maker engagement, with a focus on First Nations-led campaigns and expertise.

- **Hayley McQuire** | Co-chair, Learning Creates
- **Melissa Hagedorn** | Territory Manager, Bang the Table
- **Alanna Reneman** | Operations Manager, Just Reinvest NSW
- **Julie Williams** | Community Engagement Officer, Just Reinvest NSW
- **Jane Strang** | Aboriginal Health Promotion Coordinator, ACON Health
- **Stacey Giles** | Director, Consulting and Policy, ABSTARR Consulting
- **Tamika Sadler** | Community Organiser, Seed
- **Tishiko King** | Community Organiser, Seed
- **Angel Owen** | Organising Manager, Seed
- **Apryl Day** | Founder, The Dhadjowa Foundation
- **Scott Winch** | Senior Policy Advisor, World Vision
- **Janeene Payne** | Pay the Rent
- **Lilie Madden**
- **Lisa Viliamu Jameson** | Our Islands Our Home Campaigner, 350 / Pacific Climate Warriors
- **Bianca Manning** | Aboriginal and Torres Strait Islander Justice Coordinator, Common Grace
- **Anthony Clayton**
- **Oscar Monaghan** | Solicitor, Aboriginal Legal Service (NSW/ACT)
- **Sye Hodgeman** | First Nations Strategy, Policy & Research Officer, QLD Nurses and Midwives Union
- **Marlikka Poelina**

DIGITAL FUNDRAISING FELLOWSHIP

International digital fundraising experts Nicole Aro and Michael Whitney joined us in June to lead the fourth Digital Fundraising Fellowship. They trained 24 digital campaigners, fundraisers and communicators in global best practice, including modules on list growth and management, email writing, advanced data and testing, regular giving, digital ads and more, with winning case studies. Fellows have since gone on to develop robust digital fundraising strategies to diversify and grow their revenue streams.

- **Alex McInnis** | Online Organiser, United Workers Union
- **Anushka Batu** | Digital Campaigner, Office of Adam Bandt
- **Ben Manassah** | Strategic Partnerships, CERES
- **Didi Magtuto** | Communications and Marketing Coordinator, Port Phillip EcoCentre
- **Emma Bacon** | Founder, Sweltering Cities
- **Genevieve Stewart** | Fundraising Campaigns Manager, Climate Council
- **Georgia Rowles** | Digital Marketing and Data Coordinator, Environmental Justice Australia
- **Jack Milroy** | Director of Strategy, Defiance Digital
- **Jessica Morrison** | Executive Officer, Australian Palestine Advocacy Network
- **Katherine Ong** | Campaigns and Events Marketing Advisor, Vision Australia
- **Leisl Patterson** | Fundraising Manager, Asthma Australia
- **Liyan Gao** | Digital Campaigns Coordinator, Foundation for Young Australians
- **Liz Hadjia** | Senior Campaigner, Fair Agenda
- **Matt Tomkins** | Digital Content Coordinator, Market Forces
- **Matthew Phillips** | Engagement Director, Equality Australia
- **Michaela Del Casale** | Digital Engagement Officer, Black Dog Institute
- **Michelle Watts** | Digital Campaigner, Unions NSW
- **Natalie James** | Communications & Operations Manager, Voiceless
- **Neha Madhok** | National Director, Democracy in Colour
- **Priya Singh** | Marketing Manager, All Together Now
- **Rachael Szumski** | Digital Fundraising Officer, Australian Youth Climate Coalition
- **Sumarlinah Winoto** | Fundraising Officer, Justice Connect
- **Tosca Lloyd** | Senior Campaigner, GetUp
- **Zarah Rhodes** | Digital Organiser, United Workers Union



MARSHALL GANZ

ORGANISING & NARRATIVE WORKSHOP

For the first time ever, in partnership with the Australian Trade Union Institute (ATUI), we brought Marshall Ganz' world-class community organising training to Australia. Marshall Ganz and a team of expert international trainers delivered two full-week courses in leadership, organising and action for 100 leading organisers.

