



FROM THE HEART

STAKEHOLDER **TOOLKIT**

fromtheheart.com.au



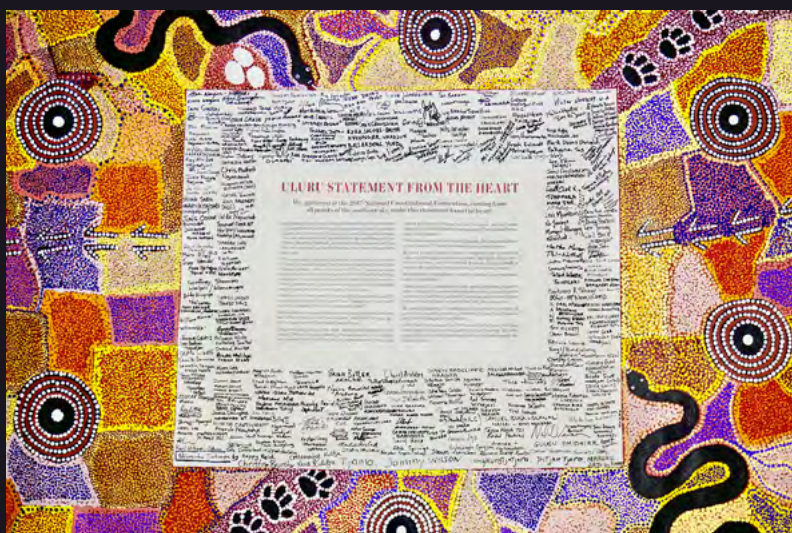
INTRODUCTION

On May 26 2017, Aboriginal and Torres Strait Islander delegates presented the Uluru Statement from the Heart to the Australian people. This followed 13 First Nations Regional Dialogues that deliberated on the proposals put forward by the Referendum Council and the four-day First Nations National Constitutional Convention at Uluru.

The Uluru Statement from the Heart represents a historic consensus of Aboriginal and Torres Strait Islander peoples in seeking constitutional change to enable a Voice to Parliament in the Constitution.

From the Heart is a campaign to engage Australians about why an Aboriginal and Torres Strait Islander Voice to Parliament enabled by the Constitution is a fair and practical change, and how it will unify our nation.

We invite you to take accept the call from the Uluru Statement from the Heart *to walk with us in a movement of the Australian people for a better future.*





THE ULURU STATEMENT FROM THE HEART

We, gathered at the 2017 National Constitutional Convention, coming from all points of the southern sky, make this statement from the heart:

Our Aboriginal and Torres Strait Islander tribes were the first sovereign Nations of the Australian continent and its adjacent islands, and possessed it under our own laws and customs. This our ancestors did, according to the reckoning of our culture, from the Creation, according to the common law from 'time immemorial', and according to science more than 60,000 years ago.

This sovereignty is a *spiritual notion: the ancestral tie between the land, or 'mother nature', and the Aboriginal and Torres Strait Islander peoples who were born therefrom, remain attached thereto, and must one day return thither to be united with our ancestors. This link is the basis of the ownership of the soil, or better, of sovereignty.* It has never been ceded or extinguished, and co-exists with the sovereignty of the Crown.

How could it be otherwise? That peoples possessed a land for sixty millennia and this sacred link disappears from world history in merely the last two hundred years?

With substantive constitutional change and structural reform, we believe this ancient sovereignty can shine through as a fuller expression of Australia's nationhood.

Proportionally, we are the most incarcerated people on the planet. We are not an innately criminal people. Our children are alienated from their families

at unprecedented rates. This cannot be because we have no love for them. And our youth languish in detention in obscene numbers. They should be our hope for the future.

These dimensions of our crisis tell plainly the structural nature of our problem. *This is the torment of our powerlessness.*

We seek constitutional reforms to empower our people and take a *rightful* place in our own country. When we have power over our destiny our children will flourish. They will walk in two worlds and their culture will be a gift to their country.

We call for the establishment of a First Nations Voice enshrined in the Constitution. Makarrata is the culmination of our agenda: *the coming together after a struggle.* It captures our aspirations for a fair and truthful relationship with the people of Australia and a better future for our children based on justice and self-determination.

We seek a Makarrata Commission to supervise a process of agreement-making between governments and First Nations and truth-telling about our history.

In 1967 we were counted, in 2017 we seek to be heard. We leave base camp and start our trek across this vast country. We invite you to walk with us in a movement of the Australian people for a better future.



