



Indigenous Law Centre  
UNSW Law

# THE ULURU STATEMENT FROM THE HEART

CAMPAIGN UPDATE, JUNE 2022



# THE ULURU DIALOGUES



For the past five years, we've been working to get the Uluru Statement From the Heart constitutionally enshrined by way of a First Nations Voice to Parliament.

Our team comes from First Nations communities across the country, fighting for reform supported by over 250 delegates representing our diverse mob.



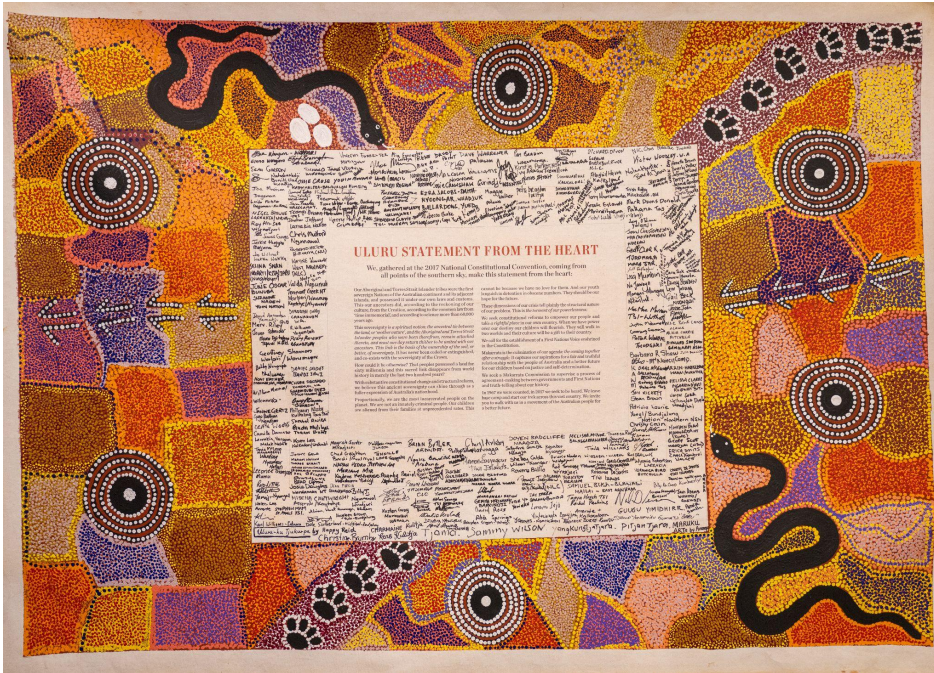
**SINCE 2011: 12 REGIONAL DIALOGUES, 1 NATIONAL CONVENTION, OVER 1,200 DELEGATES.**



**THE LARGEST FIRST NATIONS CONSULTATION PROCESS IN AUSTRALIAN HISTORY.**



# THAT PROCESS CREATED THE ULURU STATEMENT FROM THE HEART



The Uluru Statement From the Heart is an invitation to Australians from First Nations Peoples to walk with us toward a better future. It was gifted to the Australian people on 26 May 2017.

The Statement calls for three key pillars of change to our national decision-making processes: Voice, Treaty, and Truth; in that order.

The first reform is a First Nations Voice to Parliament (Voice), enshrined in the Constitution.

The second reform is the Makarrata Commission to supervise a process of agreement-making between Australian governments and First Nations (Treaty), and truth-telling (Truth).

# THE CASE FOR A FIRST NATIONS VOICE TO PARLIAMENT IS CLEAR

The gap that is meant to be closing is widening. Lack of local and community input into laws and policies leads to poor outcomes. The Voice is us asking for a seat at the table when these are developed to make lives better.

