campaign for
Australian Aid

Connect
Celebrate
Communicate

Human Development Supporter Journey
Passionate about ending poverty and hunger, promoting quality health and education, and achieving gender equality, but not sure where to start? Then This Supporter Journey is for you!

This kit will help you Connect with local organisations who work on these issues; to Celebrate key action days by listing some great actions/events over the coming year you can get involved with; and provide tips on how you can Communicate the SDG message to your friends, family and community.

Connect with organisations working in the areas you are passionate about

Celebrate significant action days, successes in development, and those who work to make the world a better place

Communicate the importance of the SDGs with your friends, family and community

How to use this kit

This kit has been created by Make Poverty History and the Campaign For Australian Aid. It is designed to help take Human Development supporters on a journey to engage with the Sustainable Development Goals. You may choose to use as much or as little of this kit as possible.

We hope you enjoy taking action for these important issues!
What makes Australian Aid worth celebrating?

Over the past 25 years, Australian Aid has made enormous contributions to global development. The Campaign For Australian Aid Booklet and Infographics Poster highlight many of the amazing outcomes that come as a direct result of Australian Aid.

Since the year 2000 the United Nations has called on the world to halve global poverty by focusing aid and attention on projects which support the Millennium Development Goals:

1. **Eradicate Extreme Poverty and Hunger**
2. **Achieve Universal Primary Education**
3. **Promote Gender Equality and Empower Women**
4. **Reduce Child Mortality**
5. **Improve Maternal Health**
6. **Combat HIV/AIDS, Malaria and Other Diseases**
7. **Ensure Environmental Sustainability**
8. **A Global Partnership for Development**

When Australian Aid works together with aid from around the world amazing gains are made. Now it’s up to us to shout out about these gains and demonstrate why Australian Aid needs to play its part in subsequent global development agendas.
Where do we focus our attention next?

The Millennium Development Goals ran between 2000 and 2015 and were the most successful poverty reduction scheme in history. Now focus turns to the 17 Sustainable Development Goals (also known as Global Goals or SDG's) which aim to help countries at all stages of development to: embark on paths to end poverty; promote prosperity and justice for all; and protect the environment to sustain our planet.
Since 1990 our world has made incredible progress fighting poverty and tackling inequality. By 2030, with the Global Goals, we have the chance to do even more.

- **1 No Poverty**: We helped lift more than 1 billion people out of extreme poverty. *Now lets End Poverty by 2030.*
- **2 No Hunger**: The number of underweight kids has dropped from 1 in 4 to 1 in 7. *Now lets End Hunger by 2030.*
- **3 Good Health**: New HIV infections have declined almost 40% since 2000. *Now lets ensure Good Health for all by 2030.*
- **4 Quality Education**: The number of kids missing out on primary school has almost halved. *Now lets give every child a Quality Education by 2030.*
- **5 Gender Equality**: The average proportion of women in parliament has almost doubled in the past 20 years. *We can achieve Gender Equality by 2030.*
- **6 Clean Water and Sanitation**: 2.1 billion people have gained access to improved sanitation. *Everyone deserves Clean Water and Sanitation by 2030.*
- **7 Affordable and Clean Energy**: Energy efficiency has increased by more than 30% since 1980. *We can reach the universal access to Renewable Energy by 2030.*
- **8 Decent Work and Economic Growth**: The number of workers living in extreme poverty has dropped by 2/3. *We can secure Good Jobs and Economic Growth for all by 2030.*
- **9 Industry, Innovation and Infrastructure**: 95% of the world’s population is covered by a mobile-cellular signal. *Resilient Innovation and Infrastructure will pave the way to 2030.*
- **10 Reduced Inequalities**: The proportion of people living in urban slums fell from 40% to 30% since 2000. *We will Reduce Inequalities within and among countries by 2030.*
- **11 Sustainable Cities and Communities**: In 2008 the sustainability sector created more than 2.3 million jobs. *We will live in Sustainable Cities and Communities by 2030.*
- **12 Responsible Consumption and Production**: We’ve cut deforestation from 8.3 million hectares in 1990 to 5.2 million hectares in 2010. *We must foster Responsible Consumption globally by 2030.*
- **13 Climate Action**: 98% of ozone depleting substances have been eliminated since 1990. *By 2030 we will see the impact of positive Climate Action.*
- **14 Life Below Water**: Since 1990, marine protection has more than doubled. *By 2030 we will reduce all pollution for life Life Below Water.*
- **15 Life on Land**: Protected reserves have more than quadrupled in Western Asia alone. *By 2030 we will restore and protect Life on Land.*
- **16 Peace and Justice**: 54 countries enacted anti human trafficking legislation from 2004 - 2009. *By 2030 we will seek Peace and Justice for all.*
- **17 Partnerships for the Goals**: In 2014, Denmark, Luxembourg, Norway, Sweden and the United Kingdom continued to exceed the United Nations official development assistance target of 0.7 per cent of gross national income. *By 2030 we will prove again the significance of Global Partnerships.*