The first of these week-long training sessions was a train-the-trainer in July. A carefully selected cohort of 25 senior organisers received in-depth training, coaching and peer support in learning and delivering the content. They then helped deliver the second training in October to 75 diverse organisers from across the union, climate, racial justice, human rights and economic justice movements. This is part of our strategy to increase the pool of people in Australia who can train others in community organising.

100

**leading organisers
trained in Marshall
Ganz curriculum**

25

**senior organisers
trained as coaches**



VIRTUAL GLOBAL STUDY TOUR

During June and July, we convened 12 carefully selected senior leaders from across civil society for a Virtual Global Study Tour on community organising. The tour was designed for CEOs and executive level leaders within organisations keen to introduce or deepen community organising as part of their theory of change.

Participants met with organisational leaders from movements across the USA, UK, Middle East, Aotearoa New Zealand and South Africa. Together, we learnt about and considered opportunities for local action across migrant rights, anti-poverty campaigns, racial justice, broad-based organising, First Nations-led organising, the intersection between workers rights movements and poverty, and other community led movements. We also heard from researchers and academics about the latest insights into high impact organising, and digital innovations to boost scale and reach.

12

**organisational senior
leaders in community
organising**

25

**expert speakers from
around the world**

SHORT COURSES

MANAGEMENT MASTERCLASS

This popular training was repeated multiple times throughout the year, offering an opportunity for leaders from across the movement to build the skills needed to lead winning teams. With four modules - managing for excellence, recruiting superstars, creating a culture of impact and remote management - the Masterclass is one of the most highly sought after trainings.

CORPORATE CAMPAIGNING MASTERCLASS

Corporate Campaigning Masterclass is our two-day training to build skills and knowledge to win corporate campaigns. The October masterclass participants learnt everything from foundational theory and campaign strategy, to shareholder activism, how to research corporate structures and targets, the role of litigation and risk management, creative approaches like brand jamming, as well as how to use supply chains to create market change.

ORGANISING ESSENTIALS

Organising Essentials is our new training program for advocates from non-profit organisations and grassroots groups who want to explore a range of organising frameworks, tools and practices. It's for people new to organising and those who want to refresh their thinking around organising, learn new approaches and sharpen their skills.

94

non-profit change makers and leaders refined best practice management skills

23

campaigners built their skills to win corporate campaigns

27

community organisers equipped with skills to build power



15 expert
speakers across
our short trainings



NEXUS 2021 AUSTRALIA SUMMIT

NEXUS Australia is hosted by Australian Progress and led by the NEXUS Australia Committee. NEXUS Australia brought together 220 young philanthropists, impact investors and social change leaders in March, to imagine and forge relationships for bold systemic change. We support NEXUS because it connects next generation philanthropy with high impact social change campaigns and advocacy.

NEXUS Australia was our first hybrid summit - opening night was held simultaneously at the Sydney Opera House, Arts Centre Melbourne and virtually, with participants dialling in from across Australia and the global NEXUS community. Some of the headline speakers included Dr Jane Goodall DBE, Dr Bronwyn King AO who has successfully moved \$1 billion out of tobacco, actor Robin Williams' son and mental health advocate Zak Williams, Valerie Rockefeller and Sydney Deputy Mayor, Jess Scully.

220

**young philanthropists,
impact investors and
social changemakers**

50

**prominent speakers
from across Australia
and around the world**





LEADERSHIP BRIEFINGS

We convened 150+ civil society CEOs and senior level leaders at Leadership briefings in April and May. Across the two virtual events, leaders shared knowledge and intel on the current policy landscape, discussed the electoral redistribution, federal budget analysis, tax policy, and identified opportunities to work together in the lead up to the federal election.

In addition, we convened regular gatherings throughout the year with a core group of CEOs, whose organisations are most invested in community organising. Leaders shared strategy and intel, messaging, provided updates on important projects with cross-sector impact and identified challenges requiring collaborative problem solving.