The statistics don't lie:

- First Nations Australians can expect to die 9 years earlier than non Indigenous Australians.
- Our young people are 22.4% less likely to be engaged in education or employment\*.
- We are twice as likely to live in overcrowded or inappropriate housing.\*\*
- First Nations youth are 25 x more likely to find themselves in detention.\*\*\*

\*<https://www.pc.gov.au/closing-the-gap-data/dashboard/socioeconomic/outcome-area7>

\*\*<https://www.pc.gov.au/closing-the-gap-data/dashboard/socioeconomic/outcome-area9>

\*\*\*<https://www.pc.gov.au/closing-the-gap-data/dashboard/socioeconomic/outcome-area11>

# WHAT EXACTLY IS A VOICE TO PARLIAMENT?

A First Nations Voice to Parliament is a constitutionally-enshrined advisory of First Nations Peoples with a direct line to Federal Parliament, able to influence and impact upon policies and issues that affect First Nations communities first-hand.

To achieve this, we need the Federal Government to call a referendum, where all Australian people will vote yes or no in response to a simple question proposing the establishment of a Voice.

The Voice needs to be enshrined in the Constitution so that it is permanently protected from the whim of the government of the day.

# THE ROAD TO REFERENDUM

MAY 2022

History is Calling campaign launched to mark the 5th anniversary of the Uluru Statement.

Federal Election held.

PM Albanese voices support for implementing The Uluru Statement from the Heart in full.

JUL - OCT

Consultation continues with legal, community and First Nations groups.

History is Calling education campaign continues.

Referendum bill and question drafts socialised with lawyers around the country.

NOV - JAN

Referendum Bill introduced to Parliament - this needs to happen no later than November.

FEB - MAY

National education campaign continues to drive support for the YES vote.

MAY 2023

Saturday May 27, referendum held.

# FOUR CRITICAL WORKSTREAMS



## Indigenous support

Continued consultation with community.



## Legal work & reform

Consultation, research and drafting of the amendment, bill and question.



## Political support

Drive support of both the referendum and the 2023 timeline.



## Education campaign

Through ongoing communications and PR efforts.

# EDUCATION CAMPAIGN TO DATE - OVER 2,000 STORIES PLACED ACROSS TV, RADIO, PRESS & WEB

9-21 MAY

## Nation is ready for a say on the voice

 THE AUSTRALIAN

**Vote Compass data finds most Australians support Indigenous Voice to Parliament — and it has grown since the last election**

 NEWS

politics

The Uluru Statement from the Heart still hasn't been enacted. Here's where the major parties stand on it.



Australians urged to back Indigenous voice to parliament in History is Calling campaign



How Do The Major Parties Measure Up On First Nations Policy?

 PEDESTRIAN GROUP

**The Uluru Statement must be core to promises made by all parties in the lead-up to the federal election**

Published: May 16, 2022 11:51am AEST

THE CONVERSATION

First Nations people's 'act of grace' deserves an Indigenous Voice: Albanese



**Get Behind The Uluru Statement, A Vital Part Of Australia's Future**



Labor promises to 'move quickly' on Indigenous voice to parliament referendum if elected



## Anthony Albanese promised action on the Uluru Statement from the Heart. So what is the proposed Indigenous Voice to Parliament?

By Dana Morse  
Posted 8h ago, updated 4h ago



**What IS the Uluru statement of the Heart which Penny Wong and Anthony Albanese BOTH referred to in their victory speeches - as Labor promises to implement Aboriginal policy in 'full'**

- Anthony Albanese referenced Uluru Statement from the Heart in victory speech
- New Australian PM opened his address by thanking traditional owners of land
- He referenced the statement which was drawn up by Aboriginal elders in 2017
- It asks for indigenous Australians to be involved in law-making decisions
- Statement won Sydney Peace Prize in 2021 and repeatedly referenced by PM



## Incoming Indigenous affairs minister says Uluru statement is a 'high priority'

'I truly believe that the Australian people are up for this conversation.'



