Alliance building:
AKA - How to have sick conversation that inspire people to take action!

Why Work with Allies and build alliances.

So why do we want to build alliances? In short, we need to build power because we need power to implement our climate agenda.

It can feel like a David vs Goliath battle. In the short term, we want to demonstrate power and manage resources efficiently. In the mid to long term, our goal is to shift politics.

WHAT IS AN ALLIANCE?

An alliance is a relationship between two or more organisations. Built on the foundation of a shared interest/concern. The aim is to find a win-win solution for you and your potential allies. Work out what this could look like in advance and begin to build this relationship by researching your ally before meeting with them. When you do meet with them, have a relational meeting and make sure to listen. Be strategic and selective when building alliances.

Think about who is the best ally to build a relationship with;
1.   the place you're organising.
2.   who's missing in the room that can help us build power to scare our opponents?
3.   How much time do you have to build this alliance?

When picking an ally, think outside of the box. Having other climate organisations working with us is great for resource sharing and coordination. But is it going to be powerful enough to sway our politicians? Maybe not. So, who should we be inviting as an alliance partner? Think about who your MP is likely to listen to if they want to stay in power. E.g.: business community, union, churches, etc.

Big coalitions can be ineffective and saddled with difficult decision-making paralysis. SO start small and build up gradually. You need time to do alliance-building work. The more complex and deeper your alliance is, the longer time it takes to cultivate it.

If it's just coordinating joint tactics among like-minded groups and organisations, you could achieve it in a few months. But, if you are thinking about building a broad-based coalition across different interests such as faith organisations, unions, climate, and human rights organisations, that could take years. Ideally, you want to start with this work early enough to cultivate the relationship-building aspects before you form an alliance with them. It is best to not try to start building a relationship during a crisis time. Broad-based coalition uniting intersectionality of issues is more complex to run and takes longer to organise but has more power.

ALLIANCE BUILDING BEST PRACTICES
- Win-win proposition.

- Quality > quantity.
- Time is your friend.
- Need to balance between depth and resources you have.

Identifying the right allies to approach:

We want to paint the town with our "No More Coal & Gas yard sign" https://act.350.org/signup/get-no-more-coal-gas-yard-sign-your-house/ to show that there is a groundswell support to end the use of fossil fuels in Australia. We can do this through a process called community mapping.

Using the census website (https://abs.gov.au/census/find-census-data/search-by-area) You can search by geography to find the electorate you're aiming to target (in this case study we will use the Boroondara electorate in Melbourne as an example). We want to look for any patterns within the census data to see which groups are significant in the electorate.

By scrolling down to the people and population section of the data we can extrapolate that the median age is 40, but there is a large number of University age students, combining this with data lower down in the education section tells me around 17,000 people are currently undergoing Tertiary education and, with local knowledge of the area having Swinburn in the electorate. You could choose to target the university, or knowing there are lots of school-age children in the electorate you could try and target school parent associations and events in the area.

Down in the cultural diversity section there also appears to be a large number of people with Chinese ancestry. I could try and focus my efforts on Chinese organisations and groups. Searching social media for Boroondara Chinese organisations that seem like they have similar goals.

In the Religious affiliation category, it states that the religion most prominent is catholic people, therefore I could also create a rapport with church groups.

What we are aiming to do is create a matrix to map out and prioritise our allies. We want to pick who will have the most influence and who we can get onto our side easily. But we also want to be selective and strategic with the relationships we want to cultivate so that we don't get burnt out. Pick the one you think is the most influential and achievable depending on the timeline. The reason we want to go for depth not breadth is because when you do create this relationship, we want it to be a positive experience. Focussing on this one group may lead to other relationships and organisations through association and support for our goals.

abs.gov.au

Google   Moodle   LinkedIn   Seek   EthicalJobs   ✨P and G✨   my.monash   Facebook   Netflix   YouTube   Pinterest   Instagram   Library   Soundcloud   Xero   MST

R N M G A 🗐   2021 Boroondara, Census All persons QuickStats | Australian Bureau of Statistics

More information on Indigenous status (INGP)
Table based on place of usual residence

