

# HOW TO ORGANISE A #REPOWER ACTION

Use this guide to plan and implement #Repower actions and events in your community!

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## 1. ESSENTIALS

- As any Millennial can tell you - 'pics or it didn't happen',
- It's vital that the movement to #Repower is visible,
- Remember to always take photos of what you're doing,
- Upload them to social media, or ask someone else to,
- And always use the hashtag #Repower in your posts.

## 2. OBJECTIVE

Firstly, decide on the objective of your action. For example, your aim could be to push a political party to support transitioning to renewable energy, your target is the local member of that party, and your ask is for them to publicly support the Renewable Energy Target. Here are three useful questions to answer:

- **Aim** - What is the aim of your action?
- **Target** - Who is the target audience of your action?
- **Ask** - What is your ask of the target?

## 3. TACTIC

Once you've decided on the objective of your action, it's time to choose a tactic to help achieve this. A tactic is an activity. It could be anything from writing a letter to holding an action outside a bank branch. Coming up with ideas for tactics is fun! And often creative.

Here are some basic ideas to get the ball rolling - rally with local speakers, community survey blitz, queue-in at an MP's office, street performance, set up an info stall at a local market, put clever posters and stickers up, install a banner, etc.

**Note:** When choosing your tactic, remember to always keep it non-violent. That doesn't mean submissive or quiet - we need loud and proud actions! It means choosing tactics that respect people's physical and mental safety, while still building the pressure.

## 4. DATE, TIME, AND VENUE

**WHEN: 4-3 weeks before the action.** To decide on a date, time, and venue, consider:

- When are the people you want to recruit most available?
- When will your action get the best media? Mornings are often best.
- If the action is outside an office or local business, what are its opening hours?
- Have you allowed enough time to organise and recruit for the action?
- Is there enough room at the venue or outside the venue for your tactic?

**Working bee:** Potentially at the same as setting the date and time for your action, set a date, time, and venue for a working bee with your group to create everything that you will need at the action. This could include, placards, banners, props, costumes and more. For designs to use or take ideas from, check out: <https://environmentvictoria.org.au/repower-resources-hub/>

## 5. PROMOTIONS

**3 weeks before the action.** If your tactic involves bringing people together, then it's time for promotions! Here are a few ideas to get the ball rolling, however your group will know what works best for getting people out to events in your local community!

- **Social media** - Pull together an 'event' on Facebook and get everyone in your group to 'invite' their friends and family. If you 'invite' enough people, this can grow quickly!
- **Contact local groups** - There could already be lots of local groups in your community that are sympathetic to the #Repower campaign. Ask them to promote your action.
- **Local media** - Contact the local media, tell them about your action, and see if they will run a story promoting your action.
- **Flyering/postering** - Use designs under <https://environmentvictoria.org.au/repower-resources-hub/> to pull together a flyer or poster with the details of your action. It's best to hand out these materials or put them up in places where interested people will see it.
- **Email your supporters** - If you already have an email list with people who are interested in your group, then email them with one ask - come to this action!

## 6. ROLES

**WHEN: 2 weeks before the action.** Consider what roles you will need to allocate prior, during, and after the action. Here are a few, but you may need more or less than these:

- **MC** - The person who welcomes everyone, gives an acknowledgement of country, and holds the action together by following the runsheet (outlined below).
- **Sign Up Coordinator** - The person who brings a clipboard and pen, and asks participants who have attended the action to sign up to the local group - if you have one or are planning on forming one - so participants can become further involved.
- **Social Media Coordinator** - This person is responsible for taking photos and short videos on a camera phone and immediately uploading them to social media channels such as Twitter, Facebook, and Instagram. Don't forget to use #Repower.
- **Photographer** - This person takes higher quality photos. These can be sent to the Social Media Coordinator later for uploading to social media channels.
- **Videographer** - Photographer is more important than videographer, but if you can find a person to also film the action, then this can be edited into a short video.
- **Media Liaison** - The person to look for and greet the media, then introduce them to the spokesperson.
- **Spokesperson** - The person who speaks to the media - ideally they don't have any other responsibilities at the action, so they can focus on speaking to the media.
- **Public Liaison** - The person who talks with passerbys about about the action, answers any questions they have, and asks them to sign up to the campaign.
- **Staff Liaison** - The person responsible for talking with staff who work at the MPs office or local business, and keeping your team informed about what staff have said.
- **Police/Security Liaison** - The person responsible for talking with police and security, answering questions, and keeping your team informed about what they have said.
- **Driver:** The person who can drive banners, placards, props, and everything else to and from the action, allowing for a quick set up and a quick pack down.

## 7. RUNSHEET

**WHEN: 1 week before the action.** A runsheet is an outline of how you would like the action to run on the day. When pulling together the runsheet for your action, consider:

- A meeting point for your group to gather 30 minutes before the action. This can also be a good spot for your group to gather afterwards for a debrief.
- Do you want to march from one location to another? How this will work?
- If you have chants, songs, or speakers, when will each of these happen? In what order? Do you have enough time? Or do you have too much happening?
- How will you finish? Who will thank everyone and let them know it's over?
- Come up with a contingency plan. What happens if it's raining or very windy?

## 8. BRIEFING

**WHEN: 1-3 days before the action.** The briefing is where everyone who has a role can come together to hear the plan for the action. Useful things to cover may include:

- Confirm someone is assigned to all roles.
- Outline who is in which roles, so everyone knows.
- Going over the runsheet, ironing out any final issues.
- Confirm you have all materials and equipment you need.
- Make sure you have a way of communicating with each other, especially if your action involves marching or having people inside and outside. What about a group text message for everyone with a role? Make sure everyone has the number of everyone they need, or is in the group text message.
- Reminder of time, date, and gathering point for people with roles.

## 9. DEBRIEF AND CELEBRATE

**WHEN: Straight after the action or ASAP.** Have everyone with a role meet after the action to debrief. Talk about what went well, what you would change, and if there are any questions or ideas. Ensure you take notes, so your action can be even better next time!

Then don't forget to celebrate! Celebrating is important for blowing off steam, getting to know people in your group, recharging your batteries for the next action. Great work!