Through Australian Aid we can join the rest of the world in building an even brighter future. *I’m for Australian Aid.*
Extreme poverty rates have been cut by more than half since 1990. While this is a remarkable achievement, one in five people in developing regions still live on less than $1.25 a day, and there are millions more who make little more than this daily amount, plus many people risk slipping back into poverty.

Poverty is more than the lack of income and resources to ensure a sustainable livelihood. Its manifestations include hunger and malnutrition, limited access to education and other basic services, social discrimination and exclusion as well as the lack of participation in decision-making. Economic growth must be inclusive to provide sustainable jobs and promote equality.

It is time to rethink how we grow, share and consume our food. If done right, agriculture, forestry and fisheries can provide nutritious food for all and generate decent incomes, while supporting people-centred rural development and protecting the environment.

Right now, our soils, freshwater, oceans, forests and biodiversity are being rapidly degraded. Climate change is putting even more pressure on the resources we depend on. A profound change of the global food and agriculture system is needed if we are to nourish today’s 795 million hungry and the additional 2 billion people expected by 2050.

Ensuring healthy lives and promoting the well-being for all at all ages is essential to sustainable development. Significant strides have been made in increasing life expectancy and reducing some of the common killers associated with child and maternal mortality.

Major progress has been made on increasing access to clean water and sanitation, reducing malaria, tuberculosis, polio and the spread of HIV/AIDS. However, many more efforts are needed to fully eradicate a wide range of diseases and address many different persistent and emerging health issues.
Obtaining a quality education is the foundation to improving people’s lives and sustainable development. Major progress has been made towards increasing access to education at all levels and increasing enrolment rates in schools particularly for women and girls.

Basic literacy skills have improved tremendously, yet bolder efforts are needed to make even greater strides for achieving universal education goals. For example, the world has achieved equality in primary education between girls and boys, but few countries have achieved that target at all levels of education.

While the world has achieved progress towards gender equality and women’s empowerment under the Millennium Development Goals (including equal access to primary education between girls and boys), women and girls continue to suffer discrimination and violence in every part of the world. Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.

Providing women and girls with equal access to education, health care, decent work, and representation in political and economic decision-making processes will fuel sustainable economies and benefit societies and humanity at large.

Clean, accessible water for all is an essential part of the world we want to live in. There is sufficient fresh water on the planet to achieve this. But due to bad economics or poor infrastructure, every year millions of people, most of them children, die from diseases associated with inadequate water supply, sanitation and hygiene.

Water scarcity, poor water quality and inadequate sanitation negatively impact food security, livelihood choices and educational opportunities for poor families across the world. Drought afflicts some of the world’s poorest countries, worsening hunger and malnutrition. By 2050, at least one in four people is likely to live in a country affected by chronic or recurring shortages of fresh water.
Connect

With organisations working in the areas you are passionate about

There are many amazing organisations working around the world to help improve human development and achieve the SDGs. The Campaign For Australia Aid is a coalition of over 60 Australian organisations working in this space. To learn more about its members visit their website.
Timor-Leste hasn’t reached all of the goals and targets set under the MDGs. But there have been some great strides forward.

