

Campaign Planning Template – EXAMPLE

What is the issue you want to address? Why is this issue important?
The low rate of JobSeeker Payment This issue is important because hundreds of thousands of people are having to survive on an income that is over \$200 per week below the poverty-line, which makes it extremely hard for them to be able to keep a roof over their head, put food on the table, look after their health, and live with dignity There are many years of researching demonstrating the harm that the low rate of JobSeeker causes (including making it harder for people to look for paid work)
Who or what caused this issue? Be as specific as you can!!
This issue has been caused by the Federal Government for a very long time deliberating setting and keeping JobSeeker Payment at very low rates
Who is affected by this issue? Are some locations/communities/groups more affected by this issue than others?
Many people are affected including people looking for paid work – who are more likely to be older people (people over the age of 45/55), young people (under 25), people with a disability, and Aboriginal people – as well as their children/dependents, and the people who support them (e.g., the families of people on JobSeeker), where applicable Areas where there are higher rates of poverty will be more affected by this issue, as these will be areas where there will be more people on JobSeeker and other Centrelink payments, e.g., Northern Suburbs/City of Playford
Who is the target – who can fix this issue? (E.g., Prime Minister, Premier, Health Minister)

The key decision-makers are:

- The Prime Minister
- The Social Services Minister, Tanya Plibersek (who is responsible for the welfare system)
- The Treasurer, Jim Chalmers (as raising JobSeeker will cost plenty of money!!)

Local Labor MPs are also important targets – pressuring them could help build pressure on key decision-makers, like the Prime Minister and other Ministers

**What is your demand – what will solve this issue?
Be as specific as you can!!**

That JobSeeker (and other payments) be raised to the Henderson poverty-line, in the next Federal Budget (May 2026)

This will have an enormous impact on the quality-of-life of people who are relying on this payment to meet their needs and live with dignity

What would it take for the target to act – to win your demand?

A huge amount of community, media, and political pressure on the Federal Government, across the country – as this is a national issue – including pressure from their own MPs (it was Labor MPs speaking out that helped us to get a – very small \$20/week – JobSeeker in May 2023)

Is there a lot of community support for action on this issue?

In the past, there have been opinion polls showing that there is majority support for raising JobSeeker, but these polls are a few years old

There is sadly much less media coverage and community attention on the low rate of JobSeeker nowadays, than in previous years

What would be some of the arguments against our issue/demand?

-JobSeeker was raised a few years ago, does not need another raise – there are more urgent priorities

- People on JobSeeker get many supplements, extra support, e.g., Rent Assistance
- There are a lot of competing issues that need support more than a JobSeeker raise
- We cannot afford to do this
- Raise JobSeeker would discourage job-seekers from looking for paid work, by making their lives more comfortable

What are our counterarguments to push back against these?

- JobSeeker remains well below the Henderson poverty-line, and an increasing number of people are relying on this payment (including X number of children!!)
- Rent Assistance is available to people on Jobseeker but is not keeping pace with rental increases in general, and thus more of the JobSeeker payment must be spent on housing, leaving less left over for other essentials. Supplements such as payments to subsidize power bills are no longer in place
- Raising JobSeeker helps address other challenges that the government is dealing with, e.g., housing insecurity, maintaining economic activity (low-income people with money are more likely to spend it), better-positioning those on the payment to look for meaningful work (evidence shows JobSeeker is so low it actively gets in the way of applying for and obtaining jobs) and so come off of welfare, as the government says they want; getting children out of poverty is critical for the trajectory of their adult lives - it is an investment in their futures
- Governments spend XX millions/billions on (insert unnecessary expenditure here); billions in tax revenue that could be spent on a JobSeeker raise are sacrificed each year by maintaining tax breaks for housing investors, for instance, that could be amended to bring in money, transferring that money from the pockets of mining and fossil fuel companies to those who need it most
- Evidence shows that Jobseeker is so low it actively makes it harder for people to obtain and maintain suitable work

What activities can we take, to help get the target to act?

As a small community group based in Adelaide, the Anti-Poverty Network has limited resources, but some of the things we can do, to work towards winning our demand are:

- Encouraging people on JobSeeker, and supporters, to write/meet with Labor MPs
- Try to attract media coverage around this issue, e.g., through supporting people on JobSeeker to share their story
- Picking a key date to hold a public action, e.g., a rally, to attract community/media/political support, e.g., holding a rally on April 27 to mark 6 years since JobSeeker was temporarily doubled (and lifted out of poverty) by Scott Morrison during COVID

- Speaking to our allies, and encouraging them to lobby Labor MPs/decision-makers
- Holding stalls in the community to connect with people on JobSeeker, and supporters, and encourage them to get involved in this campaign

**What would we need to do these activities?
Are there specific roles we would need to fill?**

- Contacting/meeting with MPs can be challenging/intimidating, we might need to provide guides/run training for people who are interested – and the same with speaking to the media!!
- We would need people who would feel comfortable speaking in public/to the media/to politicians
- We would need people who would be happy to be part of stalls, and chat to strangers
- We would need people who could make contact with people who have signed-up, at our stalls, and ask them to take action

Opponents – who would be against our campaign?

- Conservative media, e.g., talkback radio, Murdoch newspapers
- Business community (probably – though some business groups have supported a small JobSeeker raise, in the past, to make it easier for people to have the money to be able to look for paid work/pay for study and training)
- The Liberal Party (the Opposition) would be opposed, and would be very critical of the Federal Government (the Albanese Government) raising JobSeeker
- Members of the public who believe in negative stereotypes about people receiving unemployment benefits (e.g., they are lazy, undeserving, just wanting a free handout, made the 'wrong' decisions to get them into their situation, and thus should have to deal with their current circumstances)

Allies – who could we work with?

- Other grassroots anti-poverty groups, e.g., Australian Unemployed Workers' Union, Antipoverty Centre
- Student groups (especially if we are also calling for student payments – which are sometimes even lower than JobSeeker – to be raised
- Charities, who are working with people affected by poverty and hardship (if any of them are brave enough to get active???)
- Friendly unions who could help us lobby/pressure the Labor Party/Federal Government