

# UNSTOPPABLE TOGETHER

OUR 2025 VISION TO CHANGE THE WORLD



AMNESTY  
INTERNATIONAL



DEFENDING HUMAN RIGHTS



# OUR VALUES

**Amnesty International stands for equality, justice, freedom and human dignity, and upholds these values:**

**EMPOWERMENT** we build people power

**PERSISTANCE** we are resolute in pursuit of our goals

**INTEGRITY** we hold ourselves to the highest standards

**COURAGE** we are fearless in upholding human rights

Amnesty International Australia acknowledges Australia's first peoples to be the traditional custodians of the land on which we work. We recognise Aboriginal people's cultural connection to their lands which has existed for thousands of generations. We specifically acknowledge the voices and resistance of Aboriginal and Torres Strait Islander activists that have led and continue to lead the fight for human rights in Australia. These voices have echoed the same message for over two hundred years, right through to today, calling for the recognition of the right to be treated equally in their own country. We acknowledge Australia was never ceded nor conquered; this land always was, always will be Aboriginal land.

*Aboriginal and Torres Strait Islander readers are warned that this Vision document may contain images of deceased persons.*







# WHAT WE BELIEVE

Everyone is entitled to live in a world where their human rights are recognised, realised, and protected. That's the core belief that underpins everything we do.

## But right now, human rights are under threat:

- Human Rights are the basic freedoms and protections that belong to all of us and ensure every single person is treated equally and justly.
- We are seeing a powerful global effort to undermine and roll back human rights, and growing restrictions on our ability to mobilise.
- Racism and discrimination remain toxic influences in our lives, communities, and institutions.
- Communities across the globe are feeling the devastating impact of climate change on human rights.

**In the face of these threats, Amnesty International's people-powered global movement is more crucial than ever. What's more, right now we have a real opportunity to make a massive difference.**

## Amnesty is leading the way on protecting and advancing human rights. Here's why:

- We are a global movement of more than 10 million people, shaped and led by people with lived experience, and by our supporters, members, partners, and allies.
- We have a powerful legacy of 60 years of human rights advocacy. Our brand carries authority and credibility. Our profile opens doors, brings attention to injustice, and can force the hand of the powerful.
- We do not accept any funding from governments or political organisations for our campaigning work. We are funded by generous individuals and organisations, which provides us with the freedom to speak out with objectivity and impartiality.
- Behind our global name lies a powerful network of passionate grassroots activists who work at global, regional, and local levels to protect and advance human rights.

**We are unstoppable when we work in partnership. Together, we have the power to challenge injustice and create real, lasting change.**



# THIS IS OUR VISION

**We want a world where human rights are experienced – and celebrated – by all.**

**To make that vision a reality we must continue to:**

- Stand together, not only to nurture and protect human rights, but to advocate and advance them within Australia and beyond.
- Keep our core values and our commitment to people with lived experience at the heart of everything we do.
- Increase our capacity to be agile and responsive to changing global conditions.
- Attract new supporters to build a diverse, engaged, and educated human rights community in Australia.
- Ensure the wellbeing of our people and the sustainability of all our operations as we grow in numbers and strength.
- Maintain a strong and vibrant organisation fuelled by positive, lasting relationships with our supporters and the community.
- Be a strong global citizen, making significant contributions to important human rights work across the international Amnesty movement.

**Above all, we must continue to work tirelessly for justice and accountability, challenging the root causes of systematic oppression, discrimination, and racism across the globe.**



**Over the five years ahead, to 2025, our strategic work will fall under two interconnected pillars. We will focus on:**



**Advancing human rights** to make sure the rights of every single person are protected. It is at the heart of what we do.



**Building people power** so we can apply increasing pressure to governments and the powerful, to ensure they keep their promises and respect international law.

Underpinning all our work is our commitment to growing sustainably in order to achieve our goals, enabling the hands to achieve the goals of the heart.

*Look for this symbol in the following pages for examples of our commitment to sustainable growth.*







# ADVANCING HUMAN RIGHTS



Governments and corporations around the globe are not only pushing back against human rights advances, but attempting to roll back existing protections.