It’s been globally acknowledged that recovery and stable development can take 20 to 40 years for a nation coming out of a conflict such as Timor-Leste has experienced. National development, particularly in the stable period from 2009–2015, indicates that Timor-Leste is ahead of this trend. The partnership with Australia, while not always smooth, has played a strong role in achieving these positive outcomes.

By examining Timor-Leste’s progress against the MDGs, two things become clear: firstly, there is much that still needs to be done in each of the MDG areas; and secondly, in 2015 there are new and clearer global challenges that the MDGs simply didn’t cover. The new Sustainable Development Goals offer a chance to keep making progress where it is needed and to tackle poverty in new ways.

Walking with Timor Leste on the long road to peace and prosperity: How global goals and a partnership with Australia are making a difference, Oxfam Australia, September 2015
Celebrate

Significant UN action days, successes in development, and those who work to make the world a better place.

Action Days

**March 8th**
International Women’s Day

**April 7th**
World Health Day

**June 14th**
World Blood Donor Day

**August 12th**
International Youth Day

**September 8th**
International Literacy Day

**October 11th**
International Day of the Girl Child

**October 17th**
International Day for the Eradication of Poverty

**November 25th**
International Day for the Elimination of Violence Against Women

**December 1st**
World AIDS Day

**December 3rd**
International Day of Persons with Disability

Suggestions on how to take action

- Visit the website to learn more about this UN Action Day and how it is being celebrated
- Look for local events you can attend
- Take part in the event online through Twitter Chats, Google Hangouts etc
- Make a personal pledge to change your everyday actions/thoughts in relation to this Action Day, ie: “For the next year I will ……….”
- Take part in one of the great events/actions listed here:
Events/Action to take part in

More events will be added to this resource throughout the year- so stay tuned for great update of 2016 actions and events!

**ACTION**
**CAMPAIGN FOR AUSTRALIAN AID**
*When:* Ongoing, with a focus on Global Goals actions:
- Join the Campaign for Australian Aid and become part of a movement of Australians supporting the life-changing work of aid.
- Sign the Global Goals pledge and support a fairer world. Host a Global Goals Dinner Party ( Packs available via the website).
- Take our Global Goals quiz and find out which goal most speaks to you.
- Celebrate the success of the MDGs by sharing our MDG mems and animated video.
- Learn more about how Australia can support the new global goals. Download our booklet A Brighter Future For All.
- Come to a Global Goals event
- Learn more. Download our school resources on Australian aid or other poverty-related topics.

**ACTION**
**WORLD TOILET DAY - IT'S NO JOKE!**
*Organisation:* WaterAid
*When:* Throughout the month of November, with a focus around 19 November (World Toilet Day) 2015.
We Aussies love a bit of toilet humour, but for a shocking 2.3 billion people who can’t access a safe toilet, it’s no laughing matter. WaterAid’s It’s no joke! campaign is all about raising awareness and funds to help people access safe toilets. In the lead up to World Toilet Day let’s overcome our embarrassment and use comedy to get the nation talking about toilets.

Show your support by sharing a joke on social media, hosting a comedy night in, or if you’re based in Melbourne you can join us for a comedy night out.

**More info:** www.itsnojoke.org.au or events@wateraid.org.au

**ACTION**
**THE WATER CHALLENGE**
*Organisation:* WaterAid
*When:* March 2016
Safe water is essential for life, yet 1 in 10 of the world’s population still does not have access to it. Help the world’s most promising people gain access to safe water by participating in WaterAid’s Water Challenge this March - to make a difference whilst also improving your health. You can Walk 4 Water over a week, and change a life with every step, or take on the Just Water challenge and drink just water for 14 or 30 days.

**More info:** www.wateraid.org.au or events@wateraid.org.au

**ACTION**
**STEP UP FOR GIRLS**
*Organisation:* Plan International Australia
*When:* 10 Sept- 11 Oct 2015
The fight for girls’ rights is far from over. Help change the world for girls by joining Plan International’s Because I am a Girl campaign to raise funds for girls’ programs in developing countries.

It’s easy: Gather your friends. Plan a challenge that suits you and your team. We recommend making it accessible, fun and challenging - something that your supporters can get behind.