150+

**civil society leaders
convened**



COMMUNITY ORGANISING AND DIGITAL CAMPAIGNING **WEBINAR SERIES**

When Covid hit, we quickly pivoted our community-building events online -- creating virtual spaces for changemakers to connect, share skills, and offer inspiration and energy to each other during lockdowns.

While we couldn't host in-person events like Progress and FWD+Organise, we could bring people together online - so we hosted a webinar series with a diverse selection of local and international speakers. Webinar topics included everything from a debrief of the US election, to case studies of successful grassroots organising in Aotearoa/New Zealand, organising in First Nations communities in the Northern Territory, approaches to scaling functional organising, a keynote from Alicia Garza, the co-creator of #BlackLivesMatter, and a powerful session from disability justice advocates, Alice Wong and Pauline Vetuna.

880+

people engaged
during webinars, and
learnt new skills

13

speakers from
Australia, the U.S and
Aotearoa New Zealand



ONLINE COMMUNITIES

We continued to bring our community together through online briefings, workshops, skill-shares and through our online events, Slack and Facebook communities. This included bringing our fellowship alumni community together for a series of lunch-time workshops, and for the first time we convened policy experts from across the sector to establish a cross-sector policy network.

When the pandemic hit, we brought together 1,500 social changemakers for Virtual Progress 2020, our most popular conference ever.. We had to learn quickly how to run engaging and high quality online events, and many in our community reached out for support and advice. We decided to open-source access to the online event platform we used, and supported 12 organisations to host conferences for their own communities.

1,500+
people on the
Australian Progress
Slack Network

1,270+
people on the FWD
Facebook Group

1,120+
people on the
Organise Facebook
Group

ECONOMIC MEDIA CENTRE

When COVID-19 hit, it exacerbated the economic insecurity of diverse communities. Governments were reviewing their economic policies, and billions of dollars were poured into the economy, but many of these policies continued to drive inequity.

At the same time, we did a media analysis and found community voices entirely absent from public discourse. People most impacted by economic inequality and the organisations that represent them were being entirely shut out of mainstream media and unable to have a voice in shaping policy solutions.

In partnership with Australian Council of Social Service (ACOSS), we launched the Economic Media Centre with the goal of increasing the diversity of voices represented in the mainstream media on economic issues, to shift the economic story and help deliver more inclusive economic policies.

During our pilot, we found the Economic Media Centre fulfilled a key need in civil society -- bringing media capacity to small nonprofit organisations. With our partners, we exceeded our goals many times over. In the first 12 months we've:

- Trained 180 diverse spokespeople, with dedicated cohorts of older women experiencing housing insecurity, migrant women, people on temporary protection visas, families impacted by Black deaths in custody, young people and people on income support.
- Secured 4,000+ media stories on economic issues including Raise the Rate, gender equity, housing and health inequity.
- Shifted the economic narratives and supported organisations to win 10+ policy changes.

Over the next two years, we'll scale up the Economic Media Centre to grow our network of diverse spokespeople to 400, increase community share of voice to 10,000 stories/year and shift the narrative on key economic issues.

180

diverse spokespeople
trained

4,000+

media stories on
economic issues
secured

10+

policy changes
through economic
narrative shifting

THE ~~sun~~ AGE

'We have no hope': Budget criticised for overlooking older women

Viet Times

Địa ốc: Nhiều người thuê nhà bị mất nguồn thu nhập nhưng không được giảm tiền thuê nhà

7 NEWS
Australia

Thousands to attend March4Justice protests across the country

DCU
BREAKFAST

Unemployed give up basics as welfare payments cut

The Saturday Paper

Budget 2020 does little for the vulnerable

Domain

JobSeeker cuts drastically reduce rental pool for out-of-work Sydneysiders



PROGRESS LABS

Progress Labs, run in partnership with ACOSS, is Australia's first social movement incubator. This year we graduated our third cohort of innovative, gap-filling organisations. To date, we have incubated 23 organisations and campaigns - Fair Agenda, The Parenthood, Common Grace, Solar Citizens, Democracy in Colour, Original Power, Pride Cup, Rainbow Families NSW, Australian Unemployed Workers' Union, Better Renting, Bolder for older Australians, Tomorrow Movement, Digital Rights Watch, Unharm, Students for Sensible Drug Policy, SugarByHalf, Council of Single Mothers and their Children, Australian Parents for Climate Action, Climate and Health Alliance, Australian Democracy Network, Road to Refuge, Refugee Voices and Sweltering Cities.

