



**SPC**  
Secretariat  
of the Pacific  
Community

## HUMAN RIGHTS PROGRAMME (RRRT)

### Pacific People Advancing Change



Some members of Tonga's coalition, a group consisting of Government and Civil Society representatives that campaigned for the Family Protection Act of 2013

**Location:**

Kiribati, Samoa, Solomon Islands, Tonga, Federated States of Micronesia (FSM)

**Duration:**

2011-2014 (Legislative Lobbying Project—LLP)

2015-2017 (Pacific People Advancing Change—PPAC)

**Goal:**

To equip potential leaders in the Pacific with basic knowledge and skills on the legislative change process, all of which builds on existing knowledge of governance, civic education, leadership and human rights.

**Project details:**

Pacific People Advancing Change (PPAC) previously known as the Legislative Lobbying Project (LLP) seeks to equip potential leaders in the Pacific; both at the community as well as national levels with basic knowledge, and skills on lobbying and advocacy approaches to contribute to improved governance, leadership and human rights in the region. PPAC is the third phase of LLP.

The project focuses on the skills and processes required to see transformative change in legislation, policies and law and includes the following:

- Problem analysis
- Research and information gathering
- Strategic planning – strategies for change
- Written communications that are clear, concise, Informed and persuasive
- Advocacy and use of information
- Constituent building – building of alliances and coalitions towards common goals
- Development of campaigns
- Lobbying “Pacific style” using culturally and socially relevant advocacy strategies
- Monitoring effectiveness
- Empowerment of the individual in the law making Process
- Adaptive leadership

**Partners:**

Pacific Leadership Program (PLP)

**Success in numbers:**

Between 2011 and 2014, SPC RRRT supported civil society bodies and Governments in the development of 20 campaigns across 6 countries. The campaigns contributed to major achievements such as the passing of the Tonga Family Protection Act of 2013, Solomon Islands Family Protection Act, 2014, and The Kiribati Family Peace Act 2014.

**Success in words:**

*“We found the session on developing position papers very useful. This assisted us in the development of a position paper for the Family Protection Bill after the training. The session on developing a campaign plan was useful but we saw that we had to keep changing our campaign plan because of the changing context for the campaign”*

**Pioni Bose and Vaela Devesi, Solomon Islands**

*“It really has empowered me and has influenced my lobbying skills now! It has also influenced my campaigning skills and techniques and has encouraged me to be more strategic in how I should network and connect with the target audience. I’ve been able to work with the Ministers also, like Minister for Internal Affairs and people in authority. An example is the opening of the Leiti Association, I had key people in government who are quite influential supporting our work and campaign, which is a huge achievement ....I’ve also learnt to use the media to effect change, even using Facebook to raise awareness about human rights issues”*

**Joey Mataele, Tonga**



PPAC is funded by the Pacific Leadership Program (PLP), a regional program of the Australian Government that supports Pacific leaders to shape and lead developmental change. SPC’s Human Rights Programme (RRRT) has pioneered human rights training in the Pacific region, working to build a culture of human rights and assisting nation states to commit to, and observe, international human rights standards. RRRT receives core funding from the Australian Government. For more information visit [www.spc.int/rrrt/](http://www.spc.int/rrrt/)