

Murdoch Stephens  
of

# Doing Our Bit #DoubleTheQuota

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# A pressure campaign


To do our fair share for and with refugees...

Refugee advocacy organisations and individuals  
use media (social plus mainstream)  
to influence diverse publics  
to influence politicians  
to grant more places for *refugees*.

2013

# Radical (2013-4)

- Advocacy: seeking explicit supporters.
  - Media: use cheap/alternative forms.
  - Publics: focus on those interested in social justice.
  - MPs: opposition MPs, local MPs.
- 
- Budget - \$1000
  - Impact – Labour to 1000 places.

A close-up photograph of a man with grey hair and glasses, wearing a dark tuxedo jacket, a white shirt, and a black bow tie. He is looking slightly to the right and appears to be speaking. The background is dark and out of focus.

***Lange created our  
refugee quota at 800  
places in 1987.***

***In 2014 Key says he is  
not sure New Zealand  
could cope with more  
than 750.***

2015





# Mainstream (2015-6)

- Advocacy: joined by Amnesty/ActionStation + more.
- Media: MSM opinion eds influence commentators.
- Publics: focus on politically engaged New Zealanders.
- MPs: government MPs + coalition leaders + all opposition leaders.
- Budget - \$30,000
- Impact: Lab/Green/United Future double.  
Act/Maori Party/NZ First 1000 or more.









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# Editorial: National's decision on refugees is mean-spirited and callous

Last updated 05:00, June 15 2016



Wednesday's crossword so

most pop

viewed

- British fight at Stansted
- Teen admits across Nelson re
- Man charged Sydney hotel wo
- Neighbours honey company
- Girl hailed for crash



2017









Should we be taking more refugees?

**“Yes. Without question...** and the government knows my view on that as well.”





# Conservative (2017-2018)

- Advocacy: groups suggest double as minimum, but just a start. Extra suggestions on how to improve.
- Media: extensive agreement from editorial staff, behind scenes influence.
- Publics: focus on disengaged/swing voters.
- MPs: Prime Minister, Cabinet.
- Budget - \$15k+
- Impact – pressure on PM, parties promise beyond quota, strong commitment from opposition MPs.

today

# Refugee quota to rise from 1000 to 1500

11:09 am on 21 September 2018

Share this



New Zealand will raise the annual refugee quota from 1000 to 1500 in July 2020, Prime Minister Jacinda Ardern has confirmed.





# Refugee policy issues in 2019

- New resettlement locations.
- Restrictions on African/Middle Eastern refugees.
- Equal services for asylum seekers.