Together, Progress Labs organisations have engaged more than 1 million Australians in advocacy campaigns that have won 50 policy changes, collectively worth over \$1 billion. They've grown their paid staff to well over 30+ FTE since participating in the program, engaged hundreds of volunteers and built meaningful partnerships and collaborations with 200+ civil society organisations and corporates. Progress Labs is complemented by our ongoing support for small nonprofits through the Capacity Building Hub.

23

organisations
and campaigns
incubated

50+

policy changes
won





CAPACITY BUILDING HUB

We launched the Capacity Building Hub, with the support of Lord Mayor's Charitable Foundation, in response to the new pressures small nonprofit organisations were facing with the twin challenges of the pandemic and economic downturn.

The Capacity Building Hub started in late 2020, with the goal of supporting high impact, small nonprofits to survive the pandemic and thrive beyond it. We started with a needs analysis of 50 small organisations and grassroots movements working across First Nations justice, affordable housing, intergenerational equality, disability justice, gender equality, a climate-led recovery and more.

From this, we designed a series of offerings to help small organisations grow their organisational capacity - including finance, fundraising, digital and leadership - and impact, including strategy, community organising and media.

This wrap-around support for small nonprofits has been extraordinarily well received and valuable.

Each organisations' needs were unique, so we delivered tailored capacity building support including:



FINANCIAL LITERACY TRAINING

in partnership with Lisa Lewin, we ran a 'numbers club' and webinar series to improve financial literacy.



FUNDRAISING TRAINING

in partnership with Melissa Smith from Noble Ambition and Environmental Leadership Australia, we developed a senior-level strategic fundraising training and coaching program, and provided webinars on digital fundraising and regular giving.



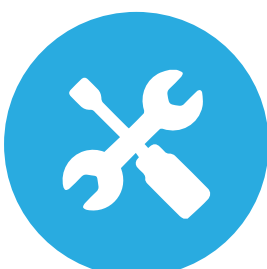
COACHING

We provided 150 hours of expert coaching for CEO-level leaders in campaign strategy, organisational leadership, fundraising, digital, media, messaging and organising.



RESOURCE HUB

We curated a collection of the most valuable resources needed by leaders of small nonprofits and have stored them virtually on The Commons Library for ongoing use.



SKILLS DEVELOPMENT

We gave away 30 free and discounted training places, and supported knowledge development of 406 attendees through a series of webinars.



PROGRESSIVE TECH NETWORK

The idea for Progressive Tech Network started at FWD+Organise 2019. A group of 50 digital campaigners and tech experts came together and shared the challenges they faced and the opportunity to work together to drive innovation and excellence across the sector. **We launched Progressive Tech Network this year to build the digital and tech capability of the sector to campaign and organise. It is a growing national collective of 40+ organisations, including non profits, unions, tech vendors, agencies and grassroots groups, teaming up on tech and digital to win social change.**

We started with a needs and solutions analysis of the community, and found the greatest needs are:

- Being part of a community practicing great digital and tech together
- Practical training to improve tech and digital skills
- Solving tech and digital challenges through peer to peer coaching
- Investing in better tech solutions to shared challenges through research, product development and building strategic partnerships

Our program of work meets these needs through delivery of projects in five key pillars - community building, coaching and mentoring, training and skill building, resource sharing and product development.



Biscottinomics

code nation



DEMOCRACY IN COLOUR

do gooder

Essential.



