



United
Nations
Association
of Australia

NATIONAL HUMAN RIGHTS PROGRAM PROSPECTUS





SAFER

FAIRER

**MORE
SUSTAINABLE**

WELCOME

TO THE UNITED NATIONS ASSOCIATION OF AUSTRALIA

As a non-government organisation and registered Australian charity that sits in a unique and important position in the non-profit landscape, the United Nations Association of Australia (UNAA) works to inform, inspire and engage all Australians about the crucial work, goals and values of the United Nations to create a safer, fairer and more sustainable world.

Established in 1946, the UNAA engages federal, state and local governments, businesses, academia and community groups through an array of educational & awareness programs, leadership development opportunities, speaker events, advocacy campaigns and national media activities.

AS A PROGRESSIVE CHANGE AGENT, WE EMPOWER AUSTRALIANS TO THINK GLOBALLY, PLAN NATIONALLY AND ACT LOCALLY. TO DO THIS, WE:



Implement innovative programs, projects and activities



Conduct awareness-raising and education activities



Convene professional knowledge sharing, networking and training activities



Partner and collaborate with organisations in the UN system



Conduct research and analyse policies

We offer a unique opportunity to partner with a renowned global brand that constructively exists to maintain and strengthen global peace and security; provide humanitarian relief; and promote human rights, environmental sustainability and economic development.

Your people, partners, investors and customers will benefit by your alignment with the UNAA to achieve specific goals. Most Australians are already exposed to our activities, in the news or in person, whether they realise it or not. We hold an office in every Australian capital city and maintain a supporter base of more than 200 active titled volunteers with a small efficient staff. Our events across Australia attract

tens of thousands of people annually and our online activities directly connect with many thousands more.

We have launched ambitious plans to further grow our reach both within Australia and throughout the Asia Pacific region, and we invite you to partner with us to mutually benefit from this exciting growth phase. The world needs the UN now more than ever.

Our partnership will lead to a better informed, more resilient and increasingly prosperous Australia. And together we will create a safer, fairer and more sustainable world for present and future generations.

THE UNAA AND HUMAN RIGHTS

Australia: a member of the United Nations Human Rights Council (2018-2020)

On 16 October, 2017 the United Nations General Assembly in New York elected Australia to serve on the Human Rights Council, the United Nations body responsible for the promotion and protection of human rights globally.

Australia has a proud record of adopting and supporting international human rights law. In 1948 the UN adopted the Universal Declaration on Human Rights. Australia played an active role in its development and the international human rights treaties that followed. This commitment reflects national values that are deeply embedded in Australian society and our respect for democracy and the rule of law.

AUSTRALIA'S MEMBERSHIP OF THE UN HUMAN RIGHTS COUNCIL IS BUILT AROUND FIVE PILLARS:

1

Gender
Equality

2

Good
Governance

3

Freedom Of
Expression

4

The Rights Of
Indigenous
Peoples

5

Strong National
Human Rights
Institutions
And Capacity
Building

This prospectus outlines the UNAA's National Human Rights Program to mobilise resources and actively engage Australians to help achieve the SDGs and their specific targets.

1 GENDER EQUALITY

Achieving gender equality is vital to economic development and to realising the full potential of all genders. Australia is strongly committed to working with the international community to advance the rights of women and girls. We advocate for:

- > Ending violence against women and girls
- > Women's economic empowerment
- > Enhancing women's voices in decision making, leadership and peace-building

2 GOOD GOVERNANCE

Good governance, the rule of law and strong institutions are the foundations of a well-functioning, responsive society — they are essential for promoting and protecting human rights. Australia is supporting partner governments in our region to strengthen accountability measures, improve public sector financial management and deliver public sector reform. This enables our regional partners to deliver more efficient and effective services and protect the human rights of their citizens.

