

STATE-BASED LAW REFORM:

## Campaign for a voluntary euthanasia law

### Factuality has filled the role of campaign director in a high profile national campaign backed by Go Gentle Australia, a new voluntary euthanasia organisation founded by Andrew Denton ●

And we are proud to be working alongside some of the most accomplished creative and strategic minds in Australia.

Led publicly by Andrew Denton, the campaign has succeeded in giving a major lift to the profile of voluntary euthanasia and has helped create huge momentum for change.

In 2016 our campaign in South Australia went within a whisker of creating history: legislation failed by just one vote in a conscience vote of parliamentarians.

Even though a clear majority of Australians are in favour, voluntary euthanasia has proven to be one of the toughest issues to win at a political level. It is a complex argument ranging across ethics, religion, medicine and legal interpretation.

Since the inception of Go Gentle Australia in May 2016, Factuality has played an important role in building the influence and effectiveness of the campaign. Services include:



- Campaign strategy
- Advice on political dynamics and voting intentions of parliamentarians
- Helping assemble a coalition of groups wanting change
- Video production and campaign writing
- Liaison with public relations, marketing and opinion research firms to achieve unprecedented media coverage
- Direct dealing with politicians and their staff
- Analysis of opponents' arguments and countering those
- A thorough understanding of voluntary euthanasia legislative models
- Dealing with state-based stakeholders

The campaign brings together a unique collection of highly talented and committed individuals, many of whom work pro bono.

## Performance

The organisation is funded by donors, so accountability is paramount. Factuality has been integral to achieving these milestones:

- start-up and branding of the organisation, including website
- launch of the organisation at a landmark National Press Club address by Andrew Denton
- a highly successful campaign in South Australia which delivered an historically close parliamentary vote
- preparations for Victorian campaign 2017

## CAMPAIGN WEBSITE



<http://www.gogentleaustralia.org.au>



## Campaign team



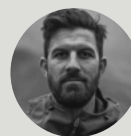
**David Hardaker**  
Campaign head



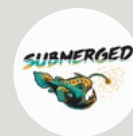
**Bronwen Reid**  
Analyst/  
producer



**Nigel Traill**  
Cameraman/  
editor (NSW)



**Miles Rowland**  
Cameraman/  
editor (SA)



**Submerged Media**  
Production services