

## Champion Scale

### What is the Champion Scale?

This tool is a way to assess how supportive and active a parliamentarian is on an issue, and to plan how to make their support, commitment and activity deeper and more powerful. It can be easy to get stuck labelling your parliamentarians as “supportive” and “unsupportive” whereas in reality, it’s not that simple. Parliamentarians lie somewhere along the spectrum of support, between being outright oppositional and a committed champion for our issues. The problem with this is it’s hard to know what to do next. If someone is supportive, is our job done? If someone is unsupportive, is our job impossible? The Champion Scale adds nuance and allows us to dig deeper, to get a sense of just how supportive someone is, and how much further we can inspire them to go.

### How do I use the Champion Scale?

Use this tool to assess decision makers, develop strategies, track learning and progress, and celebrate that progress. Using the scale, take your best guess as to where your parliamentarian sits currently, and set a target of where you would like to move them to. It will likely take some research and a few meetings to get a good sense of where they are on the Champion Scale – that’s ok. How they respond to your requests will give you a great sense of where they are on the Champion Scale; and you always want to make requests just above their current level to encourage them to move up the scale.

### How do I assess where my MP is on the Champion Scale?

This tool ultimately allows you to make a good guess based on limited interaction; however developing a deep, trusting relationship with them will allow you to make a more accurate assessment with this tool. When considering your MP’s position on the Champion Scale, you can:

- Research the MP’s background, voting history or speeches on the issues ([openaustralia.org.au](http://openaustralia.org.au) is good for this)
- Look at their [aph.gov.au](http://aph.gov.au) profile to see if they have held positions related to the issues, or sat on related committees
- Search for news items where the MP has commented on the issue
- Look at their website and social media profiles to see if they have stated their support for related organisations or causes
- Talk to others in your group or RESULTS staff who have met with the MP and have insights
- Reflect on meetings and correspondence you have had with this MP – What did they say? How did they act? What did they agree to do?

### A good relationship does not mean they are a Champion.

When assessing where your parliamentarian sits on the scale, be objective. You may have an amazingly friendly relationship, but if they don’t speak up or take action on the issue (particularly when you ask them to) then they are not a Champion.

### What do the numbers mean?

The Champion Scale assigns a rating to the parliamentarian, from -1 (Opponent), to 0 (Neutral-Uninformed), to 1 (Supporter), to 2 (Advocate), to 3 (Leader) and finally to 4 (Champion). The higher their rating the closer they are to being a Champion, the lower their rating the less supportive they are. Champions take more personal responsibility to act – therefore there are very few genuine Champions (but we aim to create more!) but many Supporters in Parliament.

### Level 4: Champion

What do we do?	What might they say and do?	How do we move them to the next level?
<ul style="list-style-type: none"> <li><input type="checkbox"/> Have them create new policy and parliamentary initiatives.</li> <li><input type="checkbox"/> Have them see that their efforts as a Champion are worthwhile.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> "I will build support and visibility needed to have my party adopt this as policy."</li> <li><input type="checkbox"/> "I will contact members of all parties to build support for this measure."</li> <li><input type="checkbox"/> "Can I count on the full support of your organisation on this?"</li> <li><input type="checkbox"/> "How do we make this happen?"</li> <li><input type="checkbox"/> "This is really important to me."</li> </ul>	<p>Anything from Level 3, plus:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Ask them to move and gain support for motions and new inquiries.</li> <li><input type="checkbox"/> Ask them to build and lead cross-party groups.</li> <li><input type="checkbox"/> Enlist RESULTS in achieving what parliamentarian has set out to achieve.</li> <li><input type="checkbox"/> Offer to sit on their community advisory panels and to provide other input.</li> <li><input type="checkbox"/> Get member to draft or sign on to 3 or more op-eds per year.</li> </ul>

### Level 3: Leader

What do we do?	What might they say and do?	How do we move them to the next level?
<ul style="list-style-type: none"> <li><input type="checkbox"/> Inspire them to become more by providing a vision of what it means to be a champion: using examples inside and outside of Parliament.</li> <li><input type="checkbox"/> Help them stake out their champion terrain on issues.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> "I will get the support to have this measure be adopted as party policy."</li> <li><input type="checkbox"/> "I will move this motion or be a co-leader on this letter."</li> <li><input type="checkbox"/> "I'll speak to my leader and let you know."</li> <li><input type="checkbox"/> "I will speak about this."</li> <li><input type="checkbox"/> "Yes, I will write an op-ed on this."</li> <li><input type="checkbox"/> "Organising a hearing is a good idea."</li> </ul>	<p>Anything from Level 2, plus:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Hold regular meetings with them or key advisors in person or by telephone every 1-2 months.</li> <li><input type="checkbox"/> Offer to organise public events with them (townhalls, forums, radio, TV, etc).</li> <li><input type="checkbox"/> Offer to sit on their community advisory panels and to provide other input.</li> <li><input type="checkbox"/> Get member to draft or sign on to 2 or more op-eds per year.</li> <li><input type="checkbox"/> Ask them to hold a briefing or hearing on an issue, working with our staff.</li> <li><input type="checkbox"/> Ask them to initiate a sign-on letter on an issue.</li> <li><input type="checkbox"/> Ask them to join cross-party groups.</li> </ul>

