



## 2020 advocacy - a clear vision for successful campaigns

Patrick Morgan, session 12, 19 March 2021, 10:30am

We face huge opportunities to build a better world, where everyone gets a fair go and our communities are strong and resilient. Better transport is an essential factor in that vision.

Successful campaigns require a clear vision and a map of how to get there.

Changing how we use our streets is more than a technical problem. It is also a people problem. How can we apply our skills and experiences to make New Zealand better for walking and biking?

In this interactive workshop, you will learn how to plan and deliver successful campaigns, using digital and IRL tools.

We'll cover:

- Technical vs adaptive change
- What does success look like?
- Organising – building the movement
- Mobilising – taking action
- Messaging and framing – selling the cake, not the ingredients
- Building social licence for change

We'll seek lessons from recent campaigns:

- e-petition for safe space on Thorndon Quay, Wellington, 2021
- Direct action - people-protected bike lanes in Wellington, 2019
- Memorial Ride for Brent Norriss, 2020
- Give Me Room, calling for a national safe passing law, 2019-20
- 30 kmh speeds for Wellington central city
- Covid19 response - emergency bike lanes, wider footpaths, and safer speeds (Auckland, Wellington, Nelson, Richmond)