3 FREEDOM OF EXPRESSION

Freedom of expression is a fundamental part of a vibrant democracy and a culture of accountability; it underpins good governance and stronger institutions. Australia's domestic and international policy initiatives place a heavy emphasis on protecting the core human right to freedom of expression. Everyone has this right. It includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.

The UNAA National Human Rights Program promotes acceptance, tolerance and understanding within Australia of this fundamental right to freedom of expression.

4 THE RIGHTS OF INDIGENOUS PEOPLES

The UNAA is committed to providing opportunities to assist Indigenous peoples – both in Australia and overseas – to overcome social and economic disadvantage.

This will be achieved through:

- > partnering with local Indigenous peoples and organisations to improve outcomes for Aboriginal and Torres Strait Islander Peoples
- > Advocating for effective government policies that safeguard Indigenous Peoples' human rights and improve outcomes in Australia
- > Working with Reconciliation Australia and Aboriginal and Torres Strait Islander reference groups to develop a Reconciliation Action Plan (RAP) for the UNAA
- > Commemorating and promoting NAIDOC week and the International Day of the World's Indigenous Peoples
- > Actively encourage representation of Indigenous people in events organised by UNAA

5 STRONG NATIONAL HUMAN RIGHTS INSTITUTIONS AND CAPACITY BUILDING

Independent national human rights institutions, and a strong and robust civil society, play crucial roles in preserving and advancing human rights. The UNAA is committed to strengthening Australia's national human rights policy and commitment to good governance, as well as increased transparency and support for Australia's independent human rights institutions.

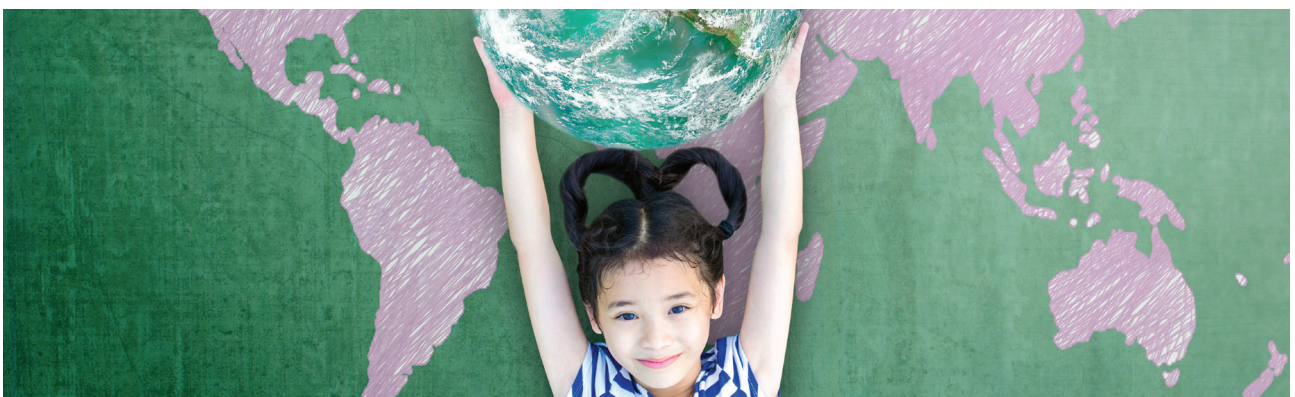
We promote the important role played by Parliamentary institutions in human rights implementation and oversight, and clarification of the status of Australia's Human Rights Action Plan.

The Program has an important role in supporting Australia's membership of the Human Rights Council. The Program is not only built on the observance of human rights but also the safeguarding of human dignity and the promotion of the concepts of individual freedom and mutual respect. The principles of equality and justice are fundamental to the effective protection of human rights.

Program activities focus on advancing the rights of historically underrepresented groups, whilst building the capacity of organisations to facilitate dialogue aimed at greater public appreciation of the strength that diversity brings to our society. It underscores the values enshrined in the United Nations Charter: peace, justice, respect, human rights, tolerance and solidarity.



