

Story-based Strategy: Changing the Story for Smart Justice



Smart Justice Australia presents a unique one-day professional development training for advocates, spokespeople, policy and communications staff.

Story-based strategy combines groundbreaking new communication methods and tools to engage audiences, communicate values, challenge dominant cultural narratives and ultimately win campaigns.

This will be a unique opportunity to:

- **Analyse the 'tough on crime / law and order' narrative** in Victoria and build a powerful smart justice story to guide our justice campaigning.
- **Make story central to our strategy:** tools to bring Smart Justice to life with drama, characters and imagery.
- **Understanding framing and meme creation.** Communicating our values and the central conflict to engage audiences and reclaim the agenda.

Facilitated by Holly Hammond, Director of **Plan to Win**, this tailored training will combine critical media analysis, and narrative strategy directly with our work for smarter, evidence-based and human rights focused justice policies.

All Smart Justice & Smart Justice for Young People Partners are encouraged to send at least one representative. Spaces limited.

9.00am to 4.30pm, Friday 30th August 2013
Kulin Room, Level 10, 225 Bourke Street, Melbourne

Cost per participant: \$140

(includes lunch and a copy of the **Re:Imagining Change** book (introduction to story-based strategy), handouts and resources)

Book online at:

http://www.fclc.org.au/cb_pages/event_details.php?mevent_id=1623

Questions?: call Michelle McDonnell from Smart Justice on 9652 1507

