

## AFOPA 2021 Survey Analysis

### 1. Membership profile

- 25.8% of respondents have been AFOPA members for 1-2 years; 24.7% for 10 years or more; 17.25% for 3-4 years and 8.6% for 9-10 years
- 48.1% of respondents have therefore been members for less than 10 years, while 57% have been members for 10 years or more.

### 2. What AFOPA does well

- AFOPA's work in supporting Palestinian people in their struggle for justice, equality and their human rights, *"in practical and meaningful"* ways, was identified as an area where AFOPA excels. Feedback indicates that AFOPA's role in drawing *"attention to issues of importance to the recognition of Palestine and Palestinians in ways that are often not attempted by other organisations and the mainstream media"* resonates strongly with respondents.
- The diversity and quality of events conducted by AFOPA rates highly with members. The Edward Said Memorial Lecture was singled out, especially for the quality of speakers. The AGM, Run for Palestine, Quiz Nights and WOMADelaide were also highlighted as valuable events.
- Members indicated that AFOPA does a very good job in regularly sharing *"credible"* information through special emails, the '3 Things' newsletter and Palestine Talks sessions. Strong appreciation was expressed for online/Zoom information events during COVID and beyond.
- AFOPA's grass roots advocacy work, in particular BDS, is seen as an area that AFOPA does extremely well. The view that *"BDS demonstrations are fantastic"* is echoed regularly.
- Fundraising for causes such as Gaza and medical missions was highlighted as another area that AFOPA excels in.
- Appreciation was expressed for AFOPA's role in providing *"moral support to members to keep up the struggle by creating a community of Palestine supporters"*, and *"reminding us about the need to keep up the pressure and providing us with opportunities to do so."*

### 3. Areas that AFOPA can improve on

- Networking with other organisations emerged as a key area that members believe AFOPA can improve on. This was also expressed as *"cooperation with other groups"* and *"support others doing this work"*, with unions, climate activists and sympathetic Jewish organisations suggested as potential partners.
- Equally, engaging members differently so that they better understand AFOPA's work by providing volunteering opportunities was identified by respondents as an area where AFOPA can do better. It was suggested that AFOPA needs to *"build more engagement; call members and ask them how they can help"*, and *"notify members of opportunities for involvement."*
- A large number of respondents identified political engagement and coordinated, strategic political and media advocacy as needing a higher profile. It was suggested that AFOPA needs to articulate *"positions with respect to particular issues, making public statements, dealing with terms such as anti-Semitism, Zionism, Israel and International law."*

- Specific ideas included:
  - *“Frame the situation as an apartheid struggle”*
  - *“Liaise better with the Palestine delegation and federal politicians”*
  - *“Continually send us petitions to sign and you send them to the UN until they act”*
- Respondents identified targeted fund-raising as an area for improvement. Alongside this, it was suggested that it’s important that members know where their money is going. Feedback to members about the groups that are benefitting from targeted fund-raising is perceived as critical.
- Publicising the Palestinian cause, along with the history of the occupation, was identified by respondents as needing a stronger profile. There is a sense that the information and message is not reaching the wider Australian community and that we are preaching to the converted. It was suggested that more visible, direct action such as street stalls in prominent places, providing information and education materials, would help.
- Some specific areas identified are:
  - Advertise the Palestine Peace Center better and improve products that are for sale
  - Provide more information on groups in Israel who support justice for Palestinians
  - Provide information on how Palestinians live day to day
  - Make visits to schools and higher education institutions to educate young people on the Palestinian cause
  - Hold social events, with key speakers, so that members can meet like-minded people and learn how to support Palestine better
  - Give time zones, not only EST, when publicising events (reflects the large number of interstate members)
  - Provide targeted AFOPA Palestine 101 seminars, especially online
  - Organise more Palestine relevant movies/discussion sessions.

#### **4. Key issues for AFOPA to address in 2021**

- A large number of respondents identified that AFOPA should focus on Campaigns in 2021. This includes:
  - Specific fundraising campaigns that result in direct change in people’s lives in Palestine eg sports equipment for children
  - Political campaigns eg incarceration of Palestinian children; Israel’s COVID response to Palestinians; human rights violations
  - Information and education campaigns. This includes information about the current reality; historical facts and figures; Palestinian success stories; improving and increasing the narrative on Palestine in the mainstream media; raising awareness of the brutal and inhumane conditions that Palestinians endure on a daily basis.
- Collaboration is seen as an area for AFOPA to address in 2021, the emphasis being on partnering with other groups and contributing to national action
- Events that have greater potential for raising awareness and increasing understanding amongst the general public and politicians was suggested as needing a focus.
- Communication with members on topical issues was suggested as needing priority in 2021. Some topical issues are: an analysis of changing power dynamics in Middle Eastern policy following Trump’s interventions and Biden’s incumbency; how Palestinians in Palestine are achieving change with their own politics and political parties.

## 5. Issues that prevent members from attending AFOPA events

In order of frequency of responses:

- By far the most frequent reason provided related to travel, specifically that people live interstate, have to travel long distances to attend events if living in SA, or find events in the CBD difficult to attend.
- Other reasons are:
  - Time constraints
  - Carer responsibilities
  - Older members don't always have email and/or are limited in their ability to attend events
  - Involved with other organisations.

## 6. Communication preferences

- Findings from members on their communication preferences are:
  - While 63% of respondents read AFOPA's blog posts Always or Sometimes, 20% of members are not sure where to find the blogs
  - While 73% of respondents Always or Sometimes read the '3 Things' newsletter, 17% are not sure how to access it
  - 33% of respondents Always or Sometimes read Scribes for Palestine posts. However, 40% do not know where to find these posts.
- In terms of content that members would like to see in our communications, the most frequent responses were: political updates on the situation in Palestine; humanitarian updates; Palestinian success stories; and information about AFOPA events and finances. In addition, respondents identified to following topics as being of interest:
  - Who is doing what at AFOPA
  - Other campaigns/actions in Australia
  - Information on AFOPA's political advocacy campaigns
  - Updates on what is being done to increase awareness among Australian politicians
- Respondents indicated that they prefer to receive news/announcements by email (76%), with much smaller percentages interested in other means such as text, Facebook, Instagram or a combination of methods.
- Members' responses in relation to their interaction with social media platforms shows that:
  - 44.1% of respondents indicated that they do not have social media
  - A further 21.5% have social media but do not follow AFOPA
  - Facebook (30.1%) is the predominant social media platform used by respondents, with a low number following Instagram and Twitter.