HUMAN RIGHTS



PROGRAM OBJECTIVES

The UNAA National Human Rights Program has an important role to play in supporting Australia's membership. The National program is not only built on the observance of human rights but also the safeguarding of human dignity and the promotion of the concepts of individual freedom and mutual respect.

The principles of equality and justice are fundamental to the effective protection of human rights. The UNAA National Human Rights Program will focus on advancing the rights of historically underrepresented groups while building the capacity of organisations to facilitate thematic dialogue sessions aimed at greater public appreciation of the strength that diversity brings to our society and to underscore the values enshrined in the United Nations Charter: peace, justice, respect, human rights, tolerance and solidarity.

Over three years, to 2020, the UNAA National Human Rights Program aims to reach 2 million+ Australians across education, community, government and business sectors to:

1

Increase overall awareness of Australia's election to the Human Rights Council, measured through event attendance, focus group research, member surveys, website visits, mainstream media coverage, and social media engagement levels.

2

Further engage the business sector by forming mutually beneficial partnerships that address Australia's election to the Human Rights Council, through tailored partnership affiliation and tiered sponsorships.

3

Grow secondary schools' participation in human rights themes and activities in association with Model UN Conferences and UN Youth Australia programs.

4

Grow University programs, scholarships and study tours through the UNAA Academic Network, UN Youth Australia and the UNAA Young Professionals Network.

5

Play a convening role to assist the Australian Government and its position on the Human Rights Council to progress objectives.

6

Expand engagement of the UN Parliamentary Group with MPs and host visiting heads of UN agencies, human rights specialists and other dignitaries when visiting Australia.

7

Launch human rights themed campaigns that reach and resonate with individuals, families and community groups, as well as business, government and education sectors.

8

Research, develop and publish a position paper 'Human Rights, Australia and the UN.

The principles of equality and justice are fundamental to the effective protection of human rights. The UNAA National Human Rights Program will focus on advancing the rights of historically underrepresented groups including indigenous peoples, people with disabilities, refugees and asylum seekers. We will work towards building the capacity of organisations to facilitate thematic dialogue sessions aimed at greater public appreciation of the strength that diversity brings to our society. These principles underscore the values enshrined in the United Nations Charter: peace, justice, respect, human rights, tolerance and solidarity.

PROGRAM

FRAMEWORK

With a global perspective, nationally aligned strategy and local community engagement, the UNAA National Human Rights Program is strengthened by the resources, volunteer networks and local communities of the UNAA State/Territory Divisions.



Think Globally,
Plan Nationally,
Act Locally”

AWARENESS & ENGAGEMENT ACTIVITIES

The UNAA National Human Rights Program will promote Australia's position on the Human Rights Council and address specific goals within the 5 human rights pillars through action-orientated engagement activities, including:

1

Human Rights Awards and Recognition program, celebrating excellence in achievement, leadership and innovation

2

A range of educational events in Capital cities and regional locations, including International Day of the World's Indigenous Peoples (9th August), UN Day (24th October) and Human Rights Day (10th December)

3

Keynote speaker conferences across Australia and events promoting the 70th anniversary of the Universal Declaration of Human Rights

4

Public awareness campaigns – tying in with UN observance days – and promoting case studies of best practice in the Australian business sector.

5

Engage a range of partners through a position paper, 'Human Rights, Australia and the UN

MARKETING & ADVERTISING SUPPORT

Promotion of the Program is through a range of communications, campaigns and channels, including:

1

The appointment of Goodwill Ambassadors – field experts, celebrities and prominent Australians representing specific human rights' focus areas

2

National, regional and local media coverage – television, radio, press and digital news channels

3

Educational campaign toolkits – resources for community fundraisers, workplace giving programs, program specific collateral

4

Digital marketing platforms – paid media, additional social media content development, a film/documentary project

5

Tailored newsletters, updates and reporting tools – regular briefings on human rights activities, developments and achievements

6

Branded merchandise – to grow both program awareness and revenue streams

7

Human Rights' programs co-branded signage – available for event promotion

PROGRAM MANAGEMENT MEASUREMENT & ADMINISTRATION

The UNAA National Human Rights Program is managed by Fadzi Whande, a Global Diversity and Inclusion Strategist, award winning Social Justice Advocate and Speaker.

