



**Change  
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# The Change Makers

Stories about the people  
who are changing the world

12 x 30 minute podcast series

# ChangeMakers: A podcast series hosted by Dr. Amanda Tattersall

**There are 140 million people engaged in social change work across the globe. These are the ChangeMakers.**

The ChangeMakers podcast is a weekly, half-hour globally focused series that tells stories and lessons about the world of social change.

Each week, host Dr. Amanda Tattersall picks an issue or theme. The theme might be a wicked problem – like climate change or poverty – or a discrete social change strategy – like digital activism or alliance building.

She then travels across the globe to meet ChangeMakers who have been running campaigns that have tried to make an impact in that space. Each episode features two stories told in the style of *This American Life*. A crafted narrative ties each story together, where multiple voices lay out what has happened. Hopes, fears and regrets are revealed. Story by story, lessons about what works and what doesn't work in the world of social change are teased out.

Dr. Tattersall also visits universities, corporations and political consultancies to bring fresh eyes to challenges that ChangeMakers face every day.

The program is designed to help ChangeMakers reflect on what they do, and how they can do it better. The goal is that the ChangeMakers podcast can help us all become better at making change, in a world that needs progressive change more than ever.

The podcast's distribution will itself be a lesson in social change best practice. Leveraging Dr. Tattersall's deep, global links in this sector, the podcast will create marketing partnerships with organisations that have over 40 million unique members worldwide. The ChangeMakers podcast will also be a unique opportunity it provide content to mainstream commercial media organisations, to be distributed more broadly across their podcast networks.

The host, **Dr. Amanda Tattersall** has written the globally focused “go to” book on coalition strategy (*Power in Coalition*, Cornell University Press), set up some of Australia's most successful social change organisations (GetUp.org.au and the Sydney Alliance). But she is frustrated that while we are doing many things well, we still haven't turned the corner on creating a world that nurtures the common good.



Dr. Amanda Tattersall

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# Why a podcast?



**After years of existing on the fringes, podcasts are breaking through as a mainstream method of audio consumption:**

- In 2015, 3.3 billion podcasts were downloaded.
- Globally, the audience for podcasts is **growing 37% per year**.
- In the USA, 17% of consumers now listen to podcasts once or more per month, and that number will continue to grow.
- In 2016, 60% of all Americans ages 12+ are familiar with podcasting
- After six years of relatively static growth, **awareness of podcasting has grown by 22% in just two years**.

- In Australia, **10% of consumers listen** to podcasts once or more per month, and is expected to catch up with the US in the coming year with the launch of new services into Australia.
- ABC Audience Insight Survey revealed that audiences **listen to an average of 5.5 podcasts per week**. Nearly 1 in 5 (19%) listen up to 11 podcasts per week.
- Smartphone is the preferred device to listen to podcasts for 1 in 2 respondents; rising to 70% among 14-34s.

**Podcasts users are thought leaders amongst their social networks:**

- Podcast listeners tend to use **social media** more than average (64% use social media multiple times a day, compared to 47% on average)

**Podcasts are a perfect medium for spreading a story to an already engaged audience.**

- “Podcasts Seem to Show Audience Engagement That Other Media Would Envy” - Ad Age, 20th May 2015
- More detailed than a tweet or a Facebook post
- More accessible than a book
- An average of 80% of podcast audiences listen the whole way through their chosen podcasts.

**When podcasts break through, they break through in a big way.**

- The Serial podcast was listened to by **5% of the US population** (and downloaded over 250 million times) – a top-rating show in the US now attracts 3% of the total population.

**The ChangeMakers podcast is a perfect launching pad for both community and global discussion on social change strategy.**

**“Podcast audiences are telling us they’re listening more and they’re listening longer”** —Linda Bracken, ABC Radio's Head of Content & Digital

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## A Sample of Stories



### **The Battle for #Brexit.**

London, England

In 2016 two campaigns battled it out over whether the United Kingdom should remain or leave the European Union. In this story, we talk to the leaders of both the “Vote Leave” and the “Stronger In” campaigns. We find out what happened, what worked and explore why the result play out the way it did. We look at how the structure of the campaign organisation played a crucial role in how each side delivered its message. Why did the Vote Leave message thrive and the Remain message struggle? Surprisingly it is a story of coalition building. The Leave campaign was a relatively tight-knit coalition with only a few key partners. The “Stronger In” campaign was a much larger, sprawling coalition that was therefore unable to define a crisp single message and purpose. Framed in this way, the lessons of success and failure are universal for anyone trying to use alliances for social change.



### **The Vigil for Baby Asha – the propaganda of a radical act.**

Brisbane, Australia

In February 2015 thousands of people descended on Lady Cilento Hospital in Brisbane Australia forming a picket to prevent Baby Asha – a refugee in detention – from being deported to the Pacific Island of Nauru. The picket and vigil they created drew a new battleline over Australia's punitive treatment of refugees. In this story we explore how this campaign combined a new message and radical tactics to achieve success. Why did this refugee campaign work when so many others have failed? What was so powerful about mixing a moral cause with novel radical action?



