

# Our Number 1 Job

## Build Social Licence:

- Build Share of Mind first
- Then build Share of YES Vote



# Goldstein for YES: Campaign Engagement & Activation Plan



Marketing	Infield Engagement	Communicate & Support
<p><u>Yes23 Head Office</u></p> <ul style="list-style-type: none"> <li>• YES23 Brand Style Guide &amp; Messaging</li> <li>• Marketing &amp; Advertising</li> <li>• Social Media</li> </ul> <p><u>Local on-the-ground</u></p> <ul style="list-style-type: none"> <li>• Goldstein for Yes website page</li> <li>• Merchandise: t-shirts, badges, caps, etc.</li> <li>• Printed Materials: corflutes, leaflets, flyers, bumper stickers, etc.</li> <li>• Signs on fences &amp; shops, stickers on cars</li> <li>• Local Social Media activity</li> </ul>	<p><u>Raise Visibility &amp; Build Social Licence</u></p> <ul style="list-style-type: none"> <li>• Street Meets, Train Stations, Markets, Sporting Venues, Parks, etc.</li> <li>• Rides, Runs, Walks, Swims &amp; Shopping</li> <li>• Letter-box Drops</li> <li>• Events &amp; Community Activities</li> <li>• Pre-Poll &amp; Polling Day</li> </ul> <p><u>Targeted Engagement</u></p> <ul style="list-style-type: none"> <li>• KTCs (kitchen table conversations)</li> <li>• Door Knocking</li> <li>• Phone Banking</li> </ul>	<ul style="list-style-type: none"> <li>• Volunteer Sign-up, Database &amp; Comms Portal for Call-to-Action activities</li> <li>• Volunteer Team Comms Channel - Slack</li> <li>• Volunteer Training: Conversations, etc.</li> <li>• Regular Communication with Volunteers: <i>updates on progress, good news stories, calls to action, resources, moral support, direction, Q&amp;A, social get-togethers, engage &amp; build community, etc.</i></li> <li>• Regular Project Mgt. Team Meetings</li> <li>• Code of Conduct &amp; Resolution Process</li> </ul>

# Goldstein for Yes Campaign Activities & Timeline



**July**  
Raise Awareness



**Aug - Sept**  
Direct Engagement



**Sept-Oct**  
Pre-poll & Polling Day

## Key Activities

- Events: The Voice Event, 7 July
- Street Meets
- Train Stations
- Markets
- Kitchen Table Conversations
- Fence Signs & Bumper Stickers

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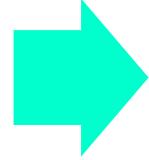
- Polling Stations
- Door Knocking
- Phone Banking
- Street Meets
- Train Stations
- Markets & Sporting Venues

# Goldstein for Yes Campaign Goals



**July**

Raise Awareness



**Aug - Sept**

Direct Engagement



**Sept-Oct**

Pre-poll & Polling Day

## Key progress indicators:

1. Number of volunteers: **300+, currently 240**
2. Number of fence signs distributed: **500-1,000+, currently 450**
3. Number of Doors Knocked: **35,000+, currently in progress**
4. Number of Street Meets across the electorate: **3-5 per week rotating across 18-24 locations**
5. Number of Train Stations across the electorate: **2-3 days per week rotating across 16 train stations over 2 train lines**
6. Number of Markets across the electorate: **attend all 6 local markets outside the entrance**
7. Number of Kitchen Table Conversations: **target 50+ across the campaign**
8. Number of letter boxes completed: **1 completed. Others TBA**
9. Number of phone calls made: **TBA**



## FACT SHEET

### THE INDIGENOUS VOICE TO PARLIAMENT REFERENDUM

The Voice to Parliament Referendum is an extraordinary opportunity to strengthen our democracy, promote inclusivity, and ensure that every Australian's voice is heard loud and clear.

#### WHAT IS THE VOICE TO PARLIAMENT?

The Voice to Parliament is a proposed constitutional reform that will give Aboriginal and Torres Strait Islander people a say in the laws and policies that affect their lives. It aims to establish an elected Indigenous representative body, ensuring that their perspectives and aspirations are integrated into the decision-making process at the national level.

#### YOUR YES VOTE MATTERS!

Together, let's seize this historic opportunity to create a fairer, more inclusive, and united Australia. A YES vote for the Voice to Parliament referendum is a YES to strengthening our democracy and embracing the diversity that defines our nation.

**Be part of this transformative history making moment.  
Vote YES for a brighter future!**

**EMPOWER YOUR VOICE, SHAPE YOUR FUTURE**

Australian people come from many lands, practise many faiths and speak many languages. Aboriginal and Torres Strait Islander people are the First Peoples of Australia and have lived here for more than 65,000 years. But, Australia's Constitution doesn't recognise their unique status. This is why later this year we will be able to consider a change to our constitution through a Referendum. All Australians will have a chance to recognise the First People's rights, history and ongoing relationship with this land and to ensure they are consulted on laws and policies that affect them.