## Voice, treaty, truth: what does Labor's commitment to Uluru Statement from the Heart mean?

Indigenous Australians have been calling for a voice to parliament since 2017, and Albanese has vowed to hold a referendum during his first term

- [Australia federal election 2022 LIVE - latest news, updates and results](#)
- [Election 2022 results: live votes tracker and federal seat counts](#)
- [Get our free news app; get our morning email briefing](#)



The Guardian

# EDUCATION CAMPAIGN TO DATE - OUTDOOR ADVERTISING

9-21 MAY



# EDUCATION CAMPAIGN TO DATE - RADIO

9-21 MAY

*SFX: Sounds of the Red Centre*

VO: If you listen carefully, you can hear it:  
The sound of history calling.  
60,000 years of the world's oldest culture,  
Asking for a Voice - a say on laws that affect us.  
Your support can help make history,  
By creating a First Nations Voice,  
protected in the Constitution.

*SFX: Sound effects stop.*

VO: History is calling.  
What will our answer be?  
Support a First Nations Voice to Parliament  
at [ulurustatement.org](http://ulurustatement.org).



# EDUCATION CAMPAIGN TO DATE - SOCIAL

9-21 MAY



# CAMPAIGN TO DATE - PRESS

9-21 MAY

# HISTORY

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Speaking in more than 100 languages.

Asking to finally be given a voice.

A say on laws and policies that affect us.

Will you answer the call?

You have the opportunity to change the course of history.  
Your support can help create a First Nations Voice to Parliament,  
Protected in the Constitution.

It would be a historic achievement,  
Creating better outcomes for First Nations people.

We invite you to walk with us in a movement  
Of the Australian people for a better future.



Find out how to support a  
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# IS CALLING

## News

### Inner-city boom may turn to bust

Overseas  
Larry Schachtner

Melbourne's inner-city property market could become another bubble, says a leading analyst. The Victorian state government's ambitious program to redevelop the city's central business district (CBD) has led to a sharp rise in property prices, but it is unclear whether this is a genuine sign of recovery, or just a bubble. The analyst, who has been writing in the *Financial Review* about the state of the inner-city market, says that the government's plan to build a new CBD is a "bold move" but that it is "unclear whether this is a genuine sign of recovery, or just a bubble".

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Market	2014	2015	2016
Melbourne CBD	4.1	5.0	5.0
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## 60,000 YEARS OF SPEAKING. STILL NO VOICE.

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## Life&Leisure



Iron ore tycoon Fort Holland may be a big ask.

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## Life&Leisure



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## News

### Much ado about mutton: new market for old animals



Much ado about mutton: new market for old animals. The article discusses the growing market for mutton in Australia and the challenges faced by farmers.

### Actor called colleague 'Lucifer' in email

Actor called colleague 'Lucifer' in email. The article reports on a controversy involving an actor who allegedly called a colleague 'Lucifer' in an email.

## News Australia desks

### Battery plans for coal country with Labor's \$100m pitch

Battery plans for coal country with Labor's \$100m pitch. The article discusses the Australian Labor Party's plan to invest \$100 million in battery technology in coal mining regions.

### Albanses to announce \$100m for Barrier Reef

Albanses to announce \$100m for Barrier Reef. The article reports on the Albanese government's plan to announce a \$100 million investment in the Barrier Reef.

# HISTORY

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The sound of history calling.  
60,000 years of the world's oldest continuous culture.  
Speaking in more than 100 languages.  
Asking to finally be given a voice.  
A say on laws and policies that affect us.

Will you answer the call?  
You have the opportunity to change the course of history.  
Your support can help create a First Nations Voice to Parliament,  
Protected in the Constitution.

It would be a historic achievement,  
Creating better outcomes for First Nations people.  
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# IS CALLING

# OUR RESULTS SO FAR

AS OF 31 MAY 2022



## WEBSITE

Uplift from 3k average daily visits to 50-100k daily visits immediately following the election.

Emails subs up to 24k.



## MP LETTERS

5,399 letters written via our website.



## INSTAGRAM

35k followers.  
Up by 11K in 2 months.  
173% increase in reach.



## TIKTOK

1.2k followers within one week of launch.  
30k+ views within one week of launch.



## TWITTER

19.6k followers.



# HISTORY IS CALLING

Support a  
First Nations Voice  
to Parliament.

**THANK YOU.**