Fadzi's background includes launching telecommunication networks to addressing gender equity, racism, discrimination, health disparities, financial literacy, unemployment and social disadvantage across various sectors in Africa, United Kingdom, USA and Australia. Fadzi is the Inclusion and Diversity Adviser for the University of Western Australia.

A dynamic and engaging speaker, Fadzi is a champion for encouraging dialogue as a means of understanding difference. Her work primarily focuses on addressing systemic and institutionalised barriers held towards historically underrepresented groups.

She currently serves as the National Human Rights Program Convenor for the United Nations Association of Australia and is on the Board of the Museum of Freedom and Tolerance. Fadzi sits on the National Diversity Advisory Group for the Australian Computer Society and White Ribbon and is an Ambassador for the philanthropic women's circle 100 Women, Water for Africa and the Humanitarian Group.

Over the course of her career Fadzi has been the recipient of various awards and accolades including being awarded the 2016 International Racial Equity Leadership Award in USA; 2016 finalist for the Australian Human Rights - 'Racism it Stops With Me' Award; 2015 Australian National Committee for UN Women's delegation to the Commission on the Status of Women (CSW) held at the United Nations Headquarters in New York; 2014 recipient of the National Community Ambassador Award and in 2013 was appointed a People of Australia Ambassador by the Federal Minister for Multicultural Interests.

Fadzi has an Executive Master in Business Administration and Graduate Certificate in Social Impact from the University of Western Australia.



Key Program achievements will be measured and collated on a quarterly basis, with input from all Divisions and Groups, and reported by Fadzi as the National Human Rights Program Manager.



PROGRAM FUNDING

The UNAA National SDG Program expenditure estimate is \$2.25m over 3 years.

A breakdown of Year 1 projected expenses follows:

> PROGRAM DEVELOPMENT & MANAGEMENT

Research, development and dissemination of Human Rights, Australia and the UN position paper

Salaried National Program Manager

Volunteer Management & Intern expenses

Salaried part-time Program Coordinator

Partnership management and funding development, workplace giving program events & administration

Hardware, software, telephony expenses

Data, licensing, general administration costs

\$265,000

> TRAVEL/ACCOMMODATION EXPENSES

International travel costs associated with keynote speakers, Goodwill Ambassador expenses

National travel costs for Program Manager, volunteer expenses reimbursement

\$103,000

> EVENTS

Annual conference, keynote speaker events (3), gala dinner event, Awards presentation event, State-based Human Rights Day/UN Day events (8)

Venue/facilities for 14 events

External events management costs

Speaker costs

AV/other equipment rental

Catering

\$167,600

> COMMUNICATIONS, ADVERTISING & MARKETING

Human Rights programs branding, propositions and key messaging development

Media briefing toolkits, spokesperson media training, dialogue guideline production

Digital campaign & fundraising communications (including photography, copywriting, online platform registration, data management fees)

Printed campaign materials (including artwork, production, postage/freight, data management, storage)

Branded merchandise production, storage, pick pack despatch

Print/production, storage and delivery of Declaration of Human Rights mini-booklets, and 70th Anniversary lapel pins' (possibility for co-branding)

Paid media (social/digital, broadcast)

Outdoor advertising campaign production

UN Day and Human Rights Day themed marketing production and online tools

\$207,000

> TOTAL PROGRAM COST ESTIMATE YEAR 1:

\$742,600

The UNAA welcomes the opportunity to develop a partnership that aligns with your specific goals, and will play a crucial role in addressing and progressing human rights - creating a safer, fairer and more sustainable world.



**United
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of Australia**

The United Nations Association of Australia

www.unaa.org.au/hr

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