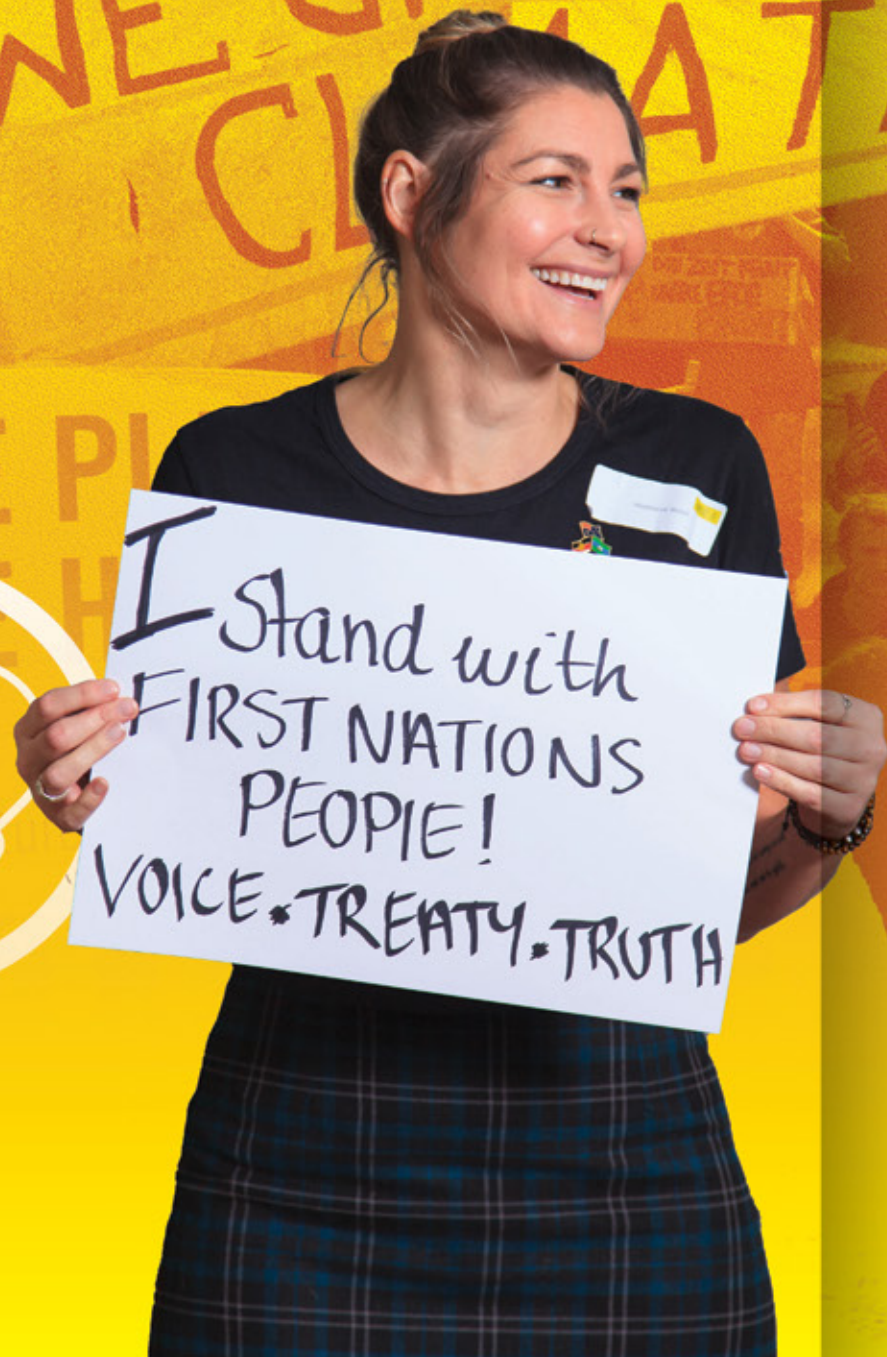
Over the next five years, we will strive for systemic change on the human rights issues that are vital to our partners, our allies, and the people of Australia.

Those issues include anti-racism, climate justice, refugee rights, LGBTQIA+ rights, police accountability, and domestic violence.

**It is crucial that we don't just sustain the ground so many fought hard to win – but take strategic and purposeful action to further advance human rights.**



# ADVANCING HUMAN RIGHTS



## Our key priorities for the next five years are:

### Creating a human rights accountability framework

in Australia to uphold the rights of everyone and provide a mechanism to hold decision-makers to account.

We will work in partnership with our allies and with people with lived experience to develop a road map towards achieving a national Human Rights Act for Australia.



### Indigenous justice

We will work with Indigenous communities to directly challenge injustice, including the over representation of Indigenous people in prisons, particularly children, by getting Australia to adopt international standards.



By 2025, we will raise the age of criminal responsibility to at least 14 across Australia, to stop more children falling into the quicksand of Australia's prison system.