A challenge could be:
- The 1000 Steps Kokoda Track Memorial Walk
- A short hike
- Running or walking a set amount of kilometres
- Committing to taking the stairs for one week
- Set a fundraising goal and collect sponsors. Make a Go-fundraise page to record your progress.

Take the challenge. Don’t forget to tell your friends through social media using the hashtags...
Events/Action continued

#bciamagirl, #stepupforgirls
Collect your funds and send them in.
Have fun, raise funds and help change the world for girls!
More info: zoe.condiffe@plan.org.au

ACTION
40 HOUR FAMINE
Organisation: World Vision
When: August 2016 (TBC)
By giving up something for 40 hours, you can raise awareness and funds to help fight global hunger. You could give up food, furniture, technology, talking – anything that matters to you!
More info: Sign up for 40 Hour Famine through the website in 2016

ACTION
VISION SISTERS
Organisation: World Vision
When: Ongoing, with a focus on Mother’s Day (8th May 2016)
Vision Sisters are Christian women in Australia joining together with faith and compassion to stand by their sisters facing poverty and injustice around the world.
More info: Sign up to become a Vision Sister and help end preventable maternal and child deaths.

ACTION
LIVE BELOW THE LINE
Organisation: Oaktree
When: 2-6 May 2016
Live Below the Line is a fundraising campaign that invites thousands of Australians to eat on $2 a day for five days. It has raised over $9 million since beginning in 2010. The peer-to-peer challenge gives participants a small glimpse into some of the challenges faced by millions of people worldwide who live below the extreme poverty line. Funds raised support Oaktree’s work in fighting poverty - supporting educational projects through Oaktree’s partners in the Asia Pacific.
More info: livebelowtheline.com.au

ACTION
CELEBRATING 70 YEARS OF CARE
Organisation: Care Australia
When: Throughout 2016
At CARE we’re delighted that the SDG’s include a stand-alone goal for women and girls. From November 2015 onwards, we’ll be hosting events to celebrate both our 70th anniversary and the impact women and girls have made around the world to reduce the impact of extreme poverty. Check out our site for more details.
More info: www.care.org.au
Communicate

The importance of the SDGs with your friends, family and community

The SDGs are for everyone, of every age, from every country in the world! Spread the message to all your contacts to help raise awareness of the important goals to achieve by 2030.

Global Citizen have created these key messages for supporters to share:

THE SENTENCE
By coming together around the global goals, we can be the first generation to end extreme poverty, the most determined generation to fight inequality, and the last generation to address climate change.

4 MEGA MESSAGES
• This is the opportunity of a generation.
• Goals work – we’ve made incredible progress in the past 15 years.
• The new global goals are achievable.
• Everyone has a role to play.

THE OPPORTUNITY OF A GENERATION
World leaders are making major decisions on poverty, inequality, and climate change, which means we have the chance to come together around ambitious goals for a better future.

THE GLOBAL GOALS ARE ACHIEVABLE
The goals are about more than words. They are about concrete action to improve billions of lives now and in the decades to come.

• Young people will get educated
• Stronger economies will provide jobs
• People will have access to water
• Families will have food
• Girls and women will have equal opportunities

We have the resources, technologies, knowledge, and solutions to create a better world; the global goals will mobilize commitment and action.

WHY WE NEED THE GLOBAL GOALS
People around the world want the same things: to provide for their families; to live in peace; to have control over their own lives; and to leave their kids a better world. The global goals are about making sure everyone has that chance.

The global goals matter to me. I want to live in a world free of poverty, pollution, and discrimination. And I want my children, my neighbours, and the people I care about to live in a world where dignity and opportunity is everyone’s right.
References

Introduction to SDG’s blurbs adapted from: http://www.un.org/sustainabledevelopment/globalpartnerships/


Communicate messaging from Global Citizen Global Goals Mega Messages Partner Deck

Many thanks for input from: Plan International Australia, Oxfam Australia, World Vision Australia, Oaktree, WaterAid Australia and The Campaign For Australian Aid.

This Supporter Journey kit was created by Erin Wicking for Make Poverty History Australia and the Campaign For Australian Aid, 2015.