

# Methodology for Community Outreach in Victoria

# Problem

It takes more than one community to make a statewide change. This generalized methodology is a recommendation based off of the United States Research Team's findings from applying a specific methodology to the city of Darebin. It is meant to be used as a general guide for all communities in Victoria.

# Goal

To empower communities across Victoria to be able to voice their opinions on and solutions for climate change.

# This booklet includes...

1. Methods to contact constituents.
2. Assess constituent knowledge and positions on current and projected climate change impacts.
3. Ways to identify trends in constituent knowledge, positions, and solutions related to climate change.

# 1. Methods to contact constituents.

Get in contact with other climate action groups in Victoria

How:

- Desktop research: <http://vcan.net.au/find-a-group/>
- Email out to groups explaining the need for a statewide network of climate campaigns in order to make statewide proposals

**Why:** Uniting with other climate action groups in the state is the first step to creating a statewide presence. Act on Climate should get involved with events and rallies that other climate groups are participating in so that in return, they will gain the same support. A strong network of climate groups across Victoria is more powerful than many individual climate groups.

# 1. Methods to contact constituents.

Attend events in other communities in Victoria

How:

- Desktop research: <http://vcan.net.au/events/>
- Gather AoC volunteers to attend

**Why:** Attending events in other communities will get AoC noticed and others on board with AoC's goals. This can be an opportunity to gain followers on social media from other climate groups who can then share AoC messages and information to their friends/family in the community. Climate groups in the area may thank AoC publicly and/or on social media for attending their event or rally, making the presence of AoC known by all attendees and/or social media followers.

# 1. Methods to contact constituents.

## Social media outreach in desired community

### How:

- Attend events with other climate groups and have them post your information on their account.
- Use hashtags to trend in areas outside of Melbourne, share posts and news from outside Melbourne.

**Why:** Reaching out to communities beyond Melbourne can be aided with social media. Social media can reach a larger crowd and is a time-efficient way to become well-known across Victoria.

# 1. Methods to contact constituents.

## Incentives

### How:

- Ask local businesses to support FoE by having them donate an incentive for surveys and kitchen table conversations.
- Allocate AoC funds to a prize.

**Why:** Sponsored incentives allow local businesses to get advertisement around the area while getting FoE noticed by other community members who support those local businesses. For reaching a broader audience, try asking businesses that are not climate related or ones that target specific age groups.



# 1. Methods to contact constituents.

## US Research Team Feedback:

### What went well

- It is quite feasible to obtain prizes donated by various local businesses.
- Attending events is very effective in getting a response from the community because they feel you care significantly more when going out of your way to ask for their opinion, rather than by asking them via email or a random flyer.

### Challenges

- While social media can be a great way to reach all of Victoria, there may be an increase in opposition.
- Posting flyers is not time efficient and will produce little results, whether it be social media followers, survey responses, or kitchen table conversation volunteers.

## 2. Assess constituent knowledge and positions on current and projected climate change impacts.

### Five minute survey

#### How:

- Use the recommended survey questions seen in Appendix XXX.
- Appoint an AoC volunteer to create the survey on the survey generator used by AoC. Print physical copies as well. Advertise incentives for survey.
- Apply efficient contact methods to reach constituents.

#### Why:

A survey is a great way to collect a large amount of data with the only cost being five minutes of the respondents' time (and possibly some paper if physical copies are handed out). Surveys are a good measure of basic knowledge and positions since they consist of mostly multiple choice questions.

## 2. Assess constituent knowledge and positions on current and projected climate change impacts.

US Research Team Feedback:

### What went well

- Asking age and suburb/postcode was useful for cross tabulation with climate questions.
- Multiple choice and yes/no questions are easy for the respondent to answer and easy to use for cross tabulations.

### Challenges

- Asking to specify gender is not as useful for this sort of survey.
- It is difficult to sort hundreds of fill-in questions in a survey; these should be avoided.

### 3. Ways to identify trends in constituent knowledge, positions, and solutions related to climate change.

#### Kitchen Table Conversations

##### How:

- Prepare several weeks in advance for maximum attendance.
- Email, promote on social media and go to events where there may be community members willing to participate.
- Need: location, facilitator, notetaker, community members, audio recorder (optional)

##### Why:

Kitchen table conversations are useful for getting multiple community members involved in a discussion about a topic (climate change solutions). These conversations are most efficient in producing identifiable trends in data when multiple discussions are facilitated.

### 3. Ways to identify trends in constituent knowledge, positions, and solutions related to climate change.

US Research Team Feedback:

#### What went well

- Good data and results were received from the kitchen table method.

#### Challenges

- Only one conversation was conducted due to lack of time and outreach to community.
- All attendees were for climate action; it is important to try to have at least eight community members at the conversation to ensure variety in respondents.