RESEARCH

Research undertaken by From the Heart shows that a majority of Australians now support the Uluru Statement from the Heart.

Polling undertaken in June 2020, shows that 56 percent of Australians support changing the Australian Constitution to provide for a Voice to Parliament. This support has increased 7 percent since March 2020, where 49 percent of Australians said that they support this change.

March 2020

Q: If a referendum were held today, how would you vote on the proposal to change the Constitution to set up a new body comprising of Aboriginal and Torres Strait Islander people that gives advice to Federal Parliament on Aboriginal and Torres Strait Islander issues?

IN FAVOUR:

AGAINST:

49% 20%

UNDECIDED: 32%

June 2020

Q: If a referendum were held today, how would you vote on the proposal to change the Constitution to set up a new body comprising of Aboriginal and Torres Strait Islander people that gives advice to Federal Parliament on Aboriginal and Torres Strait Islander issues?

IN FAVOUR:

AGAINST:

56% 17%

UNDECIDED: 28%

June 2020 compared to March 2020, n=2000



HOW YOU CAN SUPPORT THE ULURU STATEMENT FROM THE HEART

1

Place your support for the Uluru Statement from the Heart and From the Heart on your website by using the following words:



Note: Text displayed not representative of how it will or should appear on any relevant website. The wording provided is accurate, the colours and text scale are for Toolkit display purposes only.

2

Publicly support for the Uluru Statement and From the Heart by issuing a media release calling on Australians to support a Voice to Parliament enabled by the Constitution.

3

Promote From the Heart and the Uluru Statement on your social media using the content available at www.fromtheheart.com.au/resources/toolkit



HOW TO PLACE YOUR SUPPORT FOR THE ULURU STATEMENT AND FROM THE HEART ON YOUR WEBSITE

Your support to raise awareness about the Uluru Statement and the From the Heart campaign is an important contribution. Our research shows the more Australians understand the Uluru Statement, the more likely they are to support it. You can demonstrate your public support on your websites in two ways:



OPTION 1

Publish your support for the Uluru Statement and From the Heart alongside an acknowledgement of Aboriginal and Torres Strait Islander people and their connection to country.

(Details: Page 6)



OPTION 2

Publish a news article or media release, stating your support for the Uluru Statement and From the Heart.

(Details: Page 7)



HOW TO PLACE YOUR SUPPORT FOR THE ULURU STATEMENT AND FROM THE HEART ON YOUR WEBSITE

OPTION 1

Many organisations have a statement acknowledging traditional owners and their country on their websites and in their email signatures. Adding a supporting statement about the Uluru Statement and the From the Heart campaign is an easy way to demonstrate your support.

Example:

(Insert Organisation) acknowledges Traditional Owners of Country throughout Australia and recognises their continuing connection to lands, waters and communities.

We pay our respect to Aboriginal and Torres Strait Islander cultures; and to Elders both past and present. We support the Uluru Statement from the Heart and the From the Heart campaign for a Voice to Parliament enabled by the constitution.

We support the **Uluru Statement from the Heart** (insert hyperlink: <https://fromtheheart.com.au/uluru-statement/the-statement/>) and the **From the Heart** (insert hyperlink: <https://fromtheheart.com.au/>) campaign for a Voice to Parliament enabled by the constitution.





HOW TO PLACE YOUR SUPPORT FOR THE ULURU STATEMENT AND FROM THE HEART ON YOUR WEBSITE

OPTION 2

Many organisation websites have news pages, where updates and new material is regularly published. From the Heart has a number of organisations who have published news articles on their websites, supporting the Uluru Statement from the Heart and our campaign.

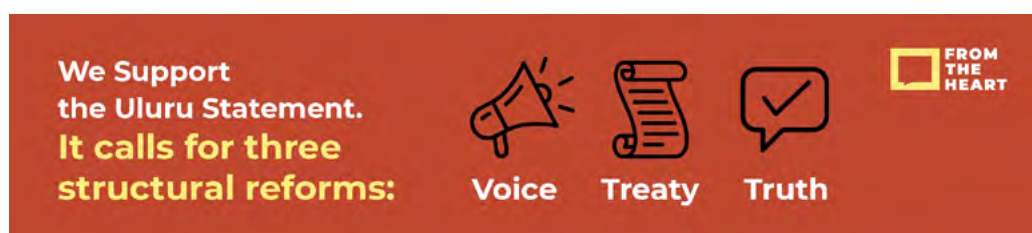
Example:

(Insert Organisation) is proud to support the Uluru Statement from the Heart. We accept the invitation from the Uluru Statement to all Australians to support constitutional and structural reform so Aboriginal and Torres Strait Islander people can take their rightful place in our nation. We support the proposal for a Voice to Parliament enabled by the constitution that gives Aboriginal and Torres Strait Islander people a say on matters that impact their communities.