CRATA FUND

NEW / MODE



PRINCIPLECO.

PURPOSE

RADICAL DIRECTORY



TIPPING POINT

union innovation HUB

UNITED WORKERS UNION



RAPID ADVOCACY FUND

A joint project of the Australian Communities Foundation, ACOSS and Australian Progress, the Rapid Advocacy Fund was established as a responsive co-funding initiative in April 2020 to support strategic advocacy responses to the pandemic. We ran three grant rounds in FY21, distributing \$64,000 to 18 advocacy organisations amplifying voices of affected communities on issues as diverse as refugee rights, gambling, social security, First Nations criminal justice, housing, the rights of young people and more.

The Rapid Advocacy Fund has been one of the most responsive, nimble and urgently needed grant programs in Australian history, providing rapid support to grassroots voices with unique expertise and ability to intervene in critical policy decisions that will shape the future of our country.

Over its life, the Rapid Advocacy Fund supported 25 grassroots movements with \$150,000 in small grants. Of the work supported, 40% of projects were led by First Nations or people of colour, and 60% of projects were led by people with lived experience of the issue they're advocating for.





FIRST NATIONS **CAPACITY MAPPING**

At our Leadership conference in 2019, leading First Nations advocates asked us to resource a mapping project, to identify the key priorities for capacity building in advocacy for First Nations organisations and movements.

Kara Keys kicked off the First Nations Capacity Mapping project this year, which will be shared in December 2021. The extensive mapping project includes surveys, interviews and focus groups with a diverse range of First Nations advocates, and will inform our strategy, new projects and partnerships.



PASSING THE MESSAGE STICK

Passing the Message Stick is a multi-year project to find and share messages that are effective in building public support for First Nations self-determination and justice. Led by First Nations people Dr Jackie Huggins AM, Larissa Baldwin, Karrina Nolan, GetUp, Original Power and supported by Australian Progress, this research shows how to change the story to win transformative change.

The first stage of this project brought together 19 leading First Nations communicators and advocates for a five-month First Nations Messaging and Communications Fellowship. Together, Fellows collected and analysed 3,400 messages across issues as diverse as housing, health, land rights, climate, remote communities, gender, systemic racism, identity, representation and January 26.

This informed the research phase which we completed this year. Starting with an in-depth language analysis of the 3,400 messages, as well as surveys and interviews with First Nations advocates. We worked with Common Cause and Qdos to do nine focus groups with 'base', 'persuadable' and 'opponent' audiences, and a group of First Nations advocates.

We took the best messages and tested them in a quantitative 'dial test' and survey with a representative sample of 1,500 people living in Australia and 200 First Nations people. Finally, we collated the results into an interactive website, 100+ page report and seven key recommendations, to launch to 1,000+ advocates in August 2020.

What comes next is the most important part of the work - sharing the results widely and ensuring organisations, advocates, journalists and spokespeople are able to shift the narrative. We have planned a train-the-trainer program for Fellows to present the findings to organisations, in-depth workshops, further messaging training and research projects.

INNER CIRCLE

The Australian Progress Inner Circle is a collection of civil society organisations working to create systems change on issues as diverse as workers rights, climate change, environmental conservation, international aid, the rights of young people, animal protection and more.

The Inner Circle community underpins our work, enabling us to deliver upon our ambitious plans and increase the number of grassroots advocates we're able to support through fully funded scholarships to trainings and events. Members financially support our mission and receive benefits and special access to a number of our key programs.

We thank our Inner Circle members in FY21, including ActionAid Australia, Animals Australia, Australian Conservation Foundation, Climate Action Network Australia, cohealth, Community and Public Sector Union, Foundation for Young Australians, Victorian Trades Hall Council and United Workers Union.

act:onaid

**Animals
Australia**



**AUSTRALIAN
CONSERVATION
FOUNDATION**



**CLIMATE
ACTION
NETWORK
AUSTRALIA**

cohealth



fya

**UNITED
WORKERS UNION**



SPECIAL THANKS

Thank you to our project partners and supporters for their incredibly valuable contribution this year.

