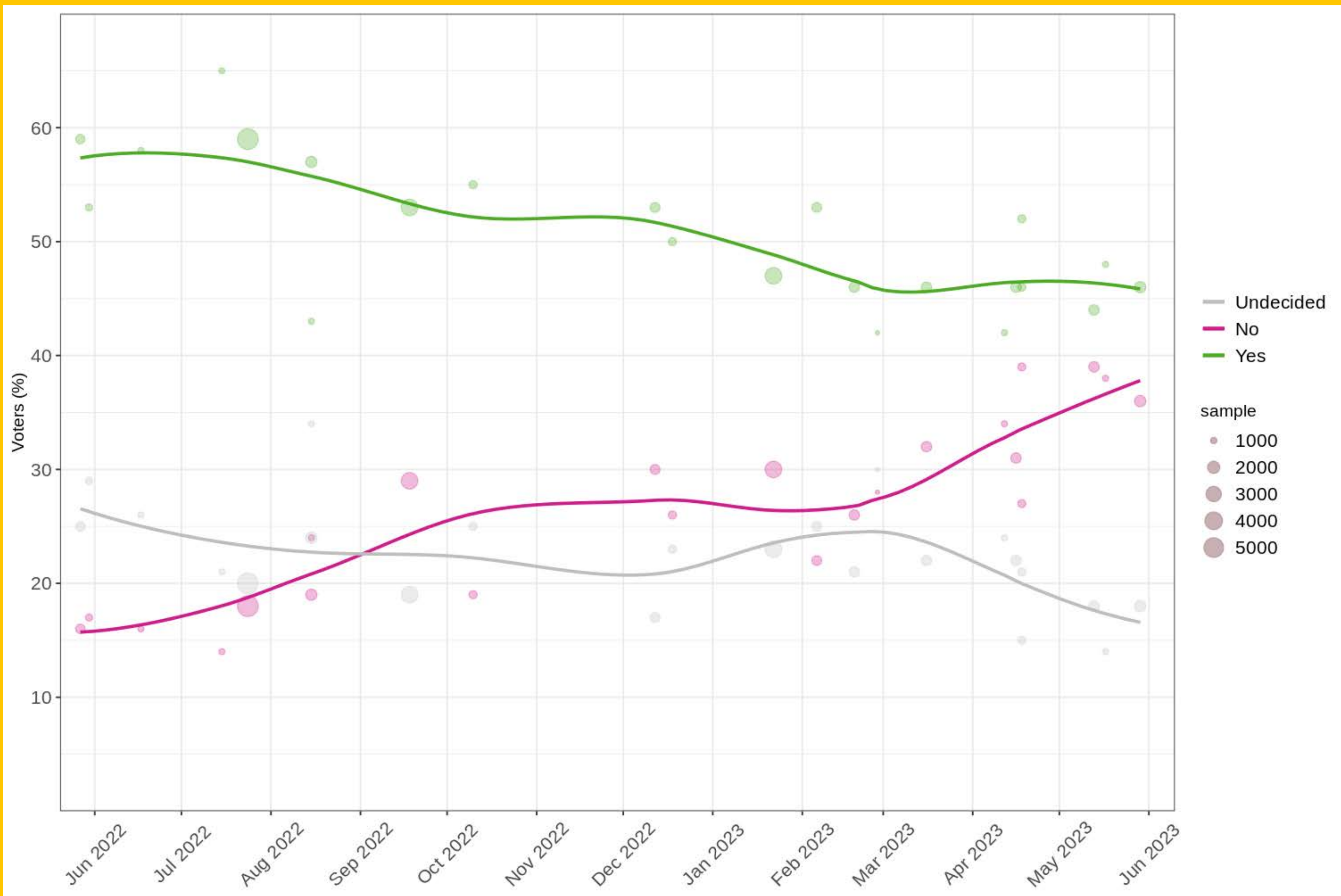


persuasive conversation training

WE ARE
UNION





THE NO "STRATEGY"

This is complicated and you can't trust other people not to hurt you.

