

#RightTrack Conversations

Getting on the #RightTrack in 2017

What is #RightTrack?

#RightTrack is a grassroots, community-led campaign that aims to achieve a sustainable change in community attitudes on the rights of people seeking asylum. #RightTrack is designed to shift attitudes over time by having strategic, values-based conversations with family, friends and people of influence in our communities; and working together to build a national conversation, one conversation at a time in the lead up to the next federal election.

Getting on the #RightTrack means together we can:

- **Create a process that fairly assesses people's cases for asylum**
- **Allow people to live in peace and dignity in our community rather than detention**
- **Offer permanent protection to refugees and their families.**

Why conversations?

#RightTrack is based on the most fundamental of human interactions – the conversation. Conversations allow us to approach others with an open mind, share our experiences while having empathy for the concerns of others, exchange our opinions and create space where a shift in attitudes is possible. Conversations are different from talking at people or bombarding them with facts. Conversations allow us to reach out in the most human of ways and bring new people into the conversation.

The #RightTrack Story

Last year we developed a values-based conversation framework integrating the findings of our ground-breaking 'Words That Work' messaging research led by communications expert Anat Shenker-Osorio, which sought to find more effective ways of communication about the rights of people seeking asylum. These findings proved that certain words and phrases have a positive impact on those who are undecided on the issue but are open to finding out more. This group represents most people in our communities.

The conversation framework gives us a way of deciding who we want to engage in conversation, recognize opportunities to start a conversation, drive the conversation rather than reacting to statements or issues raised by others and to focus the discussion more on solutions rather than getting stuck talking about the same old problems. The framework allows us to speak confidently about the rights of people seeking asylum, sharing our experiences and values with people over time so they can reach their own conclusions about whether Government policies reflect their values and make their own connection with the issue.

During 2016 we worked with supporters from the Higgins electorate to facilitate a series of community conversations which proved to be a powerful way of shifting community attitudes prior to the federal election. From there we developed the conversation framework, tools and strategies which form the basis of our Community Action Workshops which we then facilitated with our partners and supporters across regional communities in Shepparton, Wangaratta, Bendigo and Ballarat, gaining valuable feedback along the way.

Getting on the #RightTrack in 2017

This year we're rolling out workshops, projects and actions across Victoria and expanding to communities in Brisbane and Sydney during the year to start building a national conversation. There are many ways you can be part of the #RightTrack Campaign but it all starts with coming along to a Community Action Workshop.

Community Action Workshops

Community Action Workshops introduce the tools and strategies to have value-based conversations with family, friends and people of influence and to meet others who may want to take a collective approach by coordinating a conversation project in your local area. Workshops vary from full day to half day weekend sessions depending on your location and are currently planned in the following centres.

25 February Footscray 10:00am-2:00pm

26 February Hawthorn 9:30am-1:30pm

18 March Torquay 9:30am-4:30pm

25 March Dandenong 9:30am-1:30pm

26 March Brunswick 9:30am-1:30pm

20 MayHalls Gap 9:30am-4:30pm

More dates to be announced soon!

Online Community

Following the workshop, you'll be invited to join our online community who share their experiences of having values-based conversations, which is a great way to build confidence and troubleshoot in the early stages. Having conversations where you can see attitudes starting to shift take time and practice, joining an online community is a great way to start building a community of support.

#RightTrack Meetups (Metro)

Attend the meetups in Melbourne running after the metro workshops to build power locally and maximise the impact of the conversations you're having. Meetups will keep us all informed about what others are doing in the campaign and provide a space to share advocacy skills and strategies. It's also a great way to keep up with current issues impacting people seeking asylum.

Conversation Projects

A really important way to take action is by joining with like-minded groups or people to run a conversation project targeting people of influence in your community. Attend a half day conversation project workshop to share the tools developed from our highly successful #RightTrack Higgins Campaign and how you can easily measure attitudinal shift to share with your local MP and other people you wish to target. Conversation projects are a powerful way of proving to local MPs that constituent attitudes are shifting. We hope to have projects running in each Victorian electorate by the end of the year as the foundation for building a national conversation.

Community Based Action

Work with support groups or others in your local area to target places and events to reach new people to bring into the conversation. Use values-based conversations to build an ongoing relationship with your MP, engage people at information stalls, sausage sizzles, or morning teas.

Be a part of the #RightTrack Campaign in 2017 and together we can start building a compelling case for change and create the community that people seeking asylum can be part of and we can all be proud of.

Getting on the #RightTrack is up to us!

Find out more about the #RightTrack Campaign and keep updated on coming events at <https://www.asrc.org.au/campaigns/righttrack/>

Recap on the 'Words that Work' research at <https://www.asrc.org.au/resources/words-that-work/>