To the Passing the Message Stick Steering Committee and research team - Dr Jackie Huggins AM, Larissa Baldwin and the GetUp team, Karrina Nolan and the Original Power team, Eleanor Glenn from Common Cause and Qdos.

To the project partners who made the public narrative organising training possible - Marshall Ganz and his team, and the Australian Trade Union Institute.

To the Rapid Advocacy Fund steering committee - ACOSS and Australian Communities Foundation.

To the Progress Labs steering committee - Vasudhara, donkey wheel trust, Lord Mayor's Charitable Foundation, and ACOSS.

To our international guest facilitators for the Digital Fundraising Fellowship - Nicole Aro and Michael Whitney.

To the Economic Media Centre Advisory Board - Andrea Ho, Antoinette Lattouf, Dr Benedetta Brevini, Deanne Weir, Jirra Lulla Harvey, and Leslie Falkiner-Rose, as well as Monique Vandeleur for your valuable contribution.

To those we've worked with to deliver work within the Capacity Building Hub - Lisa Lewin from Imagine Create Co, Melissa Smith from Noble Ambition, Holly Hammond from The Commons Library, and Environmental Leadership Australia.

And special thanks to Lisa Lewin and Claire Turner.

PHILANTHROPIC PARTNERS

Thank you to our philanthropic partners who underpin our ability to grow and focus on the most strategic opportunities to build capacity in civil society.

To our core supporters - Equity Trustees, Vasudhara Foundation, Tripple, Reichstein Foundation, Australian Communities Foundation, and Fairer Futures Fund.

To our Economic Media Centre supporters - Lord Mayor's Charitable Foundation, Australian Communities Foundation, McKinnon Family Foundation, Ruffin Falkiner Foundation, Quercus Fund, EM Horton Family Fund, Tripple, Bell Family Fund, Wanless Family, Fairer Futures, Macston Social Endeavour, Clack-McLure Fund, O'Shea Thompson Family Fund, and Peel Fund.

To the supporters of Passing the Message Stick - Equity Trustees, Oranges and Sardines Foundation, Lord Mayor's Charitable Foundation, Mannifera, CAGES Foundation, Besen Family Foundation, Australian Communities Foundation, and Fairer Futures Fund.

To our supporter of the Capacity Building Hub - Lord Mayor's Charitable Foundation.

To the supporters of Rapid Advocacy Fund - Mannifera, Anne Coombs and Susan Varga, Besen Family Foundation, Vasudhara Foundation, Pike Family Foundation, Tripple, Assia Altman Fund, Noble Ambition, ACOSS and Australian Communities Foundation.

To the supporters of NEXUS - Cooper Investors, MaiTri Foundation, Wilson Asset Management, Besen Family Foundation, Mutual Trust, The Myer Foundation, English Family Foundation, Vasudhara Foundation, Gandel Philanthropy, Equity Trustees, Perpetual and Wheelton Philanthropy.

To the supporters of Progress Labs - Vasudhara Foundation and donkey wheel trust.

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FINANCIAL SUMMARY

Income and expenditure for the year ended 30 June 2021.

These pages represent a snapshot of our financial reports, prepared by auditors Thomas David & Co

	2021 (\$)	2020 (\$)
INCOME		
EVENT AND TRAINING INCOME	448,118	450,316
MAJOR DONATIONS AND PHILANTHROPY	1,149,558	1,205,713
CONTRIBUTIONS FROM PARTNER ORGANISATIONS	139,274	90,500
CORPORATE SPONSORSHIP OR CONSULTANCY FEES	82,800	60,425
RECOUPMENT OF EXPENDITURE	-	23,698
OTHER INCOME	121,389	114,944
INTEREST INCOME	156	249
TOTAL INCOME	1,941,295	1,945,845
EXPENDITURE		
EMPLOYEE BENEFITS EXPENSE	(888,640)	(675,548)
OCCUPANCY EXPENSES	(11,407)	(29,295)
OTHER EXPENSES	(987,713)	(898,867)
TOTAL OPERATING EXPENSES	(1,887,760)	(1,603,710)
NET SURPLUS / (DEFICIT)	53,535	342,135

BALANCE SHEET

Statement of financial position as at 30 June 2021.

