

Bight Champions Toolkit

A guide to the Great Australian Bight Campaign and how you can help.

#FightForTheBight



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Bight campaign in a nutshell

THE PLACE, THE RISKS AND HOW WE SAVE IT

The Great Australian Bight is a body of coast and water that stretches across much of southern Australia. It's an incredible place, teeming with wildlife, remote and unspoiled wilderness areas, as well as being home to vibrant and thriving coastal communities.

The Bight has been home to many groups of Aboriginal People for tens of thousands of years. The region holds special cultural significance, as well as important resources to maintain culture. The cliffs of the Nullarbor are home to the Mirning People, who have a special connection with the whales, including Jidarah/Jeedara, the white whale and creation ancestor.

The international oil and gas industry has set its sights on exploiting the Bight, aiming to drill in the deep, rough and isolated waters off the coast of South Australia. The risks of both a catastrophic oil spill as well as industrialising an area that is known to be pristine are huge for the environment, as well as our economy and the social aspects of coastal living.

The Great Australian Bight is much more valuable to all of us if it remains in a pristine state, providing a healthy environment for the thousands of species that can be found nowhere else in the world as well as remaining a fishing and tourism mecca.

We want the Great Australian Bight completely protected from fossil fuel industrialisation. This requires no more oil and gas leases released in the area, as well as sufficient protections put in place to ensure the Bight can never be put at risk of industrialisation again..

Thousands of community members across the coast from WA, SA, VIC, TAS and NSW have voiced their support in protecting the Bight, including more than 12 local councils - will you join them?

“Our vision for the Great Australian Bight is for a protected marine environment, where marine life is safe and healthy. Our unspoiled waters must be valued and celebrated. Oil spills are irreversible. We cannot accept the risk of catastrophic oil spills in our waters and along our coastline.”

Together, we can save the Bight

For more info visit:

wilderness.org.au/work/great-australian-bight
and
fightforthebight.org.au

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Who is the GAB Alliance?

FOUNDING GROUPS

After several years of independent campaign work on the ground, local community groups from Ceduna and Kangaroo Island, as well as The Wilderness Society South Australia, began working collaboratively on the Great Australian Bight campaign. After several successful joint events, such as Hands Across the Sand, Sea Shepherd Australia began working in collaboration.

In January 2016 the Great Australian Bight Alliance was launched by 6 founding groups committed to the protection of the Bight:

- Clean Bight Alliance Australia – West Coast SA (incl members of the Kokatha Nation)
- Mirning Community represented by songman & elder Bunna Lawrie
- Oil Free Seas Australia (Kangaroo Island)
- The Wilderness Society South Australia
- Sea Shepherd Australia
- Surfrider Foundation

NEW GROUPS JOIN ALLIANCE

In mid 2016, more organisations joined the Alliance alongside thousands of people:

- Sea Shepherd UK
- Australian Marine Conservation Society
- Seed Indigenous Youth Climate Network
- Australian Youth Climate Coalition
- The Bob Brown Foundation

In 2017:

- Conservation Council of SA

And in 2018:

- Fight for the Bight - Port Fairy - VIC

There's now over 15,000 people who have signed the Statement of Concern and joined the Alliance.

Join as an individual at fightforthebight.org.au or to become a Business Ambassador email info@fightforthebight.org.au

Will you join us to **fight for the Bight?**

Bight campaign background

On October 11th 2016, BP announced that [they were abandoning plans](#) to drill for oil in the Great Australian Bight, followed a year later by Chevron. While these are two huge milestones in the campaign, it doesn't mean the fight for the Bight is over. Equinor (formally known as Statoil), Santos, Murphy Oil, Karoon and Bight Petroleum [still hold leases](#) in the Bight and could announce plans for drilling at any time. The Federal government continue to issue leases - Karoon Gas was awarded an exploration permit covering 17793 sq km, part of which runs through a Commonwealth Marine Reserve, in October 2016.

In attempts to gain approval for exploration drilling (which is when it all went wrong in the Gulf of Mexico) BP submitted an application for drilling, including an Environment Plan and Emergency Response Plan to the National Offshore Petroleum Safety and Environmental Management Authority (NOPSEMA). BP tried 3 times to have their application approved, but have [had it returned by NOPSEMA](#) each time - first back in October 2015 and a second in March 2016. NOPSEMA took over 30 days to respond to the first two, asking BP to provide more information. After the first two attempts were knocked back, BP created an entirely new application, reducing the original planned drilling of 4 wells, to only 2 wells. At this point, BP had two separate applications in play.

Two days before NOPSEMA were due to hand down a decision for the third time, BP finally released [their own oil spill modelling summary](#), which lead to NOPSEMA asking BP to provide more information, but this time giving BP a 1 month deadline. Within two weeks, BP announced that they were abandoning their plans.

A [Senate Inquiry](#) was called in February 2016 to shine a much-needed spotlight on oil companies' plans to drill in the Bight. This inquiry was suspended due to the 2016 Federal election, but was reopened and accepted new submissions that October. The senate inquiry report was released in 2017 - politicians on the committee took different sides, recommending different actions dependent on their position.

The [cost of BP's disastrous Gulf of Mexico oil spill](#) is still continuing to emerge (the worst in history - devastating marine life, fisheries, tourism and local communities). Drilling in the Bight is a risk we just can't take. Through funds raised from the community, the Wilderness Society commissioned [independent oil spill modelling](#) in 2015 - the results are shocking. The modelling demonstrates the scope of devastation should an oil spill occur in the Bight.

