



### **What is the problem the campaign is trying to solve or the opportunity that the project is trying to address?**

The team at Shakti Community Council Inc. aims to hit at the heart of the layered forms of discrimination that exist with a focus on Australia and New Zealand. As an organisation we operate in Australia and New Zealand, and work with migrant and former refugee communities in making their world safer from violence. We understand that discrimination stems from misconceptions, stigmatisation, and lack of understanding.

For both Australia and New Zealand this problem has culminated into a terrorist attack that took place on 15 March 2019 with the loss of 51 lives across two different holy sites in the city of Christchurch (Otautahi). In the immediate aftermath of the attack Shakti supported 13 families alongside other government and non-government organisations. Given violence towards women and the reasons behind it are equally complex and layered Shakti Community Council Inc. can see why we are appropriately placed to work on this strategic, high-level, and Trans-Tasman campaign. If we can start looking at and finding solutions to addressing discrimination in all its forms, we can eliminate violence.

### **What are the campaign objectives?**

1. Raising public awareness of the varying forms of discrimination at play in society.
2. Bringing to light the change-makers already tackling their own niche area of discrimination – our Ambassadors.

### **Who are our target audience?**

The campaign is targeted for anyone who is 16+, of all races, faiths, and sexual orientation.

### **Campaign launch event – 13<sup>th</sup> March 2020**

Shakti Community Council Inc. will be hosting official launch events across Auckland, Tauranga, Wellington, Christchurch, Sydney and Melbourne on the 13<sup>th</sup> of March 2020. The aim of the launch is to host a table-talk event in civic spaces and invite people to converse on issues of discrimination at their table over tea. More information on the launch events will be released as logistics are finalised.

### **What's in scope of the campaign?**

- Smaller events to launch the campaign across Australia and New Zealand.
- Hosting launch events with partner organisations - the campaign's success relies on many hands working together.

- Utilising the tools developed by Shakti Community Council Inc. or partnering organisations in schools and universities.

#### **What's out of scope?**

- We will not be hosting a large scale event such as a conference due to the organisations limited resources.
- To ensure success and impact all aspects of the campaign will be planned in advance, and no new elements will be introduced beyond mid-January 2020.
- Material that might have an exclusionary nature will not be part of the campaign content. There will be a concerted focus on ensuring the campaign does not alienate people.
- Shakti Community Council Inc. will not respond to negative commentary or publicity in relation to the campaign.
- Though a key trigger for the campaign was the attack on 15<sup>th</sup> of March, and hence the Trans-Tasman nature of the campaign, the campaign's focus is not just the Muslim community or to commemorate the one year anniversary.

#### **How can you be involved?**

1. Become a partnering organisation, particularly for one of our launch events.
2. Do you know a high profile Australian or New Zealander who could be our Ambassador? Our Ambassadors are people already tackling an issue of discrimination they are most passionate about. We would love it if you could connect us.
3. Support the campaign by donating, and this could include in-kind donations. You can also become a sponsoring organisation.
4. Do you think you can volunteer at one of our launch events? If you have facilitation skills and can facilitate one of our tables we would love to hear from you.
5. Are you a journalist and could you give us some coverage on the campaign? If so we would love to pitch to you some of the thought-leadership pieces by our Ambassadors.
6. Invite us to come and speak to you about Shakti's work or the campaign.
7. Like our Facebook page, and share the campaign information and content.

**For more information or to connect with us:** [letsdealwithit@shakti.org.nz](mailto:letsdealwithit@shakti.org.nz)