

COMMUNITY ENGAGEMENT & 12-WEEK STRATEGIC PLAN

This checklist may or may not be relevant for your community, as it really depends on what the level of engagement has been to date. This strategic plan was developed and delivered by a core Administration group of approximately 3-10 people that changed over time in the Stop 5G Northern Rivers NSW group. The whole Stop 5G movement is a lot more established and cohesive now in terms of communication, strategy and content sharing. It's suggested that you use this guide loosely and jump around between the weeks to best serve your team and community. For example, in some communities it has been best suited to jump straight in to "legal pathways" (see Week 11) and address community awareness campaigns at a later date.

Week 1.

Create localised Facebook group

- Ask all members to invite their friends as a "call to action" to grow the page.
- Keeping the page closed is easiest while Administrators are getting use to the group dynamic and platform.
- Zero tolerance for trolling as it takes a lot of energy and time to manage.
- Closely moderate member requests for authenticity, connection to the area or member friends (in other words don't accept suspect requests).
- Share groups Mission Statement and Guidelines.
- 3-5 Administrators/Moderators are needed to manage the group while it is growing.
- Support respectful dialogue and redirect Members enquiries when able.
- Keep the page as educational and action driven as possible.

Week 2.

Action Group Meeting #1 – Initial meeting

- Advertise an Action group meeting on the FB page. Be clear it's not an info session. A smaller group is best to begin with (from 5-10).
- Round table introduction style and ask members to highlight their skill set and what has called them to the meeting.
- Take meeting minutes.
- Collate a list of ideas and tasks to be actioned over the coming weeks (leaflet design, poster design, venue booking for larger meeting).
- Gather all contact details and pick a date to meet again.

Week 3.

Create a Private FB group of the Action Group

- Share minutes of the meeting.
- Share follow-up of ideas and tasks.
- Cross-check leaflet design, content and poster styles with the core Action Group (templates all available in this kit).
- **Printing of Flyers & Posters**
- Pre-organise printing so it can be distributed to members at the next Action meeting (a few hundred copies at least).

Week 4.

Call to Action Meeting #2

- Create an Event page on FB and share with the wider Stop 5G members on the local FB page.
- Create and upload a meeting agenda (template provided).
- Be clear this meeting is for action and prepare key speakers to address the larger meeting.
- Film the meeting speeches for archival records and to upload to the FB to engage the wider community that did not attend the meeting.
- Speakers could address electro-magnetic sensitivity and ask to group turn off or put on aeroplane mode all phones prior to the commencement of the meeting.
- Outline the different Action Groups that will be addressed and that members will be asked to volunteer for (templates provided for key groups Secretary, Fundraising/Treasurer, Events, Multimedia, Communications/Media, Ground Force, Research). Ask for 1-2 members to nominate themselves as a leader, to converse with the core Admin group.
- Pick a date for a **Council Rally** around the next **General Council Meeting** date.
- Pick a date for the **Community Hearing Q&A** that falls after the General Council Meeting.
- **IMPORTANT** – this is the first fundraising event, hand a bucket around for printing donations (it should cover the printing that was just paid for).

Events Team

- Organise venues for up-coming events.
- Check all technical equipment requirements with the Multimedia Team.
- Liaise with Fundraising/Treasurer to know budget.

Multimedia and Media/Communication Teams

- Plan to document/film and live-stream all events if appropriate.
- Send our Press Releases to local news stations, radio, newspapers and Council (request Media Kit from Stop 5G Northern Rivers group).

Ground Force Distribution Team

- Organise market stalls at the local farmers markets and weekend markets (ask for free stalls for community education).
- Ground Force to all read public engagement document to support and prepare themselves (document supplied in this kit).
- Group leaders and members open a communication channel to easily communicate (Messenger, Whats App etc) about flyer distribution maps, pick-up points and drop-off for flyers.
- If funding permits you can pay for mail distribution through the post office in rural areas.

Fundraising/Treasurer

- Open a bank account with 2 signatories to deposit donations. Please refer to current Taxational laws in relation to Crowd Funding.
- Start arranging a HUGE raffle for the Community Hearing Q&A

Research Team

- Upload the most relevant and educational content to the FB page regularly. Quality scientific evidence and cross-checked content.

Secretary

- Start inviting expert panel for Community Hearing Q&A

Week 5.

Facebook group page

- Managing the FB page is a big team effort.
- Delegating roles is most efficient.
- Moderating the page is vital to keep quality educational material at the forefront.
- Move from an online educational setting to an inspired action based platform.
- Daily calls to action: email the local Mayor voicing concerns, contact local schools voicing concerns about Wifi in the classrooms, contact ARPANSA with concerns, contact Telcos with concerns, tell 5 people about 5g, share the stop 5g with friends by inviting them to join.
- Create Event Page on FB for **Rally** and share widely with an open setting on the event.

Week 6.

Action Meeting #3

- Key Admin address the members with an update on flyer distribution and all up-coming events.
- Prepare for Rally: discuss code of conduct, practice chants and create signage.

Rally

- Film event
- Quality PA for sound
- Invite community engagement; chanting, drumming, give space for the community to use their collective voice.
- Rally speech available (see Media Kit)
- Choose a prominent location for the Rally (outside Council or a Telco headquarters)
- Fundraise with a bucket for donations
- Engage with Rally members and ask them to sign-up for volunteering.

Week 7.

Action Meeting #4

- Core group meet and discuss Rally outcomes and prepare for Council presentation.

Present to Council

- Arrange filming if permitted for archival footage.
- Determine if the time available is a short public access (5 minute per speaker or per topic).
- Negotiate a longer presentation if possible.
- Council speech available (see Council Pack below)

Week 8.

Community Hearing Q & A

- Film and live-stream event for members unable to attend.
- Fundraise with a bucket for donations.
- Sell raffle tickets.
- Engage with community and ask them to sign-up for volunteering.
- Organise all technical needs for PowerPoint presentations, PA for speeches, handheld mic for audience questions.

Week 9.

Update Facebook Group

- Include media coverage from Rally, Council and Q&A.
- Likely to have a big increase in member requests and community engagement.
- Organise additional admin support for online.

Week 10.

Connect with Council

- Request a private meeting to address mounting community concerns.

Week 11.

Legal Pathways

- Address legal pathways and forward momentum.

Week 12.

Connect with National Groups

- Local administrators reach out to the National Groups and get on board and involved in the broader National campaigns.