Age *All people*	Boroondara	%	Victoria	%	Australia	%
Median age	40	N/A	38	N/A	38	N/A
0-4 years	6,653	4.0	375,900	5.8	1,463,817	5.8
5-9 years	8,964	5.3	402,168	6.2	1,586,138	6.2
10-14 years	11,314	6.7	391,388	6.0	1,588,051	6.2
15-19 years	11,950	7.1	363,201	5.6	1,457,812	5.7
20-24 years	12,306	7.3	410,337	6.3	1,579,539	6.2
25-29 years	11,115	6.6	475,532	7.3	1,771,676	7.0
30-34 years	9,929	5.9	499,959	7.7	1,853,085	7.3
35-39 years	9,931	5.9	489,927	7.5	1,838,822	7.2
40-44 years	10,471	6.2	428,808	6.6	1,648,843	6.5
45-49 years	11,624	6.9	416,524	6.4	1,635,963	6.4
50-54 years	12,187	7.3	410,360	6.3	1,610,944	6.3
55-59 years	11,141	6.6	383,916	5.9	1,541,911	6.1
60-64 years	9,608	5.7	362,634	5.6	1,468,097	5.8
65-69 years	8,324	5.0	320,562	4.9	1,298,460	5.1
70-74 years	7,593	4.5	285,000	4.4	1,160,768	4.6
75-79 years	5,747	3.4	203,205	3.1	821,920	3.2
80-84 years	4,080	2.4	141,601	2.2	554,598	2.2
85 years and over	4,961	3.0	142,475	2.2	542,342	2.1

More information on Age (AGEP)
Table based on place of usual residence

Registered marital status *People aged 15 years and over*	Boroondara	%	Victoria	%	Australia	%

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Google   Moodle   LinkedIn   Seek   EthicalJobs   ✨P and G✨   my.monash   Facebook   Netflix   YouTube   Pinterest   Instagram   Library   Soundcloud   Xero   MST

R N M G A 🗐   2021 Boroondara, Census All persons QuickStats | Australian Bureau of Statistics

	Boroondara	%	Victoria	%	Australia	%
Certificate level I	14	0.0	647	0.0	2,614	0.0
Year 9 or below	6,195	4.4	422,139	7.9	1,490,444	7.2
Inadequately described	2,822	2.0	111,674	2.1	506,259	2.4
No educational attainment	648	0.5	59,722	1.1	175,844	0.8
Not stated	6,671	4.7	406,049	7.6	1,694,773	8.2

More information on Level of highest educational attainment (HEAP)
Table based on place of usual residence

Cultural diversity ⌃

Ancestry, top responses *All people*	Boroondara	%	Victoria	%	Australia	%
English	48,730	29.0	1,900,089	29.2	8,385,928	33.0
Australian	40,218	24.0	1,770,726	27.2	7,596,753	29.9
Chinese	30,512	18.2	427,467	6.6	1,390,639	5.5
Irish	19,839	11.8	611,788	9.4	2,410,833	9.5
Scottish	16,674	9.9	534,459	8.2	2,176,777	8.6

Note 1: Respondents had the option of reporting up to two ancestries on their Census form, and this is captured by the Ancestry multi response (ANCP) variable used in this table. Therefore, the sum of all ancestry responses for an area will not equal the total number of people in the area.
Note 2: Calculated percentages represent a proportion of the number of people in the area (including those who did not state an ancestry). In 2016 QuickStats percentages were based on total number of responses and will not be comparable to this table.

More information on Ancestry multi response (ANCP)
Table based on place of usual residence

Country of birth, top responses *All people*	Boroondara	%	Victoria	%	Australia	%
Australia	108,493	64.6	4,228,667	65.0	17,019,815	66.9

Other top responses:

Another way is approaching your local Member of Parliament. We want to find the most obvious places that have links to the MP to make the biggest difference.