We cannot let big oil companies put the Great Australian Bight and the entire southern coastline at risk. The Bight is one of the most pristine marine wilderness areas left on earth. It supports a significant whale nursery; is a sanctuary for a myriad of endangered and threatened marine life; and is recognised internationally for its ecological significance.

Additionally, this is no time to be digging up more fossil fuels - we need a just and rapid transition to renewable energy and to meet our global obligations through a long-term vision for ensuring a liveable climate.

We need to keep up pressure on the government to halt the release of new offshore oil & gas acreage and ensure all existing permits that lapse are cancelled, moving towards protecting this unique wilderness forever.

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A special place

ABOUT THE BIGHT

The Great Australian Bight is a place of unparalleled natural beauty and considered to be one of the most pristine marine environments on earth. Visiting the Head of Bight to whale watch has been named as one of the top 3 experiences in South Australia by [InDaily](#) alongside a string of other coastal tourist attractions.

MARINE WILDLIFE

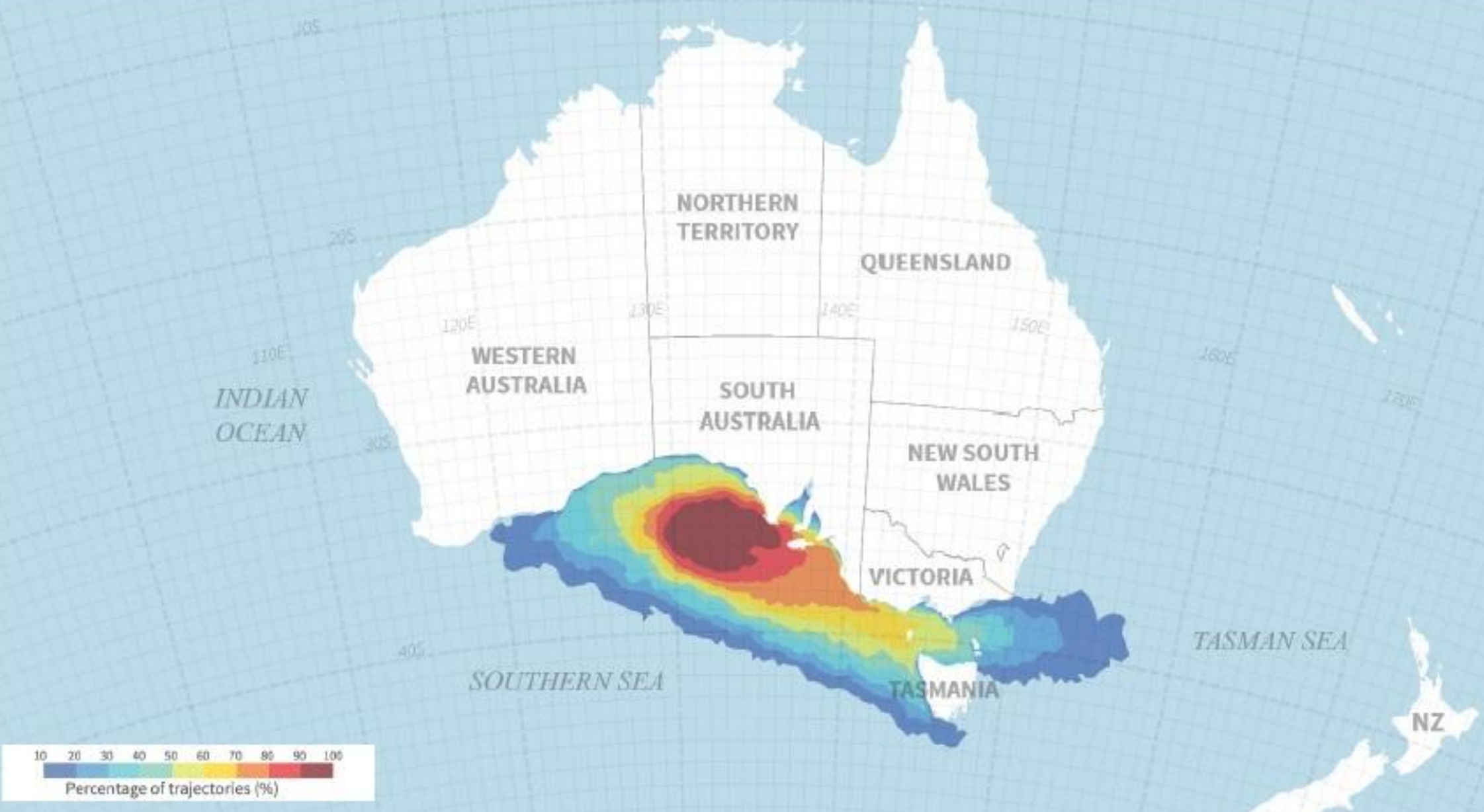
Over 85% of the species in southern Australia's waters are found nowhere else in the world. The Great Australian Bight forms part of Australia's 'Great Southern Reef' (GSR), our very own spatially connected temperate reef system. The GSR covers around 71 000 km² and represents a global biodiversity hotspot across at least nine phyla. According to the CSIRO GSR-related fishing and tourism generates at least AU\$10 billion year. The Great Australian Bight Research Study (originally funded in part by BP) published in 2018, identified 887 species not previously reported in the Great Australian Bight, of which 277 are completely new to science.