### Level 2: Advocate

What do we do?	What might they say and do?	How do we move them to the next level?
<ul style="list-style-type: none"> <li><input type="checkbox"/> Encourage them to consider taking individualised actions that go beyond the basics and demonstrate leadership.</li> <li><input type="checkbox"/> Help them find and deliver on their passion around one or more issues.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> "I will urge colleagues to support this."</li> <li><input type="checkbox"/> "I might be willing to write an op-ed."</li> <li><input type="checkbox"/> "I would sign on to a letter supporting this and engage others."</li> <li><input type="checkbox"/> "People in our community should know about this. "</li> </ul>	<p>Anything from Level 1, plus:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Ask them to talk and/or write to Party leadership and report back.</li> <li><input type="checkbox"/> Let them know they have support of organisation when leading.</li> <li><input type="checkbox"/> Encourage them to join committees on relevant issues.</li> <li><input type="checkbox"/> Hold regular phone meetings with key advisor(s) every 1-2 months.</li> <li><input type="checkbox"/> Offer to organise public events with them (forums, radio, TV, etc).</li> <li><input type="checkbox"/> Get them to sign on to 1 or more op-eds per year.</li> <li><input type="checkbox"/> Ask them to speak at a RESULTS event or on a call.</li> <li><input type="checkbox"/> Ask them to initiate their own "Dear Colleague" letter.</li> </ul>

## Level 1: Supporter

What do we do?	What might they say and do?	How do we move them to the next level?
<ul style="list-style-type: none"> <li><input type="checkbox"/> Move beyond taking basic action, toward being vocal (in media, public, and hearings) and enrolling colleagues.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> "I will support the motion. You should talk to the MPs who don't support this."</li> <li><input type="checkbox"/> "I might co-sign an op-ed."</li> <li><input type="checkbox"/> "Keep up the good work!"</li> <li><input type="checkbox"/> "I believe in this-we're on the same page."</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Request regular meetings with them (every 2-3 months).</li> <li><input type="checkbox"/> Provide regular positive feedback on their action via letters and media.</li> <li><input type="checkbox"/> Look for opportunities to put them in contact with people affected by issues.</li> <li><input type="checkbox"/> Have them ask a colleague to join them in action.</li> </ul>

## Level 0: Neutral-Uninformed

What do we do?	What might they say and do?	What are we trying to get them to do?
<ul style="list-style-type: none"> <li><input type="checkbox"/> Educate on issue or cause.</li> <li><input type="checkbox"/> Find and start to build areas of support.</li> <li><input type="checkbox"/> Reach them emotionally.</li> <li><input type="checkbox"/> Get them to take an action.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> "Why should I support this?"</li> <li><input type="checkbox"/> "Tell me more about this."</li> <li><input type="checkbox"/> "Which other MPs are supportive?"</li> <li><input type="checkbox"/> "Do you have more information?"</li> <li><input type="checkbox"/> "What are you asking me to do?"</li> <li><input type="checkbox"/> "This isn't really my area."</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask them to take action on one issue which does move them.</li> <li><input type="checkbox"/> Demonstrate the support of a party colleague.</li> <li><input type="checkbox"/> Invite them to an educational event.</li> </ul>

## Level -1: Opponent

What do we do?	What might they say and do?	What are we trying to get them to do?
<ul style="list-style-type: none"> <li><input type="checkbox"/> Weaken their opposition; move them toward neutral.</li> <li><input type="checkbox"/> Find common ground between your point of view and theirs.</li> <li><input type="checkbox"/> Inform them on issues in way they can relate to.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> "I can't meet with your group."</li> <li><input type="checkbox"/> "I won't/can't support this."</li> <li><input type="checkbox"/> "It's not a problem"</li> <li><input type="checkbox"/> "Your solution will not fix this."</li> <li><input type="checkbox"/> "My constituents will not support this."</li> <li><input type="checkbox"/> "It's not a priority."</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Talk to an advisor or parliamentary colleague who is supportive first.</li> <li><input type="checkbox"/> Ask to be introduced to them by a parliamentary or party colleague.</li> <li><input type="checkbox"/> Find foothold with one issue, or one aspect of one issue.</li> <li><input type="checkbox"/> Build a trusting relationship by speaking informally at a public event.</li> </ul>

### What things help move someone up the Champion Scale, regardless of where they are starting?

- Share stories with them that leave them moved on the issues.
- Find ways to show how RESULTS' priorities align with their interests.
- Be persistent to get in front of them in meetings and public gatherings.
- Demonstrate community support for the issue and their positive actions on our issue.