



Joining forces: Looking to CLCs and beyond for effective advocacy

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Characteristics of a Coalition

- ▶ Broad representation
- ▶ Formal ties
- ▶ Advocacy and outcomes-oriented
- ▶ Community involvement
- ▶ Recognition & public profile
- ▶ 'Coalition first' mindset
- ▶ Leader & membership structure

The Theory

Reasons organisations form coalitions:

- ▶ Limited resources
- ▶ Common interests
- ▶ Knowledge sharing
- ▶ Impact
 - More voices
 - Networks
 - Minimise duplication

The Theory

Coalitions are appropriate when:

- ▶ Common goal
- ▶ Inadequacy of current efforts
- ▶ Benefits outweigh costs
- ▶ Goals are beyond capacity of a single organisation

Costs & Benefits

Costs:

- ▶ Recognition
- ▶ Slower pace
- ▶ Funding & resources
- ▶ Administration

Benefits:

- ▶ Influence & leverage
- ▶ Shared skills & knowledge
- ▶ Larger networks
- ▶ Success!

Examples of collaboration

- ▶ Union movement
 - Your Rights At Work
 - Fairwear
 - Equal Pay campaign
- ▶ Criminal Justice Alliance, United Kingdom
- ▶ Youth Justice Coalition, NSW

The Victorian Context

- ▶ Law and order election campaigns by both parties (2006 & 2010)
- ▶ Conservative government elected November 2010
- ▶ Expansion of police powers and weaponry
- ▶ Police-related deaths
- ▶ Changes to sentencing
- ▶ Rising prison population

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About us

Smart Justice is supported by a coalition of organisations led by the Federation of Community Legal Centres (Victoria) Inc, the peak body for Victoria's 49 community legal centres. Smart Justice was made possible with funding support from the Victoria Law Foundation and the Reichstein Foundation.

The organisations involved in Smart Justice have a vast array of experience working in the criminal justice system with those affected by it; victims, offenders and others. We know the impact of crime and we are passionate about promoting safe and vibrant communities. That's why we support Smart Justice.

The following organisations support Smart Justice (Click on each of the organisations logos below to go to their website):



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Smart Justice

- ▶ Successes:
 - Significant media profile
 - Expanded resources
 - Strengthened coalition



Smart Justice for Young People

- ▶ Work to date:
 - Cassidy Inquest-related advocacy
 - Protective Services Officers & Your Rights on Track
 - Diversion working group
 - Fact sheets & CLEs



Smart Justice for Young People

- ▶ Successes:
 - Engaging with diverse sectors
 - Joint lobbying
 - Your Rights on Track project
 - Media on issue of Tasers

Tips for Your Campaign

- ▶ The power of silent partners
- ▶ Steering Groups
- ▶ Agreed set of principles
- ▶ Allocate time for coalition growing
- ▶ Think big but start small
- ▶ Incorporate evaluation into every stage of planning

Tips for Your Campaign

- ▶ Working Groups
- ▶ Choose your moment
- ▶ Adequate funding
- ▶ Well-picked volunteers & student interns
- ▶ Communication with members

Suggested Reading

- ▶ *Forces for Good* – Crutchfield & Grant
- ▶ *The Activists Handbook* – Randy Shaw
- ▶ Alternative Law Journal, 'A Smarter Criminal Justice System', vol 37 (1) 2012

More info at: www.smartjustice.org.au

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