WORLD RECOGNISED NURSERY

A sanctuary recognised internationally for its amazing array of marine life, the rugged coastline of the Bight is home to many threatened and endangered species: humpback, blue and southern right whales, great white sharks, southern bluefin tuna, Australian sea lions, white-bellied sea eagles and albatross.

The Head of the Bight is best known for one of the largest breeding populations of endangered southern right whales. These magnificent creatures make the yearly migration from the waters of Antarctica to rest, breed and give birth.

Hunted almost to extinction in the 1800s but now protected in Australia, the population is still recovering. Over 200 were observed along this stretch of coastline in 2014, mostly mothers and calves.



The risks

A SHOCKING TRACK RECORD

BP's 2010 Deepwater Horizon oil blowout in the Gulf of Mexico was the worst in history. 11 workers lost their lives. Oil poured into the sea for 87 days, releasing approximately 4.9 million barrels of oil. This was in one of the world's most highly developed oil fields, with all of the emergency infrastructure right at their doorstep. Marine life, fisheries, tourism and local communities were devastated. The costs continue to emerge. Not that this was a one-off event, there have been hundreds of other pipeline blowouts and explosions all over the world for decades.

Now, big oil companies want to bring these risks to the Great Australian Bight. Based on the limited information that has been released so far, an oil-well blowout here could be much worse than the Gulf of Mexico. In part of their original documents, BP publicly admitted that it could take in the order of 150 days to "...effectively kill the well and allow for it to be permanently closed down". Oil could flow for months into the Great Australian Bight, polluting the waters of southern Australia.

The oil industry have claimed that drilling has already been done in the Bight Basin over the years, but of the [few attempts](#) that have taken place, none have been successful nor have they occurred in the depths they are now proposing. The most recent attempt was by Woodside Petroleum, but due to extreme weather conditions, which caused the drill bit to snap, the project was abandoned. This was at around half of the depth that BP were proposing to drill, which puts in question the safety of all deep-sea drilling operations in the Bight.

The Wilderness Society commissioned [independent oil spill modelling](#) that shows an oil spill in the Great Australian Bight would be devastating for South Australia's \$442 million fishing industry and its tourism industry in coastal regions, worth over \$1 billion. The two industries employ over 10,000 full-time positions.

The oil spill trajectory maps are an indication of what is possible. On the Eyre Peninsula, an oil spill could have a massive impact on the fishing & tourism industries with tourism contributing approximately \$293 million and 1500 jobs to that area alone.

Winter scenario map - 120 days
Fishery closures probability for four months after low-flow 87-day spill in winter (oiling over 0.01g/m2). An area of roughly 265,000km2 would have an 80% chance of being affected.

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Campaign snapshot

ACHIEVEMENTS

- We're working in urban and regional areas to raise public awareness about the drilling risks proposed in the Bight.
- Since BP refused to make its oil spill modelling or oil pollution emergency plan public, we consistently kept up pressure on the oil companies, as well as industry regulator NOPSEMA to release this critical information to the public.
- In 2015 we commissioned peer-reviewed oil spill modelling that shows the potential devastating impact across southern Australia. BP eventually released their oil spill modelling summary at the last moment, which proved our modelling to be conservative.
- In January 2016 we launched the Great Australian Bight Alliance, teaming up with other national and community based organisations and groups to strengthen our joint opposition to drilling in the Bight.
- We've gathered over 70,000 signatures on The Wilderness Society's petition "Fight for the Bight" to oil company Equinor. We've also signed up over 15,000 people to join the Great Australian Bight Alliance.
- We worked with Sea Shepherd to run an educational tour of the Great Australian Bight on the "Steve Irwin" - Sea Shepherd's flagship vessel, and gathered stunning imagery of the pristine marine environment to showcase the area to the rest of the world.
- We've run "Operation Jeedara" roadshow film screenings to show the film that was made during Sea Shepherd's educational ship tour.
- We've helped community groups to organise and run their own grass roots campaigns to educate and grow support for protecting their coast and the Bight.
- More than 12 councils across southern Australia have passed motions with either strong concerns or outright opposing drilling in the Bight - representing over 550,000 South Australians.
- We are calling on governments & NOPSEMA to reject proposals from companies to drill for oil & gas in the Great Australian Bight, and for companies to follow BP & Chevron's lead and abandon their drilling plans.



What do we want?

THE SPECIFIC ASKS FOR THE BIGHT

We want:

- Oil companies to leave the Bight
- Local councils to oppose risky oil & gas drilling in the Bight
- The Federal government to stop handing out new leases and rescind all existing petroleum leases in the Bight
- Full protection of the Great Australian Bight from all mining and industrialisation

“Our vision for the Great Australian Bight is for a protected marine environment, where marine life is safe and healthy. Our unspoiled waters must be valued and celebrated. Oil spills are irreversible. We cannot accept the risk of catastrophic oil spills in our waters and along our coastline.”

HOW WILL WE GET IT?

That’s over to you - let’s work together.

We need as many people as possible to voice what we want so that decision makers and opinion leaders are forced to make it happen. We’ve already had success as united communities, sending BP and Chevron strong messages to leave the Bight alone.

The Great Australian Bight is under threat – this beautiful region, its endangered species and vulnerable communities need our voices to protect them.

The potential effects of an oil spill, as well as industrialisation of a pristine area are far reaching, so we need to make sure as many people as possible know about the campaign so that they can join the conversation.

Get the message out there!

We all have a voice – make yours heard!

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What can you do?