	2021 (\$)	2020 (\$)
ASSETS		
<i>CURRENT ASSETS</i>		
CASH AND CASH EQUIVALENTS	1,030,383	780,510
TRADE AND OTHER RECEIVABLES	37,901	174,290
OTHER	23,596	4,872
TOTAL CURRENT ASSETS	1,091,880	959,666
<i>NON-CURRENT ASSETS</i>		
PROPERTY, PLANT AND EQUIPMENT	3,949	6,513
INTANGIBLE ASSETS	15,000	20,000
TOTAL NON-CURRENT ASSETS	18,848	26,513
TOTAL ASSETS	1,110,728	986,179
LIABILITIES		
<i>CURRENT LIABILITIES</i>		
TRADE AND OTHER PAYABLES	198,573	153,419
PROVISIONS	-	-
OTHER CURRENT LIABILITIES	89,463	63,502
TOTAL CURRENT LIABILITIES	288,036	216,921
NET ASSETS	822,793	769,258
EQUITY		
<i>CURRENT EQUITY</i>		
RETAINED EARNINGS	822,793	769,258
TOTAL EQUITY	822,793	769,258



WHAT'S COMING UP

We're thrilled to be offering four Fellowships in FY22, including three Progress Fellowships and a Strategic Communications for Campaigns Fellowship.

We'll continue to build capacity of changemakers from grassroots movements, small nonprofits and large advocacy organisations through our masterclasses and short trainings, including Organising Essentials, Media Spokesperson Training, Management Masterclass, Digital Supporter Journey Bootcamp, Introduction to Advocacy for First Nations advocates, Digital Organising Bootcamp and the Global Study Tour (virtual).

LEADERSHIP STRATEGY WORKSHOP

Designed for CEO-level leaders plus campaign or organising leads, the online Leadership Strategy Workshop will offer space to build relationships, understand strategic alignment, seed collaborations on topics of shared interest, and share intel around the narratives most likely to shift persuadables in favour of our collective vision for a more inclusive and sustainable future.

FWD+ORGANISE 2021

FWD+Organise 2021 will bring together 300 community organisers and digital campaigners to share practical skills, learn innovative approaches to advocacy and build lasting collaborations to win systemic change. The event will run online, with in-person gathering where possible.

LEADERSHIP 2022

Leadership will bring together 220+ civil society CEOs and senior level leaders shortly after the next federal election. It'll run as a hybrid event, offering leaders an opportunity to share lessons from the federal election campaign, and map challenges and opportunities to secure progressive policies in the new term of government.

PASSING THE MESSAGE STICK

The project will enter phase three - sharing the research findings and recommendations for crafting messages that build public support for First Nations self-determination and justice.

CAPACITY BUILDING HUB

The Capacity Building Hub will continue support for 50 grassroots movements and small nonprofits, offering executive leadership coaching, digital capacity building and fundraising support.

PROGRESS 2022

Australia's largest social change conference will bring together 1,500 advocates, campaigners and changemakers online in June 2022, to share skills and wisdom, learn from powerful advocates in Australia and around the world, and build the intersectional collaborations needed to realise our collective vision for a fairer future.

ECONOMIC MEDIA CENTRE

The Economic Media Centre will consolidate lessons from the pilot and launch an ambitious new growth strategy - with a focus on building the media capacity of spokespeople with lived experience of economic inequality, securing economic policy change, and shifting the mainstream narrative on key economic justice issues.

PROGRESSIVE TECH NETWORK

The Progressive Tech Network will diversify its model, expand training offerings and grow involvement from organisations across the sector.



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