



Voice to Parliament Activation Guide



How organisations can support the Voice to Parliament

In the upcoming referendum on Saturday October 14, Australians will be asked to vote on the proposed Voice to Parliament – a straightforward idea developed by Aboriginal and Torres Strait Islander people over many years.

The referendum is about **recognising** our country's history begins with 65,000 years of Aboriginal and Torres Strait Islander cultural connection to this great land and **listening** to a diverse group of Indigenous voices when the Government is making decisions about policies that affect their communities.

Organisations have an opportunity to show leadership in this referendum by:

1. **Prioritising Indigenous voices** on Indigenous matters – including listening to, learning from and supporting Indigenous employees, customers and communities
2. Providing access to clear and **factual information** to support informed decision making
3. Proudly **demonstrating support** for the Voice, without telling anyone how they should vote.



Overview

The following plan outlines high level suggestions to support the Voice through brand and communications activity as well as employee engagement.

Why?

- Many organisations have a Reconciliation Action Plan (RAP), and supporting the Voice provides a tangible opportunity to demonstrate organisational commitment to reconciliation.
- Organisations have a unique opportunity to provide relevant and trusted information to their people, without telling them how to vote.
- For many organisations, supporting the voice is an extension of their purpose and social responsibility commitments.
- Increase employee pride and engagement.
- Organisations can lend their voice to the campaign by supporting partners and sharing content to help their people understand and make informed decisions about their vote.

Activation and engagement examples

External

- If your organisation has an app for customers and/or employees, add a tile for Yes23.
- Post in organic social media channels.
- Add a note to invoices, billing or online communications to your customers.
- Add a simple message to your hold music about where to get information on the referendum.

Internal

- Internal advertising placements e.g. lifts, lightboxes, digital screens.
- All staff emails and other communications channels.
- Create a supporter kit for your frontline teams to answer question for customers.
- Does your organisation match workplace giving? If so, remind staff that if they donate to Yes23 their employer will match their contribution.
- Support employee donation of work time to volunteer.

You can access information, FAQs, [merchandise](#) and [resources](#) at [Yes23.com.au](https://www.yes23.com.au)

4 week campaign overview example

	Week 1 - Awareness	Week 2 - Listen	Week 3 - Discuss	Week 4 - Vote
Grass roots engagement	<p>All staff <u>email</u> to explain the referendum; corporate position and/or personal voting position from senior leaders.</p> <p>Leverage existing Town Hall and all staff events to share the date and <u>key messages</u>.</p> <p>Add a line to your Acknowledgement of Country about the referendum.</p>	<p>Communicate with staff about the referendum through internal channels to ensure people know where to get information - starting with <u>Yes23.com.au</u>.</p> <p>All staff email with updates on activities.</p>	<p>Host a morning tea to share information; hand out <u>flyers</u> and information from trusted partners.</p> <p>All staff email with updates on activities.</p>	<p>Ask senior leaders to share their thoughts on professional networking sites like LinkedIn.</p> <p>All staff email with updates on activities.</p>
Employee activation	<p>Encourage staff to <u>sign up</u> for additional information and how to <u>volunteer</u>.</p> <p>Support staff to take volunteering leave to support Yes23 with their time.</p> <p>Engage any internal employee action groups who support Indigenous issues and leverage their networks.</p> <p>Purchase merchandise through <u>our shop</u> and distribute to your teams.</p>	<p>Share Yes23 <u>messages</u> via your intranet and other comms channels.</p> <p>Create a list of <u>FAQs</u> and send to frontline staff so they're informed on the referendum - your people don't need to know all the answers, just where to direct customers if asked (<u>yes23.com.au</u>).</p>	<p>Host an 'All In' meeting and <u>invite</u> a guest speaker from Yes23 to answer questions.</p> <p>Set up an information booth in a high traffic area in your offices over lunchtimes to answer questions - can you provide a free coffee?</p>	<p>Encourage staff to take a selfie wearing <u>merch</u>, or in front of <u>signage</u> and then share to internal team message boards and post to their social media. Don't forget to tag @yes23au!</p> <p>Encourage staff to speak to family and friends as they are most influential in encouraging others to vote Yes.</p>
Brand and marketing support	<p>Share our Yes23 <u>Zoom background</u> and <u>email signatures</u> for staff wishing to show their support.</p>	<p>Activate <u>signage</u> in offices and retail spaces showing your support.</p>	<p>Share <u>social content</u> on owned channels about the Voice and your internal activations.</p>	<p>Use our <u>selfie tool</u> to add a Yes frame to your brand profile picture .</p>

How else to support

1

Donate

Funds to increase the reach of Yes23 messages. (Subject to compliance with Australian Electoral Commission disclosure laws)

2

Workplace Giving

Add Yes23 to your workplace giving program. We are on Good2Give, Good Company & Benevity.

3

In-Kind Support

Empower your staff to work for the campaign, either as secondees or during volunteer days. Consider resources and support through third parties like trusted suppliers.

4

Educate Your Staff

Invite Yes23 to brief your team about the Yes23 campaign. Share material internally within your business about the campaign.

5

Educate Your Customers & Communities

Share material with your customers, communities and stakeholders about the campaign. Identify co-branding opportunities with Yes23.

6

Share Yes23 Content

Visit Yes23.com.au to download resources and content to display at your workplace and through your network. Purchase merch at our shop.

7

Mobilise Your People

Encourage following Yes23 on social media, taking action at Yes23.com.au and participating in community events.

Visibly showing your support of The Voice in your community and online is a simple way to give others confidence in voting Yes too.

For further information,
email info@yes23.com.au