FIRST STEP - JOIN THE ALLIANCE

Join thousands of people in saying no to BIG OIL as part of the [Great Australian Bight Alliance](http://www.fightforthebight.org.au)

- Sign the 'Statement of Concern' on the Great Australian Bight Alliance website: www.fightforthebight.org.au
- Share the website via email, facebook and twitter so that we can grow the Alliance.
- Follow the "[Great Australian Bight Alliance](https://www.facebook.com/greataustralianbightalliance)" on facebook for updates

Follow Alliance partner orgs on facebook

Keep up to date on how to protect our coasts and oceans. Share information, images and news stories to help us reach more people.

ATTEND A CAMPAIGN EVENT

Check out the Great Australian Bight Alliance and The Wilderness Society South Australia on facebook to see what events are coming up.

HOLD A COMMUNITY EVENT

- Screen a film to show the impacts of oil spills, or successful community campaigns.
- Organise a community meeting or forum to get your community talking about the Bight.
- Put on a fundraiser gig, quiz night, art or talent show to contribute vital funds to the campaign.
- Hold an info/cake/fundraising stall to hand out flyers at your local sports club, community centre or main street.
- Run a photo petition to gather snaps of people in your community holding messages of support to post online.
- If you have other ideas, let us know at sa.info@wilderness.org.au



Get the word out there...

ACTIVATE OTHERS TO JOIN THE CAMPAIGN

- Aim for 10 face-to-face conversations with people you know about why protecting the Bight is important.
- Host a meet-up to organise a group of friends to get active on the campaign. Brainstorm some things you could do in your local community.
- Hold a “Gathering for Change” session to share your love of nature with your friends, family, neighbours, whoever! (Get in contact with The Wilderness Society SA for more info).
- Use social media to share information, articles, and images to get the campaign message out there. Don’t forget to hashtag #FightForTheBight.
- Put a campaign bumper sticker on your car or wheelie bin.

TALK TO DECISION MAKERS

- Write, call and meet with your state and Federal members of Parliament and ask them and their party to take a position so we know where they stand. Be sure to ask them to support protecting the Bight.
- Write to the oil companies directly, ask them to follow BP’s responsible lead and leave the Bight.
- Write to, or better yet, meet with your local council and ask them to put forward a motion to oppose drilling for oil and gas in the Great Australian Bight.
- Write an opinion letter to the editor of your local newspaper, highlighting your connection to the Bight and why it matters to you.

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How to be heard

TALKBACK RADIO

Talk back radio is a great way of getting conservation voices heard on an issue. In your own words, tell the listeners why we should not let oil companies drill in the Great Australian Bight.

BEFORE YOU CALL

- Write down one or two points to jolt your memory, but resist the urge to read them out word for word.
- Call from your landline if you can.
- Turn off your radio while you're on the phone.
- When you ring in, you will first speak to a producer who will want to know what you plan to say. You will then either be placed on hold until there is a slot for you to speak, or they might call you back.

WHEN YOU'RE ON AIR

- Get to the point. You'll probably only get about 30 seconds on air.
- If the presenter is being provocative, don't bite back.
- Avoid unduly personal comments about the host, guest or other individuals.

METRO ADELAIDE STATIONS

ABC Adelaide (891AM) - 1300 222 891

- Breakfast with Ali Clarke: 6-9am
- Mornings with David Bevan: 9-11am
- Drive with Jules Schiller: 4pm

FiveAA (1395AM) - (08) 8223 0000

- Breakfast with David Penberthy and Will Goodings: 6-9am
- Leon Byner: Mornings 9am-12pm

Fresh (92.7FM) - 1300 737 374

Mix 102.3 (08) 8300 1001

NOVA - (08) 8419 5919

Triple M Adelaide - (08) 8290 1047

Radio Adelaide (101.5FM) - (08) 8303 5000
(Mornings & environment show)

REGIONAL SA RADIO STATIONS

Mt Gambier - ABC South East SA (1161AM)
(08) 8724 1000

Pt Lincoln / Eyre Peninsula - ABC West Coast SA
(1485AM) (08) 8683 2600

Pt Lincoln - 89.9 Magic FM (08) 8682 5000

Pt Pirie - ABC North and West SA (639AM)
1300 160 222

5AU / 5CS Regional AM radio 08 8642 2444
syndicate 5AA between 9-11am

5CC (Port Lincoln) Regional AM radio
(08) 8682 5000

5MU (Murray Bridge) (08) 8532 4455

5SE (Mt Gambier) (08) 8724 9233

5EBI FM News & Current Affairs (08) 8211 7635



Writing it down

LETTERS TO THE EDITOR

Send a letter to the editor of your local or national newspapers in support of the campaign.

Letters to the editor of your local paper and other state newspapers can be a powerful tool for public advocacy. The quickest and easiest way to write a letter to the Editor is to send an email via the newspaper's website (see under 'local newspapers' for links).

TIPS FOR WRITING TO THE EDITOR

- Always include your name, address and phone number(s). The newspaper can be expected to call you to verify your submission before it publishes your letter.
- Follow up with a call to the newspaper on the same day it's emailed, to make sure that your letter has been received (and doesn't languish in an editor's mailbox).
- Aim to send your letter by 1pm to meet deadlines in time.
- If your letter is in response to a recent news article, identify the title and date of the article in your letter. Send your response the same day the article is published.
- Keep it short and concise. Many newspapers have word limits in the 200-300 word range. Two to three paragraphs is adequate. In your first paragraph, introduce your problem and sum up your objection. In the second paragraph, include a few sentences to support your view. End with a great summary.
- Let your sense of humour and irony shine through.
- Check spelling, punctuation and grammar. Use spell-check or have a friend proofread your letter to check for errors.