The Uluru Statement was delivered to the Australian people in 2017, after extensive dialogue with Aboriginal and Torres Strait Islander people. (Insert Organisation Spokesperson) said, “The call for a Voice to Parliament through the Uluru Statement from the Heart remains just as important as it was in 2017. It is a fair and practical reform that will make a real difference for Aboriginal and Torres Strait Islander people.

(Insert Organisation) is also proud to support the From the Heart campaign to raise awareness and understanding of the Uluru Statement from the Heart around Australia.

You can read the Uluru Statement from the Heart **here** (insert hyperlink: <https://fromtheheart.com.au/uluru-statement>) and you can find out more about From the Heart **here** (insert hyperlink: <https://fromtheheart.com.au>)





DRAFT MEDIA RELEASE SUPPORTING THE ULURU STATEMENT AND THE FROM THE HEART CAMPAIGN

MEDIA RELEASE

(Insert release date)

(Insert Organisation) is proud to support the Uluru Statement from the Heart.

We accept the invitation from the Uluru Statement to all Australians to support constitutional and structural reform so Aboriginal and Torres Strait Islander people can take their rightful place in our nation.

We support the proposal for a Voice to Parliament enabled by the constitution that gives Aboriginal and Torres Strait Islander people a say on matters that impact their communities.

The Uluru Statement was delivered to the Australian people in 2017, after extensive dialogue with Aboriginal and Torres Strait Islander people.

(Insert Organisation Spokesperson) said, “The call for a Voice to Parliament through the Uluru Statement from the Heart remains just as important as it was in 2017. It is a fair and practical reform that will make a real difference for Aboriginal and Torres Strait Islander people. (Insert Organisation) is proud to support the Uluru Statement from the Heart, and believe now is the time for our nation to make this change happen”.

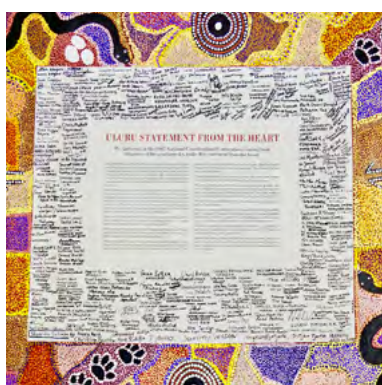
(Insert Organisation) is also proud to support the From the Heart campaign to raise awareness and understanding of the Uluru Statement from the Heart around Australia.

From the Heart is a campaign designed to increase awareness and understanding and build support for the Uluru Statement and a Voice to Parliament enabled by the constitution. Read more about From the Heart at **www.fromtheheart.com.au** and read the Uluru Statement at **www.fromtheheart.com.au/uluru-statement**



PROMOTE THE ULURU STATEMENT AND FROM THE HEART ON YOUR SOCIAL MEDIA

Below are three examples of how you and your organisation can support the Uluru Statement from the Heart and the From the Heart campaign on social media. Social media tiles can be found on the From the Heart website.



SAMPLE POST TEXT 1

(Insert Organisation) supports the Uluru Statement from the Heart and the call for a Voice to Parliament enabled by the constitution.

A Voice to Parliament will give Aboriginal and Torres Strait Islander people a say over the policies and laws that impact them.



SAMPLE POST TEXT 2

(Insert Organisation) supports the call of the Uluru Statement from the Heart for a Voice to Parliament enabled by the constitution.

We support @fromtheheartau who seek to increase the awareness and understanding of the Uluru Statement from the Heart and increase support for constitutional change through a Voice to Parliament.



SAMPLE POST TEXT 3

(Insert Organisation) supports the Uluru Statement from the Heart and its call for a Voice to Parliament enabled by the constitution because A Voice to Parliament will give Aboriginal and Torres Strait Islander people a say over the policies that impact them.

Read the Uluru Statement at www.fromtheheart.com.au/uluru-statement/the-statement



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From the Heart

is a nation-wide campaign to highlight the importance for a Voice to Parliament so Aboriginal and Torres Strait Islander people can influence the unifying, practical, fair and meaningful change they need.

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