### **Standing Rock and the power of place.**

North Dakota, USA

The Sacred Stone Camp at Standing Rock drew global attention to North Dakota when the Sioux Tribe stood up for their rights to preserve their land and water, and their indigenous way of life. The 2016 Standing Rock campaign became a story of building power in place. At its peak the camp was over ten thousand strong, unifying over 300 Native American tribes and spurring joint action with the climate change movement. How did this isolated camp become a place that transformed US indigenous struggle? What worked and what was tough in this grand alliance? What happens after a battle is won but the war goes on?

## A Sample of Stories continued



### Holding global companies to account.

Tamil Nadu, India

The buzz phrase “Corporate Social Responsibility” has been long used to argue that big companies can be good citizens. But how do people make companies responsible when they fail? When company malpractice was discovered in a mercury plant in the mountains of Tamil Nadu, India, the global giant Unilever closed the plant but the workers continued to suffer from the effects of poisoning. The 15-year campaign for reparations operated at multiple scales. Locally, there were media actions. Regionally they took the company to court. Nationally there was shareholder action against Unilever. Online, a name and shame campaign involving pop stars and rappers threatened the integrity of a brand built on ethical consumption. And globally, on the ground in London and Manchester, citizens at local shopping centres instituted a Unilever boycott. How did they pull this off? And why did they succeed when other similar campaigns such as Justice for the Bhopal survivors still struggle? What is the right mix of power and pressure to hold global corporate giants to account?



### Nuit Debout how do you build power from below?

Paris, France

The French know how to revolt: think the French Revolution or the Paris Commune. In March 2016 ten friends showed us that this impulse is still alive – first through launching a digital platform to unify the left, then sending out a call for people to occupy the streets and not go home. This led to the “Nuit Debout” rolling occupations across the country. We look at Nuit Debout’s leaderless, somewhat confusing form. How did something so chaotic work to shift the balance of power? They argued that change comes through winning hearts and minds. So what was Nuit Debout’s method?



### The New Frontier of Political Parties.

Barcelona, Spain

The radical, decentralized social movement political party – Podemos – is now in power in several Spanish cities. It’s trying to revolutionise how political parties can be parties of the people. In Barcelona, Ada Calau’s government is building a digital and face-to-face infrastructure that aims to unleash the ‘collective brain’ of the city. The *Barcelona en comu* platform (win back Barcelona!) helped Podemos win power through a strategy of ‘listening to the people’. They used a sophisticated combination of both online and offline networks to implement constant feedback systems that acted as a new link between the people and ‘their’ democracy. From crowdsourcing to participatory budgeting, in this story we meet the party activists who are lifting their democracy out of the bureaucratic doldrums, via the matrix. Is this experiment really new or mimicking a politics of old? Or, could this tech revolution finally let us be the master of our own destinies.

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## Production timetable for Series 1

Stage	Activity	When
Pre-production	<ul style="list-style-type: none"><li>• Raise production and marketing budget</li><li>• Confirm broadcast partner</li><li>• Research stories for production</li></ul>	February – end May
Production	<ul style="list-style-type: none"><li>• Travel to record interviews for stories</li></ul>	June – September
Script production	<ul style="list-style-type: none"><li>• Hire Experienced producer and junior producer</li><li>• Script writing begins</li></ul>	June – September
Recording and editing	<ul style="list-style-type: none"><li>• Episodes edited and produced</li><li>• Marketing campaign intensifies</li></ul>	August – October
Broadcast	<ul style="list-style-type: none"><li>• Broadcast of 12 week series begins</li><li>• Global marketing plan rolled out</li></ul>	October – December



## The Ask

We need to raise \$317,000 to make and market the ChangeMakers Season 1.

Contributions can be made through a commercial partnership, sponsorship or donation.

We are open to the contribution of production facilities and support.

We are looking for partnerships with distributors and broadcasters across the world. We are open to exclusive partnerships in territories.

### Season One Draft Budget

Production Staff	\$177,900
Marketing and Media	\$49,000
Mix/Mastering	\$45,000
Office/Equipment	\$25,000
Travel	\$20,100
<b>Total</b>	<b>\$317,000</b>

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## Getting help from our friends

To make the ChangeMakers a reality we invite civil society organisations and supportive individuals to financially contribute to the development and marketing of the podcast.



## For organisations

ChangeMakers will produce great stories and have a powerful impact if it builds a close working relationship with a rich array of partners and sponsors from civil society. All our partners and sponsors will be invited to join an Advisory Network. The Network will be a space where people can help identify current campaigns and stories, with a view to potential inclusion as content.

We will also use the ChangeMakers' social media platforms to promote the content and work of our partners and sponsors. Using the Advisory Network we will harness and curate content from our partners and share it with our ChangeMakers online audience. The ChangeMakers will work as a digital channel that shares sponsored content from civil society partners, allowing us to promote organisations that are philosophically aligned with the ChangeMaker podcast.

There are several ways in which organisations can support the ChangeMakers project.

### Partnership

We will be offering one organisation the opportunity to be the founding Partner. Your organisation will be mentioned on each episode, "This episode of the ChangeMakers is brought to you thanks to our partnership with..."