Bad vibes = complexity, competition for wealth and rights, division from others, "you're dumb/racist".





***Fear** is the path to the dark side. Fear leads to **anger**. Anger leads to **hate**. Hate leads to **suffering**.*

- Yoda

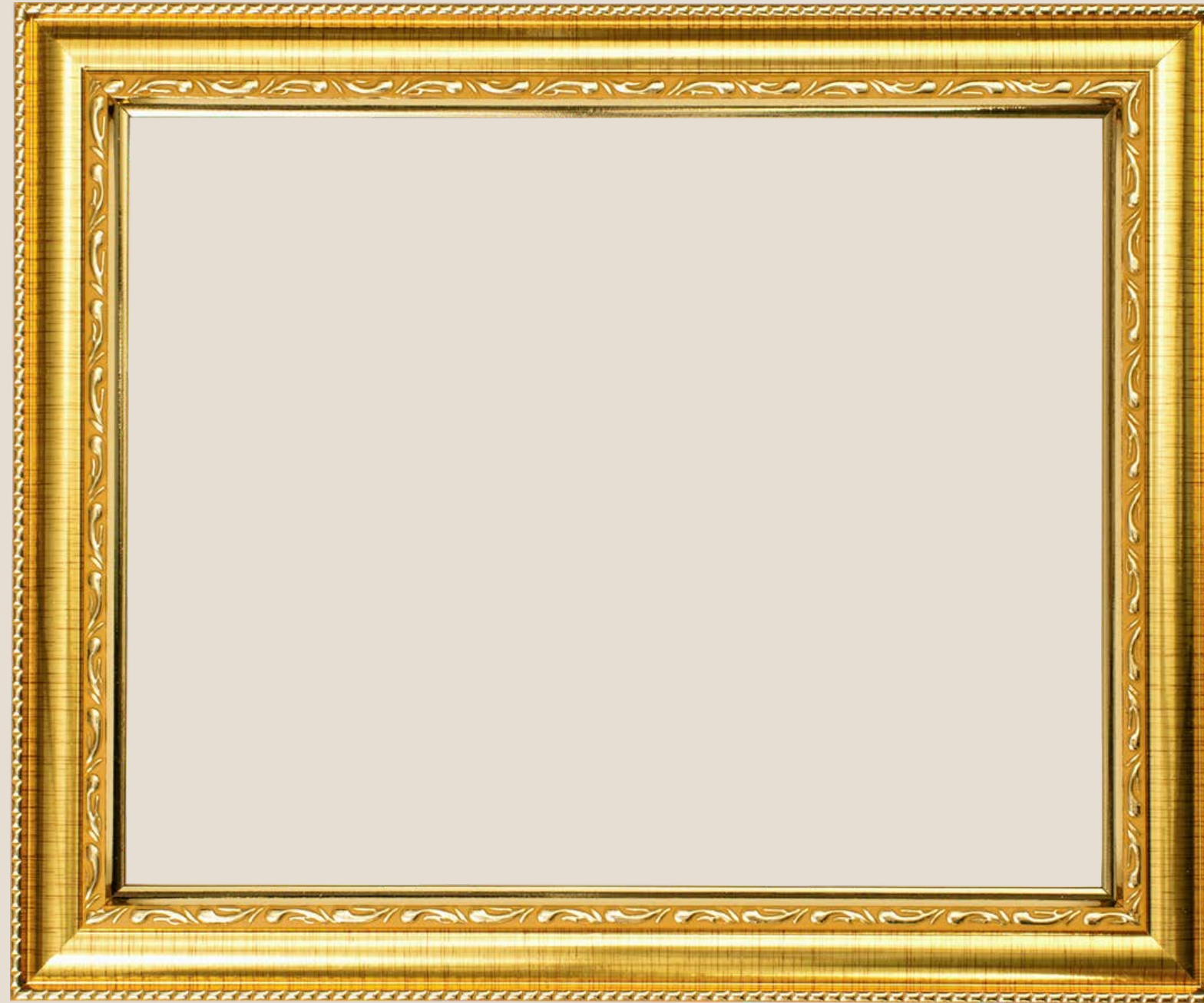
Goalcast

Our vibes

"This is a simple, practical step in the right direction"

Respond to any concerns or questions with empathy and compassion - show that we're not a threat to them.