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UNITED: Almost 200 people gathered at Middleton over the weekend to protest oil drilling in the Great Australian Bight, as part of the Wilderness Society's statewide protest.

Protect the Bight

BY EMMALIE BALNAVES-GALE

HUNDREDS of South Coast residents have spoken out against oil drilling in the Great Australian Bight at a community protest in Middleton over the weekend.

On Saturday, May 19, the sands of Middleton Point were filled with local environmentalists opposing deep sea oil drilling and gas

part of an international day of action led by the Wilderness Society.

Organiser Freya Davies-Ardill opened the event with acknowledgement of country and with recognition of the Ngarindjeri people. She then outlined the purpose of the event, before Lindy Davies thanked people for coming.

spoke, stating that protecting the south coast's coastline and marine environment was above party politics.

"An oil spill could be catastrophic so we (the community) must make it clear that we don't want the oil industry to gamble with the marine park, our economy, and our fragile environment," she said.

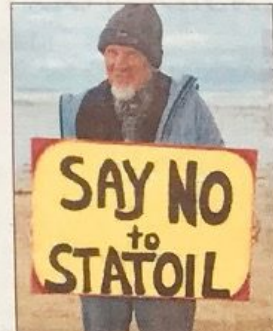
Dr Mike Rosslev, marine

Dolphin Conservation (WDC) Australia, explained the risk oil drilling posed to the region and its significant whale nursery.

Victor Harbor mayor Graham Philp, candidate for Mayo Rebekah Sharkie and the Greens' Marc Mullette also spoke, showing their commitment to protecting the coastal communities and environment.

200 people lining the beach in protest meant people were waking up to what corporations were really up to.

"It's starting to become really clear when BP says that a spill in the Bight would be good for our local economy that they really don't care at all," he said. "It would be great to know our government cared, but at least our citizens care, that was obvious."



Comments on articles

LOCAL NEWSPAPERS

A lot of people still read the free Messenger paper or their local newspaper, both in printed form and online.

Write a letter to the newspaper outlets below to make sure conservation opinions on protecting the Bight are heard at a local level.

[Adelaide Advertiser](#)

[The KI Islander](#)

[West Coast Sentinel](#)

[Port Lincoln Times](#)

[Eyre Peninsula Tribune](#)

[The South-East Coastal Leader](#)

[The Boarder Watch](#)

[The Transcontinental](#)

[Flinders News](#)

[The Recorder](#)

[Whyalla News](#)

[Yorke Peninsula Country Times](#)

If you live outside of South Australia, make your own list of state based or local regional news outlets. The threat of industrialisation or a spill in the Bight reaches far beyond the shores of just SA.

COMMENTARY

It's also useful to make insightful, factual and polite comments on online articles that other people write.

These could be formal newspaper articles or simply statements on social media.

Remember to keep it pleasant, heartfelt and stick to the facts.

It's also helpful to send letters to the editor in all the Messenger newspapers in metro Adelaide.

Go to [Adelaide Now](#) Messenger website and select your region.



Key messages

Since BP and Chevron have gone, our focus has shifted to the other companies with leases in the Bight (such as Equinor), as well as all levels of government, from Councils through to the Prime Minister.

We need to build community awareness of the issue and an understanding of why the pristine environment of the Bight is important to people. Here are 4 key messages that we are using to help get our message across:

Big oil has no right – We will fight for the Bight (Main Message)

In an area as incredible as the Great Australian Bight, there is no way that oil companies should be given the right to risk this internationally significant place. We will stand up together as united communities to fight for the Bight.

Great Australian Bight: Unique. Pristine. At Risk. (Nature in Danger)

“Our Great Australian Bight is considered one of the most pristine marine environments on earth...a sanctuary, recognised internationally for its amazing animals including southern right whales and their calves, blue and humpback whales and Australian sea lions. Right now, it’s all at risk from oil industrialisation, seismic blasting and the threat of an oil spill...”

OIL SPILLS ARE IRREVERSIBLE! (Community Impact)

Australians love our coastline – we depend on it for our way of life, from our food sources, to recreation, to the massive fishing & tourism industries. The negative impacts of altering our pristine marine ecosystems would be felt across the state and beyond. We can’t afford to risk it all for a multinational company’s gain.

Opening up new Fossil Fuel basins is dangerous and irresponsible (Fossil Fuels & Climate Change)

Oil companies want to start high-risk deep sea drilling in the pristine waters of the Great Australian Bight (just like BP did in the Gulf of Mexico). Oil and gas drilling is a threat to our climate and cannot be allowed to damage this iconic seascape.

The real risk of any operation is **likelihood x consequence**. Independent oil spill modelling shows the real risk, and it’s terrifying. The Federal Government are doing almost nothing to battle climate change nor to protect the Bight ... **we must act**.