#### WHERE CAN YOU GET MORE INFORMATION?

The National Indigenous Australians Agency  
[niaa.gov.au](http://niaa.gov.au)

Life Without Barriers  
[lwb.org.au](http://lwb.org.au)

Reconciliation Australia  
[reconciliation.org.au](http://reconciliation.org.au)

Polaron Language Services  
[polaron.com.au](http://polaron.com.au)

SNAICC – The Peak body for Aboriginal children  
[snaicc.org.a](http://snaicc.org.a)

Goldstein for Yes  
[yes23.com.au/goldstein\\_for\\_yes](http://yes23.com.au/goldstein_for_yes)

Yes 23  
[yes23.com.au](http://yes23.com.au)



Yes23  
[.com.au](http://.com.au)

Yes campaign acknowledge Traditional Owners of Country throughout Australia and recognises the continuing connection to lands, waters and communities. We pay our respect to Aboriginal and Torres Strait Islander cultures; and to Elders both past and present.

Authorised by Dean Parkin, Australians for Indigenous Constitutional Recognition Ltd, L 35, Tower Two, 200 Barangaroo Avenue, Barangaroo, NSW

# WHY SHOULD YOU VOTE YES?



**By voting Yes you will support:**

## RECONCILIATION AND RESPECT

By supporting the Voice to Parliament, you are taking a significant step towards reconciliation and showing respect for the First Nations' people, their history, and their culture, which is our culture.

## STRENGTHENING OUR DEMOCRACY

A strong democracy thrives on diversity, inclusivity and representation. The Voice to Parliament will promote a more inclusive political landscape, where Indigenous voices are valued and heard.

## CREATING A SHARED PROSPERITY

A prosperous nation is one where everyone has an opportunity to contribute and thrive. The Voice to Parliament empowers Aboriginal and Torres Strait Islander people to actively participate in shaping policies that drive shared prosperity for all Australians.

## ADDRESSING HISTORICAL INJUSTICES

Our nation's history includes profound injustices suffered by Indigenous peoples over the last 250 years. Voting YES acknowledges this past and takes a positive step towards reconciliation and healing, creating a fairer and more just society for all Australians.

## IMPROVING OUTCOMES FOR OUR FIRST NATION'S PEOPLES

A Voice will provide advice to the Federal Parliament about laws and policies through a consultative process that delivers meaningful structural change to improve areas of Indigenous disadvantage including health, education, housing, and justice.

## CULTURAL HERITAGE PRESERVATION

Our nation's rich cultural heritage is an essential part of our identity. Embracing the Voice to Parliament helps protect and preserve the traditions, languages, and knowledge of Indigenous communities.

## BUILDING TRUST

A successful democracy relies on trust between the government and its people. Voting YES for the Voice to Parliament signals a commitment to building trust and a stronger relationship with First Nations' communities.

# DISPELLING THE MYTHS

**We understand that some concerns have been raised regarding the Voice to Parliament. Allow us to address them.**

## IT WON'T CREATE A THIRD CHAMBER OF PARLIAMENT

The Voice to Parliament is not a separate legislative body; it is an advisory body that will provide valuable input to Parliament on matters that affect Indigenous communities.

## IT WON'T THREATEN OUR DEMOCRACY

This will strengthen Australia's democratic system by providing an avenue for Aboriginal and Torres Strait Islander people to participate more fully in the democratic process. It's to ensure Indigenous voices are considered appropriately in the policymaking process to create a more targeted approach with successful outcomes. It will not replace or change the existing democratic system in any way.

## IT WON'T UNDERMINE THE CONSTITUTION

A YES vote will add the principle of the Voice to the Constitution which protects it from political change. However, the structure and operating principles of the Voice will be decided by government. The proposed change will complement our Constitution, creating a more inclusive and equitable Australia.

## IT WON'T CREATE A DIVISION BETWEEN INDIGENOUS & NON-INDIGENOUS AUSTRALIANS

The Voice promotes unity and fosters collaboration. It will build a stronger relationship between all Australians by acknowledging our shared history and working towards a shared future together.

## THERE IS ENOUGH INFORMATION TO DECIDE

The Constitution is a simple document containing the overarching principles of how our parliament and the courts operate. The government will decide on the structure of the Voice and how it will operate once the Australian people support its inception through voting YES at the Referendum.

## OUR FIRST NATIONS PEOPLE OVERWHELMINGLY SUPPORT THE VOICE

Over 80% of Aboriginal and Torres Strait Islander peoples support constitutional recognition through a Voice to Parliament with over 94% of Indigenous people of voting age now enrolled to vote.

**FACT CHECK for Yes and No cases online at [yes23.com.au/goldstein\\_for\\_yes](https://www.yes23.com.au/goldstein_for_yes)**