Try looking on the MP Social Media (Instagram, Twitter/X, Facebook) or on the designated MP Website (calendar of social events and community groups they associate with).
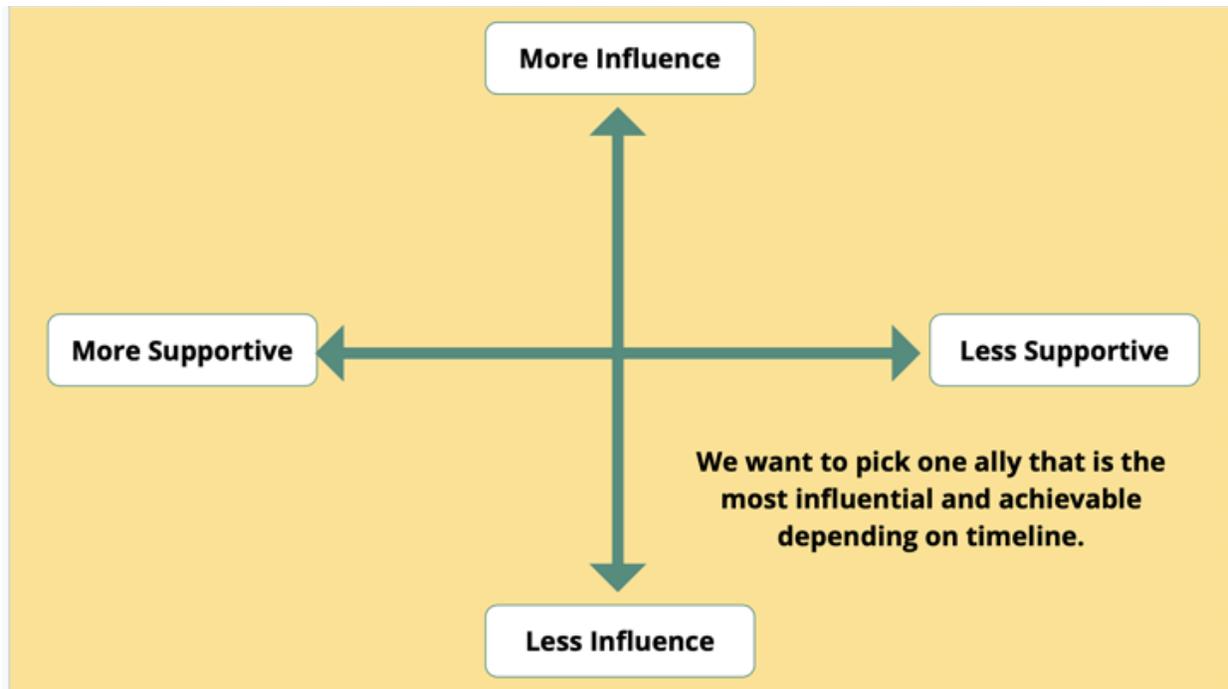
Connecting with allies:

WHERE TO FIND YOUR ALLIES

Use your existing networks. Who are you connected to within your circle? Not just directly but also indirectly. Think about what connections you have based on your identity, e.g.: maybe you are a parent. Is there a parent group that you are a part of? Maybe you are a young migrant, is there a migrant group that you are a part of? Maybe you are part of a local Landcare group, could you reach out to them?

The key here is to consciously list all possible contacts that we have in our lives and see which of those contacts could potentially connect us to someone in the target group that we want to build alliance with

Reaching out to new contacts:

1. Before your meeting, research your contact on platforms like Google, Local news articles, and Social media before reaching out.
2. Get a feel for it. Make initial contact and reach out to new contacts either via call, email, or meeting in person. When doing this keep it brief, friendly, and to the point. Where possible also mention your key mutual contact.
3. Ask for a time to meet to better understand each other organisation's objectives and explore the potential for collaboration/alliance
4. Confirm meeting with the rep of the other organisation

When you do have a meeting with your contact us the 4Cs Persuasive Conversations framework:
Connection 🤝
Ask a few good questions and get to know them a little. Find common grounds.
Context 📣
Pitch the issue [Anger], the way you think people can solve it [Hope], and how this person can concretely be a part of bringing that solution about [Action]. Keep it short and punchy. Don't get stuck in only talking about the problem.
Commitment 🙋
Now make a clear, concise, and direct ask
Catapult 🚀
Present the details of the event as questions and walk them through each bit

What's next

Any Questions about alliance building for 350.org ?

If you have any questions or need support in your alliance-building training then email us at community@350.org.au

Now after completing this training, you have the skills and knowledge to put it into action and start building alliances with usual and unusual allies to campaign for a fossil-free future.

Use your electorate census data to create a matrix of allies, and pick the most influential and achievable to connect with. Then start to have a conversation with your organisation/ally and ask them if they would be happy to distribute our "No More Coal & Gas yard sign" to their members.