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Media archives

WHAT THE MEDIA SAYS

Great Australian Bight Campaign info:
http://www.fightforthebight.org.au/about_the_campaign

Independent Oil spill modelling:
<https://www.wilderness.org.au/articles/bp-great-australian-bight-oil-spill-could-impact-all-southern-australia%E2%80%99s-coast>

The Islander article “Port Lincoln becomes 12th council to oppose Bight oil drilling” (September 2018)
<https://www.theislanderonline.com.au/story/5626367/port-lincoln-becomes-12th-council-to-oppose-bight-oil-drilling/>

Warnambool Standard article- “Unprecedented numbers attend Pt Fairy’s inaugural Hands Across the Sand event” (May 2018)
<https://www.standard.net.au/story/5418155/beach-event-ignites-fight-against-drills/>

ABC Article - “Chevron abandons drilling plans on Great Australian Bight, company blames low oil prices” (Oct 2017)
<http://www.abc.net.au/news/2017-10-13/chevron-abandons-oil-drilling-on-great-australian-bight/9045870>

Advertiser Article - “BP pulls the plug on its controversial \$14 billion Great Australian Bight oil drilling project” (Oct 2016)
<http://www.adelaidenow.com.au/business/bp-has-pulled-the-plug-on-its-controversial-14-billion-great-australian-bight-oil-drilling-project/news-story/403881c745e84fc46f478026c2002398>

Sunday Mail Article - Our clean, green wonderland - “The Great Australian Bight is not worth risking in the quest for oil and gas” (August 2016)
<http://www.adelaidenow.com.au/news/opinion/lainie-anderson-our-clean-green-wonderland-the-great-australian-bight-is-not-worth-risking-in-the-quest-for-oil-and-gas/news-story/42f730fa4d011b2dfcaaa662727fda6e>

Daily Telegraph article - “New species found by Great Australian Bight Research Program” (Oct 2016)

<http://www.dailytelegraph.com.au/news/new-species-found-by-great-australian-bight-research-program/news-story/c94ec86847409e07ddbe7eb51a3bf9b>

ABC article “BP 'showing contempt' for public by moving forward with drilling plans” (March 2016)
<http://www.abc.net.au/pm/content/2016/s4419008.htm>

ABC - “BP resubmit drilling plan for GAB to NOPSEMA” (March 2016)
<http://www.abc.net.au/news/2016-03-17/bp-re-submits-drilling-plan-for-great-australian-bight/7253196>

InDaily article - Head of Bight to whale watch - one of the top 3 experiences in South Australia (January 2016)
<http://indaily.com.au/travel/2016/01/28/south-australias-bucket-list-experiences/>

The Guardian Australia article - “What BP’s offshore oil drilling plan means for the Great Australian Bight” with interactive graphics (May 2015)
<http://www.theguardian.com/news/datablog/ng-interactive/2015/may/25/what-bps-offshore-oil-drilling-plan-means-for-the-great-australian-bight>



Screen a film

Showing films about the campaign is a key part to educating people about the issue as well as giving community members the opportunity to take action.

“Operation Jeedara” is a 45 minute documentary film made by Sea Shepherd Australia and Fair Projects for the Great Australian Bight Alliance, and we’ve been working with them to make sure people all over the country see it.

We can provide you with a copy of that film and a few mini-films as well, but you’re welcome to show a different related film if you can get your hands on it.

You can hold a small screening with a bunch of your friends in your lounge room, or put on a fundraiser at your local cinema and invite anyone in your community, depending on your capacity - both of these options are really helpful, so choose whatever you’re most comfortable with.

On the following page, we’ve included some handy tips to help you run a film screening event and make the most impact.

PLANNING YOUR EVENT

Before you start, make sure to map out your key goals and important questions. These may include: will you be fundraising?; actions for the audience to do after; a list of key contacts; your event budget; who you think your audience will be; if you’ll have a discussion panel after the screening and ways to promote your event.

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Tips for screening a film

CHOOSE A FORMAT

Choose type of screening, which might be a smaller screening in a local community centre or a large gathering such as at an arts festival, conference or a local independent film theatre. Decide if you want a speaker at the event for a hosted Q&A after the film is screened.

CHOOSE A VENUE, LOCATION, DATE & TIME

1. Homes, halls, universities, libraries or local theatres are all possibilities. Make sure you visit the venue before your screening so you're familiar with it. Think about the size of the venue and how many people you're expecting.
2. Keep in mind your audience's general location when choosing a venue. Most cinemas are easy to get to and have great parking options, though it is also worth noting a public transport schedule, or suggesting carpooling. Be sure to consider disability access too.
3. Consider a date and time for your event when your guests are likely to be available. Mornings on the weekend when everyone is well-rested could be good, unless there's a lot of sport on. It can be harder to book for Friday or Saturday nights, so Thursday night might be better.

REASSESS YOUR PLANS

At this stage, you may need to go back and revise your budget or your fundraising target based on the decisions you have made.

PROMOTING THE EVENT

1. Once all the details are in place, you can create some promotional artwork. A digital flyer will help you quickly spread the word online plus it's a cheap option. You can create one with an online image editor, or try services like Canva's free online flyer designer. Make sure you include the Great Australian Bight Alliance logo!

2. Create a public Facebook event, and ask your friends/family to help you share it. Include your digital flyer on the fb event. Update your fb event page as time goes on, in case there is a change of plans or tickets sell out
3. When using social media, you can hashtag or directly tag some things that are relevant to your event. For example, tag the movie, the cinema, and your event name. This increases your event's exposure.
4. If you use an online ticketing platform (like Trybooking), make sure to include your digital flyer and to also share your event's URL with your friends through social media or email.
5. Check on how your ticket sales are going. A full house is desirable, so if your venue is a cinema, they may need to change the cinema size depending on ticket sales.