Contribution: \$75,000+

### Gold Sponsor

In return for becoming a Gold Sponsor, the ChangeMakers team will produce **four** custom-made, native advertisements for placement in the first series. These will be designed based on organisational specifications, but may include audio clips from an interview with the CEO or a member of their organisation exploring what they love about their organisation. The aim is to create an opportunity to share the organisation's story with the ChangeMaker audience. The messages will be inserted in rotation throughout the entire series.

Contribution: \$45,000+

### Silver Sponsor

ChangeMakers will produce for your organisation **two** custom made advertisements for placement in the first series. They will appear in four episodes across the series.

Contribution: \$25,000+

### Bronze Sponsor

ChangeMakers will produce for your organisation **one** custom made advertisement for placement in the first series, and place it in rotation for two episodes of series.

Contribution: \$10,000+

### Marketing Partner

Marketing partners are organisations that formally agree to circulate ChangeMakers podcast content to their members. We will work with organisations to develop a marketing strategy and we are keen to design custom-made ChangeMakers marketing tools that suit your organisation's audience (for instance, anything from specific digital content to running a webinar with the ChangeMakers host). Overall, we estimate that we can approach a wide range of organisations with a total membership of over 40 million people from across the globe.

**ChangeMakers will be made for civil society funded by civil society.**



### For Individuals

We are inviting individuals to donate to help support the ChangeMakers. We know many individuals already provide financial support to not-for-profit organisations to help them make a difference in the world. Donating to the ChangeMakers is a way of supplementing and super-charging those gifts.



ChangeMakers gives individuals the opportunity to stimulate the not-for-profit world as a whole. A contribution to the ChangeMakers can help us produce stories on innovative campaigns from around the world that can in turn spur creative thinking and improvements in social change strategy in the not for profit sector. In a world where politics has dramatically shifted away from progressive values, and where old tactics aren't always working, the new ways of thinking that ChangeMakers will provide are needed more than ever.

We have a **small** donation and **large** donation oath. Small donations can be made through our website. We are also seeking large donations that can contribute to the operating expenses of the podcast, especially while it builds brand recognition in its first year. Please contact us if you'd like to make large donation.

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# The people behind the ChangeMakers



## Host

**AMANDA TATTERSALL** is a community organiser, scholar and storyteller. She helped found some of Australia's most innovative community organisations, including GetUp.org.au and the Sydney Alliance (where she was also the Executive Director for 9 years). She has extensively researched social change strategy, writing the internationally recognised book *Power in Coalition* and currently holds a Post-Doctoral Fellowship in social change strategy at the University of Sydney.



## Producer

**CAROLINE PEGRAM** has a long history in media production. Caroline has worked with Dr. Karl Kruszelnicki for more than 15 years, helping to build and run the 'Dr Karl' brand – producing books, radio, print media and online content to communicate complex science information to the broader public. Caroline is the co-creator & co-producer of Sleek Geeks – live shows, Sleek Geeks series for ABCTV, and of the Sleek Geek's podcast. In recent years, Caroline worked closely with advertising strategist guru Neil Lawrence, researching and producing KaChing! Pokie Nation (ABCTV1), and overseeing the digital strategy for the ABC broadcast.



## Consulting Producer

**CHARLES FIRTH** is a veteran of the media industry in Australia. Co-founder of the satirical team, The Chaser, he has been behind some of the best-loved (and highest-rated) television in Australia's history. He spent much of his thirties running a digital media company, including developing the digital strategy for many 'good cause' brands. During this period, he also developed and was the Executive Producer of a news format targeting 18-34s called The Roast for ABC-TV Australia. Nowadays, he is a commentator for News.com.au – Australia's highest rating news website, Managing Editor of The Chaser Quarterly, and host of the daily radio show "The Chaser on Triple M".

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## The people behind the ChangeMakers continued

### Researchers

**AMY FAIRALL** is an intrepid explorer of the weird and wonderful, with a Geography degree from the University of Sydney. She is a passionate researcher drawn to the ChangeMakers project because she wants to better understand how power can be shifted to serve the needs of the many.

**IONA RENNIE** has a Communications Degree from the University of Technology Sydney and has worked with diverse organisations including the Redfern Foundation, in Australia's arts community and the Sydney Democracy Network. As a researcher and communicator she hopes to explore new mediums of storytelling that help share and connect great moments of social change.

**TESSA SPARKS** is studying law and political science at the University of Technology Sydney. She has worked with the Law Society of NSW and women's health organisations in Sydney's south west. She is interested in cutting edge methods for social change and joined the ChangeMakers to find out more about what works and why.

### Production Assistant

**LAUHLIN MCSPEEDEN** is a union and community organiser passionate about social and environmental issues. He has an affinity for working with people and prides himself on his ability to build great teams. He is working on the ChangeMakers because he sees the need for the issues it deals with to be open to a wide audience. He wants to ignite activity in the future changemakers of the world..

The logo for Change Makers, featuring the words "Change" and "Makers" in a bold, white, sans-serif font, stacked vertically, against a solid orange square background.