Let's dive into 3 important "frames" for our conversations.



Faith in each other

**Project confidence in a YES vote - it's just
what we need to get done. The process for
Voice is straightforward and democratic.**

(Counters "the problems are too big, it's too confusing")

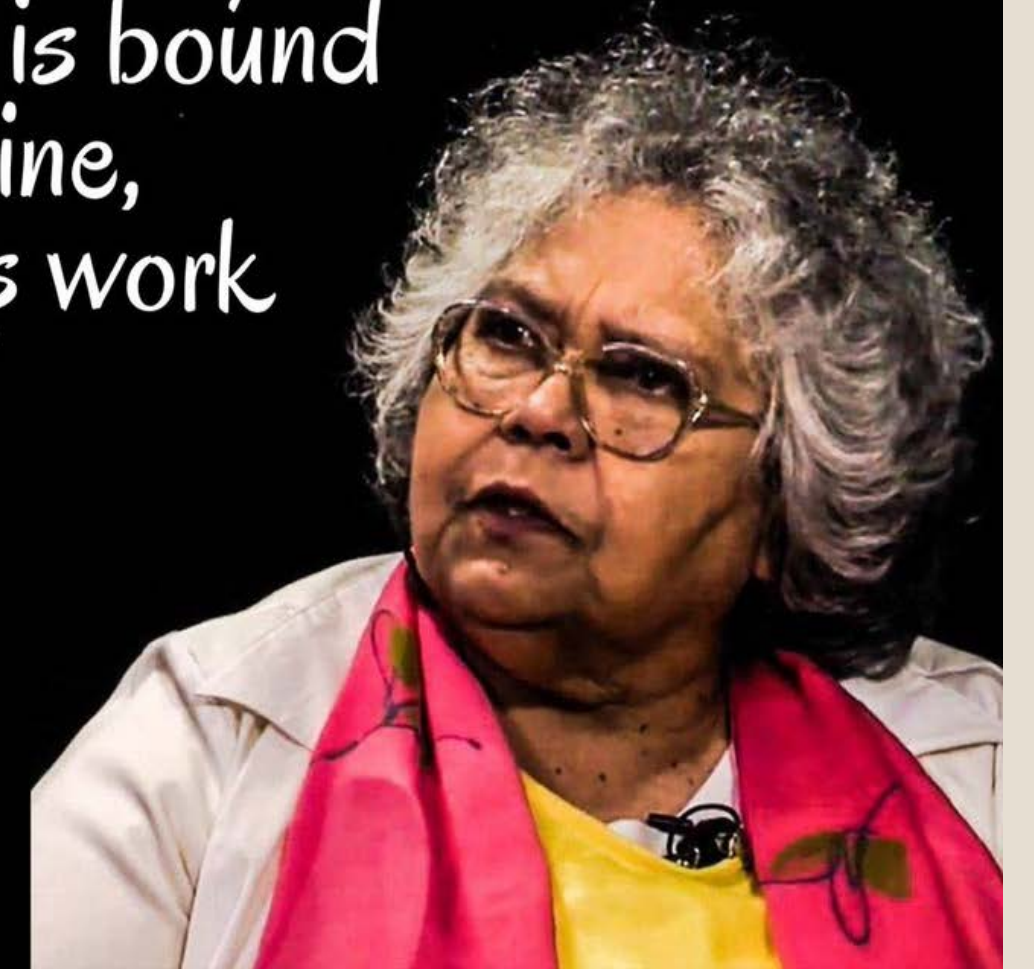
Punch up together - no white saviours!