ON THE DAY/NIGHT

1. Several hours before your event starts, check that the venue is set up and ready to go. This might include food/beverage and other supplies, as well as loading up anything you're planning to bring.
2. Remind guests of the time and place by sending them an event reminder by email or social media, covering all the transport options, and any extra details they should know.
3. Just before the film starts, thank your guests for coming, and personally thank the guests who donated anything. Highlight the importance of the cause you are all supporting to give the night a stronger sense of purpose and tell them about the next event if there is one.

AFTER YOUR EVENT

Send a thank you note/post to those who attended, as well as sponsors, to build the relationship up for future events.



Host a meet-up

Hosting a meet-up can be key for groups at any stage, whether you're just getting started and looking for more people to join, or whether you're launching the fight for the Bight in your local area and want to invite friends, community members, and allies to get involved.

This section focuses on how to organise a meet-up with the goal of getting a new local "Fight for the Bight" action initiative going, though the steps and principles are the same regardless of what stage your group is at!

MEETING TIPS

Running a meeting isn't rocket science, but there are a few key things to keep in mind to make sure your meeting is successful:

- Have clear goals that you want to achieve from the meet-up, like getting to know new people in your community interested in climate change or marine conservation, or figuring out what first action you want to take together to build a powerful local action group.
- Design your agenda to make sure you achieve your goals in the time frame you have available.
- Make sure you have the current petition or sign up sheet for the campaign ready
- Delegate someone to facilitate who has facilitation experience or is a friendly, outgoing person and a good listener and can help direct the conversation.
- People are more willing to talk when they're fed – think about making your meeting a community dinner!
- Having name tags and doing a round of introductions can go a long way in helping people to get to know each other.
- Set chairs up in a circle. Don't set up your meeting where everyone is facing the front, like a classroom. If you want to build a community of leaders, set everyone up to be on equal ground to participate.
- Make it fun! This is perhaps the most important tip. Incorporate a game, song, dance, or art project. By making it fun, you break the ice, and hopefully make people more interested to come to the next meeting.

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7 steps to setting up a local group

1. Bring together a coordinating team

Whether it's just you and a friend, or a group of 10, it is helpful to have collaborators to share the work. With your team, discuss the goals for your meet-up, who you want to make sure is present, how you'd like to run the meet-up in the most exciting and appropriate way for your community, and how you plan to follow up. If you're just getting started, your goals might be along the lines of getting to know more people in the community interested in taking action to stop oil companies from deep sea drilling in the Great Australian Bight and identifying initiatives to take on together to address this.

2. Decide upon a date, time, and location

Now it's time for the nitty gritty – pick a date, time, and figure out a location where you can have it. Ideal locations are easily accessible by public transit, walking, or bicycling, have enough space, have a whiteboard or projector, and are free to use. Try reaching out to schools, faith organizations, community centres, or even someone's home will work.

3. Reach out

Make a plan to reach out, while being intentional about getting as diverse and representative a group as possible. Think about your goals of the meeting, and what voices will be important to reach those goals. Then make sure your outreach plan prioritizes calling and e-mailing the corresponding community leaders and groups. If you're looking to host a big and open community meeting, by all means spread the word through newsletters, local lists, posters, on bulletin boards, social media and more. This is a great job to involve everyone in your team – everyone has a network of friends and acquaintances they can reach out to!

4. Set an agenda

Design an agenda for the meeting, creating space for a round of introductions (creativity encouraged!), discussion (up to you how structured you want this to be), re-cap of action items and next steps, time to mingle, eat, and get to know each other, and some kind of fun activity. You might want to start the meeting with a presentation or video if you want to frame the discussion, if the group doesn't know much about the Bight campaign yet, etc. email fightforthebight@gmail.com to request a presentation.

5. Prepare

Make sure to check in with your team before the meeting to make sure you have any necessary equipment, snacks, handouts, sign-up sheets and that everyone knows their roles during the meeting. Make sure you have a facilitator and note-taker at least – having a photographer, food and drink captain, sign-up sheet coordinator, and fun activity director are also helpful roles.

6. Run the meet-up!

Do your best to stick to your agenda to respect people's time, but remember to stay flexible and make it fun. If people are really getting into a particular topic, it's ok to let them talk a bit longer and shorten the next agenda item. Make sure you have a sign-up sheet to capture the emails of everyone there, so you can follow up. Do your best to leave the meeting with some kind of follow-up action, whether it's scheduling the next meeting, your first action, or something else. Most importantly, listen, connect with people and have fun!

7. Follow-up

Make sure you send an email to everyone who came to the meeting as soon as possible so they know you're serious about taking action and keeping things moving!



Contacting Politicians

AMPLIFYING YOUR VOICE

It's important that your elected local (council), state and federal government representatives know that you expect them to help protect our precious marine environment, tourism and fishing industries and our coastal way of life, by not allowing drilling in the Bight. These are the people who have the final say when it comes to policy and decision making.

There are loads of different issues that politicians are tuned into, but unless they know a particular issue is important to the people they're representing, it might not get any attention.

One of the most effective things you can do is ask your council to pass a motion opposing drilling in the Bight. Councils don't get to make decisions at the same level as state and federal politicians but they still have responsibilities to keep their communities safe from harm in an oil spill.

It's also powerful if you can meet face-to-face with a member of parliament, to really make an impression on them about why the issue matters to you and to them.

*****Ask us for the "Principles for meeting with your MP" guide booklet for a comprehensive guide to meeting your local member.*****

HOW TO WRITE TO A POLITICIAN

Never underestimate the power of an old-fashioned snail-mail letter. A letter shows that you've put time, planning and consideration into contacting someone. It can make a more lasting impression than an email, and will help you structure your thoughts so the end result has more impact.