### Climate justice

Climate change is a critical human rights issue. We will work with those who are directly and disproportionately affected by the climate crisis and support them to tell their stories and seek justice.

We will continue to stand with climate activists and protect their right to protest inaction on climate change.



# Our key priorities for the next five years are: (continued)

## Refugee rights

We will unlock the generosity of the Australian community to resettle more refugees.

We will work in coalition with our allies to build an Australia that responds with compassion and upholds the rights of refugees and asylum seekers.



By the end of 2025, we will increase community resettlement numbers, secure the release of those incarcerated on- and off-shore, and build safe pathways for refugees into Australia.

## Asia-Pacific collaboration

Amnesty International Australia will strengthen existing and new partnerships in the Asia-Pacific to improve regional human rights and the outcomes of impacted communities while campaigning for long-term systemic change.

Across our organisation we will continue to make efficiencies in the way we do our work, to make sure we are improving year on year in reducing our carbon footprint and auditing our supply chains.



## Shining a light on human rights abuse

We will continue to work towards concrete improvements to the lives of individuals facing human rights abuses by calling out injustice wherever we see it.

We will use our global Amnesty platform to enable people to tell their stories – both publicly and behind closed doors.

We will inspire and mobilise our supporters to be part of the change.



# ADVANCING HUMAN RIGHTS







# BUILDING PEOPLE POWER

**We are a global, grassroots movement of millions of courageous people, persistently standing up, speaking out, and challenging injustice.**

This is the core of who we are and how we make change.

**Over the next five years we will reach new audiences through human rights education and grow our activist leadership and visible presence so that, no matter what human rights crises we face, we are ready to act.**



Central to this growth is a commitment to prioritise engagement, consultation, and collaboration with people with lived experience and to building an inclusive and diverse supporter base.



# Our key priorities for the next five years are:

## Building networks and solidarity

Our human rights are most at risk when people are stripped of their agency, their power, and their solidarity. People are strongest and have the greatest impact when they stand together.

We will stand in solidarity with other activist movements – including climate protesters, refugee rights groups, and anti-racism and LGBTQIA+ movements – and protect their right to protest.

We will continue to invest in building agency and solidarity, empowering people to become activists. By 2025, Amnesty will be recognisable Australia-wide. We will have an active community presence in every major city.

## Creating a more diverse and inclusive movement

A broad range of perspectives, approaches, and ideas can only make us a stronger human rights organisation.

We will continue to work to become an organisation where everyone can bring their full selves to the movement, be genuinely included, and have their differences valued.

**We will make it easier for impacted communities to be part of our activist leadership and for everyone to be part of our movement by providing a range of ways to participate.**



**We will embed diversity and inclusion throughout our organisation and we commit to being an actively anti-racist movement that prioritises building the cultural competency of staff and activists. This includes intentionally addressing historical power imbalances.**



# BUILDING PEOPLE POWER





# BUILDING PEOPLE POWER



I stand for  
justice through  
solidarity and  
integrity. ☺

## Our key priorities for the next five years are: (continued)

### Creating a networked, distributed activist leadership

By 2025, we will have a stable and connected activist base, led by one thousand leaders across Australia. These leaders will design, own, and deliver activism locally, as well as shape our youth strategy and our campaign focus.

A thriving movement will give us the capacity and reach to engage with new communities for critical campaign areas such as climate justice and the agility to be responsive at a local level where and when it is needed most.

Networked activist leadership at both a state and national level will make sure that we have the power to apply pressure for critical legislative change in key campaigns such as Raise the Age and towards a Human Rights Act.

### Delivering human rights education

To make sure that human rights are a vital part of Australian life, we must seek to engage the support of new audiences.

**Taking human rights education to the wider public, including young Australians, is crucial to shifting public perception and driving active support for human rights.**



By 2025, our human rights education program will have created an engaged community that will help us build support for a Human Rights Act in Australia.

### Embracing new activism trends

**We will continue to develop new ways to use our power to drive change. This will include expanding our forms of activism and the tactics we use both online and offline.**



We will amplify the voices of human rights activists all over the country, so that their local activism has digital reach and their digital mobilisations have local impact.

**We will develop tools, platforms and techniques to ensure that our activists and local groups have the resources they need to connect with each other and take effective action.**







# TOGETHER

we can challenge injustice and change the world

**AMNESTY  
INTERNATIONAL**



DEFENDING HUMAN RIGHTS

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**CHALLENGE  
INJUSTICE.**