



INTERNATIONAL DAY OF ACTION GUIDE - THE GREAT AUSTRALIAN BIGHT CAMPAIGN

Saturday 19th May 2018

Thanks for putting up your hand to organise a Hands Across the Sand event in your local area, this is a pivotal event. Awesome folk like you are going to make this the largest day of action we have seen for the Bight yet!

***Did you know that Holdfast Bay City Council passed their motion shortly after our Hands Across the Sand at Glenelg last year?**

Hands Across the Sand is an event that brings people from all parts of the community together, symbolising drawing a line in the sand against offshore oil drilling and promoting a just transition to Clean Energy. This day of action started in the US back in 2010 after the BP oil spill disaster in the Gulf of Mexico and has since grown internationally as the recognition from communities grows that our oceans should not be oilfields.

Organising your event - The International organisers has a whole lot of [resources](#) on how to hold a hands event - below is just a snapshot of the things you need to consider.

Don't forget that your hands event can be as simple as you and a few friends taking a photo of yourselves holding hands on beach - just make sure you upload the photos and use the hashtags!

Where - ideally a beach location - but hands across the land is also powerful. Consider access to the beach (how are people going to get there, onto the beach, know where you are etc) - take the time to suss it out before the day.

Timing - the date for Hands Across the Sand internationally is **Saturday May 19th** - in order to have the most impact in the media the event needs to be held on this day. Aim to have your photo at midday - so ask people to be there earlier to sort the logistics of getting everyone together and allowing you to set the photo just how you want!

Photography - This is key to getting the message out! Make sure you have a photographer to snap your event. The money shot is one which shows a clear message – “**BIG OIL has no future in the Bight**” We will aim for a group shot (in a bunch) and one with everyone holding hands in a line.

General theme of event - Coastal themed. If possible ask people to wear blue (if possible).

Action Specifics - aside from the basic symbolic line of people on the beach (and a great photo of it!) you can have speeches, musical performances, stalls, forming art installations on or near the beach, floating a massive banner, possibly a flotilla of kayaks, canoes, and boats, underwater dive actions - the choice is yours - get innovative!

Key message - *Big Oil has no future in the Bight*

Hashtags to use: **#FIGHTFORTHEBIGHT** **#JoinHANDS** **#underwaterWilderness**

Using these hashtags are really important so that all the photos can be collated online, feel free to add your own too. Try and make your town or region recognisable, whether holding the action at a famous landmark or writing the name of your town on the banner, eg. “Lorne will #FightForTheBight”

Background information / links - Please see the campaign info on the Great Australian Bight Alliance website:
<http://www.fightforthebight.org.au>

Other Organisations Involved: Feel free to team up with relevant organisations in your local community. There's also the possibility of engaging with other community groups to hold a fundraiser BBQ (eg: Lions or Rotary).

Materials supporting the action: We can assist by providing an electronic version of the poster (below) and a facebook header image. Let us know if you need help with any other materials.



Poster editing:

You can edit your own version of this poster online - simply follow the steps below

- [Click this link](#)
- Sign up to Canva.com (free online graphics software)
- MAKE A COPY of the poster, then rename your copy as your location
- Edit the text within the [square brackets]

And viola! You've got your very own poster!

Contact person for support and resources

Peta Page

Email address: peta.page@wilderness.org.au

Phone number: 0434 823 534

Promotion:

1. Create a local facebook event and invite all your friends. Invite the [Great Australian Bight Alliance](#) page to co-host your event so we can help promote it.
2. Register your event with the international day of action webpage (<http://www.handsacrossthesand.org>)
3. Send an event promo email to your supporters & networks,
4. SMS your friends to help.
5. Post your local event on local event calendars and facebook groups and pages
6. Poster distribution – ask local businesses & houses on main streets to put posters in their windows
7. Loads of word of mouth

Banners + Placards:

If you'd like to create your own banner for the event - please do. Using a projector and tracing the design onto fabric, then painting it is the best way to create a neat, legible and good looking banner!

Roles on the day:

This will depend on the size of your event but critical is having **someone to take photos!** In order to have the most impact we need to get the photos online and to the media asap.

For a simple event, you'll need one or two coordinators to get everyone to stand in the right place then take a photo.

If you want to add elements to your event such as speeches and extra activities, you may wish to consider: Action coordinator, MC, media liaison, marshals, stall outreach volunteers, photographer, banner holders, face

painter, volunteers in costumes, videographer, kayaks, surfers, SUP boarders

Media Details:

The Wilderness Society SA can provide a media alert and media release template which you can tailor for your event if you would like to do media.

The most important things are:

- Get the message across that your community cares about protecting our oceans from oil & gas drilling
- You take a good photo of the people gathered to show their support
- Post that photo on social media (the more people sharing it the better!)
- Send that photo to info@fightforthebight.org.au with where the event took place and a contact person
- And most importantly, HAVE FUN!

Thanks so much for taking action - Cristel & Peta on behalf of the Great Australian Bight Alliance

LOCAL CHAMPIONS IN ACTION -

Some inspiration to get you going:

Here are some photos of previous events from around Australia



Ceduna, SA



Emy Bay, Kangaroo Island, SA



St Kilda, Melbourne, VIC



Sisters Beach, TAS



Port Lincoln, SA



Port Fairy, VIC