BEFORE YOU START - BE PREPARED!

You need to do your research and find out as much as you can about the issue before writing, the information in this kit will help you get started. Make sure you know who you're writing to and what their interests, portfolio, and background is – tailor your letter to them and address them with the correct title.

*****Get in contact with us if you want to hold a presentation or deputation to council*****

TIP - Find your Federal electorate & MP

<https://electorate.aec.gov.au/>

And your state electorate

<https://www.ecsa.sa.gov.au/map> and MP

<https://www.ecsa.sa.gov.au/electoral-districts/electoral-district-profiles>

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Writing your letter

HOW TO STRUCTURE YOUR LETTER

1. **Highlight your personal connection** – whether it's where you live, childhood family holidays, regular fishing, or where you catch the best waves, make sure you provide your own story.
2. **Find the facts** – politicians appreciate statistics and facts – they'll help you backup your argument. Check out Australian Bureau of Statistics, as well as some reports and policies that the government itself produces. And don't forget to quote or reference your sources (include a link if possible).
3. **Show off your supporters** – Demonstrate that you know your friends and enemies by finding out who publicly supports your position and who doesn't. If you have powerful supporters, name-check them in the letter. If there's a well-known argument against your position, acknowledge it but put forward your counter-argument. You'll have to be brief, but it's worth looking for a good quote from a media interview or speech.
4. **Compare** – Find out what's happening in other areas of your state, interstate and internationally to do with your cause. This is part of what government calls researching "Best Practice" examples. By using real examples, you could show the government is doing some things right, but needs to catch up in other areas.
5. **Use the lingo** – Research the language and catch phrases used in current government policies. It helps if you can link your argument to current government 'strategies', 'priorities' or 'programs'. Look for these in publications from government websites.
6. **Have a clear request** – maybe you want to meet them in person to show them the oil spill modelling, maybe you want them to make a representation to their party or the relevant minister about your opposition to drilling in the Bight. Use your judgement to figure out what their level of support or understanding is to tailor your ask.

Once you've gathered information, take time to think about how you might get your message across. You don't want to fill the letter with too many facts and you certainly don't want to confuse the reader. To make a clear argument, choose only a few key points and briefly explain them using your research as evidence.

KEY LETTER WRITING TIPS

- Use a standard letter layout
- Keep it Simple (KIS) – try to keep it to 1 page
- Think quality, NOT quantity
- Focus on just one issue – don't stray from it
- Be positive, formal and polite – the reader is more likely to consider your concerns
- Don't plagiarise – copying words or language from someone else won't make your letter better – if anything it shows it isn't coming from you.
- Use your research to support your statement
- Ask a few questions to let them know you are expecting a specific response
- Be clear about what you expect them to do as a result of your letter
- Don't forget to include your contact details, and sign it personally.

Just like emailing or setting up a meeting, it's important that you direct your request to the right person. It could be the member that represents you in your electorate or the minister or shadow minister who has responsibility for your issue. Keep in mind that Ministers are incredibly busy, so it might take a while before you get a response.

FOLLOW UP

If you're setting a date by which you'd like a response, allow at least a month. If you haven't had a response after a month or so, call or email as a follow up, making reference to the date and topic of your letter. You could even write a follow up letter.

If you **do** get a response, thank the politician for taking the time to get back to you. This establishes a good relationship that you can use for any future activities.



Become a leader

MOVEMENT FOR LIFE

Alone, we're powerful. Together, we're unbeatable. Here at the Wilderness Society, we believe that by building on our own power, together our ripples become giant waves of positive change.

How can one person make a difference? Getting together with thousands of other passionate people is a great place to start.

Our community organising program is training thousands of volunteers to become local leaders. You'll gain the skills, tools and resources to create real change.

Ready to be part of something bigger? Let's hit the streets together.

COMMUNITY ORGANISING TRAINING

[Movement For Life](#) will teach you the skills driving the biggest movements in the world today.

- Learn to have conversations that change minds.
- Be supported by a team of like-minded people.
- Engage with your local community and inspire change.

Movement For Life is a great way to volunteer with the Wilderness Society. Contact the Wilderness Society South Australia Campaign Centre for details on our next training or go to wilderness.org.au

Phone (08) 8231 6596 or email sa.info@wilderness.org.au

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Thanks, Champ.

If you've gotten this far, you're a real Bight champion. We can't protect our pristine environment and the communities who depend on it without help from people like you. Together, we can save the Great Australian Bight.

MORE INFORMATION

If you'd like more info on the Great AUstralian Bight campaign, please head to our website: Fightforthebight.org.au

The Wilderness Society's Great Australian Bight Campaign: wilderness.org.au/work/great-australian-bight

Oil spill modelling (downloadable modelling): http://www.fightforthebight.org.au/oil_spill_modelling

GET IN CONTACT

If you'd like an information pack or to get involved, we'd love to hear from you!

Send an email to fightforthebight@gmail.com with the subject "Bight campaign info"
Or call (08) 8231 6586

Or you can email our Community Organisers directly:

Yorke & Eyre Peninsula's & Far West Coast SA
cristel.chambers@wilderness.org.au

Adelaide metro & Kangaroo Island
peta.page@wilderness.org.au

For specific campaign or media enquiries, contact Wilderness Society SA Director: peter.owen@wilderness.org.au

We're excited to help you find a way to get involved.