Aboriginal and Torres Strait Islander communities are strong and capable
- they have invited us to stand with them for this practical solution.

(Counters "this won't solve anything" and negative attitudes towards Aboriginal people)

"If you have come here to help me you are wasting your time, but if you have come because your liberation is bound up with mine, then let us work together."

- Lilla Watson



Stronger together

**We'll all benefit from the inclusion of
First Nations ideas in our democracy
and celebrating First Nations contributions to
our national identity.**

(Counters "this is divisive", "I don't care")



"I'm voting YES!"

Reinforce their vote & ask them to join us!

- Sign the pledge to vote yes
- Take a selfie with us
- Volunteer / donate!



Undecided / Apathetic

"No, I haven't heard much about it"

"I haven't given it much thought"

- What the Voice is about
- Why you support it
- Connect with values
- Ask for a commitment



Unsure / Soft No

Finding a shared value

The Voice won't do
anything



We both want to see practical solutions
(but someone's told you this is a politician led thing)

It's divisive



You're passionate about equality
(but you're already struggling, and someone's told you to fight
Aboriginal people for scraps)

There's not enough
detail



You want to make an informed decision
(but someone is making you feel dumb)

Breakout!

Practice 3 convos:

- 1) Firm Yes convo (move to action!)
- 2) Apathetic or Soft yes (consolidate)
- 3) **Soft** No (ask Qs, make them think)
 1. Question
 2. Connect over shared values
 3. Ask for Commitment



ONLINE PERSUASION


- Have the generosity and patience of a saint -
assume everyone is asking genuine questions with
an open mind
 - Fear, distrust of others, feeling stupid pushes people towards NO.
 - Compassion, understanding, confidence pushes towards YES.
- Be aware of who is in the "room"
- Avoid show-boating
- De-platform hate speech
- Moderate your own space and platform
- Don't boost your opposition



Messaging & Activist Resources:

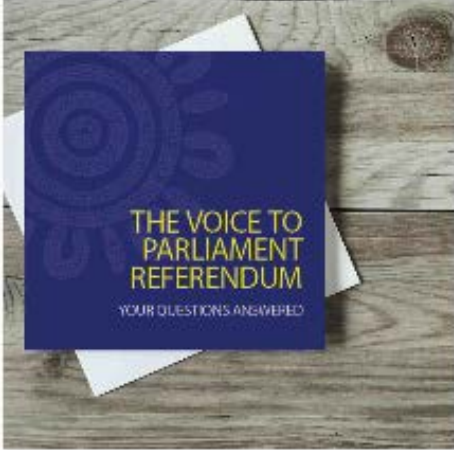
https://www.weareunion.org.au/voice_resources






Poster for printing!
Download and print a poster for your workplace to support the YES! campaign for Voice.

[Direct download](#)




Voice FAQ guide
We get it. You have other stuff going on and you've heard a lot of competing ideas about the Voice....

[Direct download](#)




Voice a4 messaging guide
A simple guide to support your persuasive conversations about voting YES to an Aboriginal and Torres Strait Islander Voice to...

[Direct download](#)



Campaign training slides
Some simple tips to help you have productive persuasive conversations about voting YES to voice.

[Direct download](#)



Voice Q AND A
We get it. You have other stuff going on and you've heard a lot of competing ideas about the Voice....

[More](#)

WHAT THEY SAY	WHAT THEY MEAN	SHARED VOICE
Let's make a decision about the Voice now.	It's not a referendum, it's a consultation.	Let's make a decision about the Voice now.
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Handling objections - cheat sheet
What are the fears underlying common "No" talking points? How can we reassure who have heard misinformation?

[Direct download](#)

Join a campaign action (Or run your own!)

https://www.weareunion.org.au/yes_voice_events

<https://action.yes23.com.au/events>



Ask questions, give us feedback

ebyrne@vthc.org.au
volunteer@vthc.org.au

Donate to the campaign

voice.raisely.com