

OVERALL THEMES TO CONNECT THE MESSAGES & IDEAS FOR CHANGE:

A. EMPOWERMENT

We want people, especially women, here to be educated, skilled, knowledgeable about their rights, able to go where they choose to go (socially not literally). In particular, we want to see women strengthening and supporting one another and to break through structural obstacles – “to break the glass ceiling and not take the ladder with us”.

B. MULTICULTURALISM

We want to engage the awareness of the community about the value of differences, to celebrate differences and to bust “labels” open.

C. COMMUNITY CONNECTEDNESS

We want to generate a sense of strength, together; solidarity; standing together; common interests and respect; women *and communities* coming together.

MULTICULTURALISM: Australia is multicultural in fact but not in spirit – question of leadership; connected with the language that we use and accept. About our attitude to differences and diversity.

- *Is it changing in our generation?*
- *Is it a question of leadership?*
- *Are individual attitudes different to the collective or ‘group think’?*
- *“Leave our men/jobs/homes alone!”*
- *“Go back to where you came from!”*

DIFFERENCES = STRENGTH: How can cultural/ethnic/religious differences be a source of strength, celebration and inspiration?

- Rests on open communication, ability to hold disagreement/ dissonance
- Consciousness-raising about the status of women
- Welcoming stance towards new arrivals to Australia

FOOD/LAND/PEOPLE: Food sovereignty – a local and a global issue.

Food sovereignty refers to the degree of access people have to land near them to grow food, and whether they can eat (or export) the food that is grown near them.

Globally, lack of food sovereignty is directly connected to poverty (60 – 80% of producers of food globally are women. They are most adversely affected by famine, crop failure, and poverty).

In Australia, lack of food sovereignty is connected to affordability of food; consciousness—raising of our common dependence upon the land/environment → greater environmental consciousness; fostering solidarity.

There are examples of community action in the Illawarra to promote food sovereignty, eg: PERMABLITZ (next one 4 August) – a redesign/replanting of a backyard garden to be a food basket

PUBLIC STORIES – MEDIA/SOCIAL MEDIA/PRESENTATIONS and other nerve-wracking stuff....

CHECKLIST FOR SELF

1. Feel confident

Wear something you feel comfortable in and that you think you look good in.

Make time for a trip to the loo. Fix yourself up, one last glance – looking good? Of course you are!

So shoulders back, big breath in and out. And a deeply felt (even if silent) “I CAN DO THIS” (coz you can!).

Go to a quiet space and close the door if you are giving an interview over the phone.

2. Be clear about what you want to say

This is the hard bit. Being clear about what you want to say means thinking through all the possible things you could say, and working until you come up with a very clear and simple message that others can understand.

3. Practise + preparation = confidence

It helps if you practice and prepare. Potential for panic attacks lessens. Practice your key messages.

4. Be brave

Sometimes you will want to say something that isn't popular – if you know why it needs to be said, it will help you to stick to your guns.

You need to be brave sometimes in this line of work.

5. Ask someone you trust to give you honest feedback

We all need to hear “that was great” to keep upright after public appearances. But we also need to learn and grow. It is possible to be great and to still have room for improvement. Ask for feedback from people you trust and respect, and make time to reflect on it.

6. Be true to yourself

We don't all communicate in the same way. We're not saying, find a gimmick and make it your own!

We are saying that you don't need to become an alpha personality to communicate effectively in public. If you're quietly spoken, make that work for you. If you're funny, don't be afraid to be funny in public. Be you! Because the public knows what is inauthentic and they stop listening.

WE KNOW YOU CAN DO IT!

Everyone has the same journey, it just might take a different path

How will we do it?

Social networking - facebook, twitter Using our community contacts Partnering with other organisations

Using mainstream media to promote our project

What are we trying to achieve?

To empower women by enabling them to see the success of others. Ours is a forum for women to share

their stories of achievement and learn from others.

A project will culminate in an online artwork made up of the images and stories of women achieving their goals and overcoming their fears.

This is a work in progress, so if you have any ideas or inspiration you want to share, please post it for us all to see.

I can't wait to see what we come up with!

+ Project progress/development

The following themes were developed:

Domestic violence – it crosses all cultures and classes and occurs in every part of society.

Refugees – “I get angry about people who live in a bubble as though other people don't matter. People who are like, ‘the only thing I care about is money’.”
Changing people's attitudes towards difference.

Empowering and mentoring young women – body image, career choice, timing of study/work/family, building self-confidence and agency.

Storytelling – storytelling has the power to change behaviour, ideas, mindsets – it can be a tool for change.

Creativity – two things:

- (a) there is not a lot of support for creatives (architects, graphic designers, designers, photographers, artists). Eg, How to establish yourself as a business/entrepreneur?
- (b) How to make creativity part of the regional development strategy – the current vision is to make Wollongong a centre for innovation and entrepreneurial activity in IT.
Rather than focusing solely on IT, there might be an important role for creativity in rejuvenating Wollongong's economy. Investing in the creativity of young people (education, programs and mentoring) might be the future of the region (independent thought, curiosity, problem solving, collaboration).

Multiculturalism - how can we foster an appreciation of differences? Eg, fashion exchanges/ dinner parties. The Islamic Women's Association of Illawarra is hosting a Women of the World & Fashion event at the end of September.

Renew Port Kembla – learn from Newcastle and the ReNEW program (Marcus Westbury). Using disused/underused premises. We know that Wollongong is a hard place to put down roots, particularly as a new migrant/refugee arrival. Not enough work anymore to make money upon arrival whilst translating existing qualifications into something Australian systems recognise.

HOW?

Engage young people? Create a space?

Partner with WIN TV /UOW TV program

Create a process to reimagine Wollongong/or a suburb? Social mapping

Open invitations for storytelling – remember some people won't want their photos/videos shown

Independent Facebook groups created

As mentioned already, each locale made its own Facebook page to plan and progress their own work.

SHOUT! projects formulated and shared amongst SHOUT! groups

The facilitator worked to connect the projects by promoting crosscutting project ideas between groups, and suggesting ways in which the groups could cross-fertilise.

Connections with local community sector

The facilitator worked to build the capacity of participants to forge collaborations with local community services. A list of partnerships are noted in the Executive Summary above.

CHECKLIST FOR PUBLIC COMMUNICATION

- **Newsworthy** – timeliness, relevance
- **Simplicity** - keep it simple, clear, and purposeful. Remember you are communicating with people who don't necessarily know the first thing about what you're saying. Think about how to tell your story "in a nutshell".
- **Discipline** – preparation, on-message, don't say more than you mean to.
- **Humanity** – offer human experience to connect to a systemic/policy issue.
- **Practical** – photos, copy, clarity and error-free, availability of spokesperson.
- **Structured** – don't hide your message. State your objectives clearly. Think about who/ what/ when/ why/ where/ how. That's how journalists are trained to approach the telling of a story.

Writing a press release

Suggested structure is:

CATCHY TITLE

[Embargo? Is there a time critical element in your story so that it must not be reported until after a particular event? You can "embargo" a press release until for example, 2pm on the day of your release]

Lead paragraph (the story in a nutshell)

Second paragraph (provide detail – who, what, when, where, how?)

Third paragraph (quotes from key spokesperson)

Fourth paragraph (call to action)

Closing paragraph (vision).

Provide media spokesperson contact details for comment and ensure they are available.

Email **before** deadline, consider following up with a call. Do not call on deadline. Ask a journalist if they can talk now.

Invest the time to make a good media contact list and keep it up to date