



**Embargoed until 12:00am  
Tuesday, 27 August 2024**

## **AMPLIFY UNVEILED: NEW ORGANISATION EMPOWERING PEOPLE TO HAVE THEIR SAY** **Leaders from across the political spectrum join forces**

The big debates across the country are set to be reshaped by the people who matter most – the Australian community – through the launch of a new, non-partisan force for change called Amplify.

With 84 per cent of people wanting to be more involved in policy decisions, Australians are revealing they don't feel they're being listened to on issues they care about, and think the system isn't working the way it should.

Amplify has been launched as a response to those challenges and will bring together people from all walks of life to make a difference on the most important issues facing them.

The organisation will amplify the many voices of the Amplify community to politicians and identify solutions that will drive positive change.

Amplify will host events around the country, facilitate online conversations, share evidence, talk with experts and come up with community-led solutions. Its unique approach will then see it use the power of its community to spark change.

Membership of Amplify is free and people can join at [www.amplifyaus.org](http://www.amplifyaus.org).

The organisation will be chaired by SEEK and Square Peg Co-Founder Paul Bassat, with former NSW Department of Education Secretary Georgina Harrisson appointed CEO.

The board is made up of a group of Australians with a range of views and varied backgrounds – brought together by a track record of meaningful contribution to the community, and a passion for a better Australia. The board comprises:

- Paul Bassat, Founder and Chair (Co-founder and Partner Square Peg, Co-founder and former Joint CEO SEEK)
- Georgina Harrisson, CEO (Former Secretary NSW Department of Education)
- Suzi Carp (Co-founder and Executive Director of River Capital)
- Rona Glynn-McDonald (Founding CEO of Common Ground, Director First Nations Futures)
- Kate Jones (ARL Commissioner, Paralympics Australia, Tech Council Australia & former Queensland Minister for Education, State Development, Innovation, Tourism and Sustainability)
- Gillon McLachlan (CEO of Tabcorp and former AFL CEO)
- Dominic Perrottet (head of US Corporate and External Relations BHP, former Premier of NSW)
- Kate Pounder (former CEO Tech Council of Australia, former Managing Director Accenture)
- Michael Schneider (Bunnings Managing Director, FightMND Chair)
- Zara Seidler (Co-founder The Daily Aus)

The launch comes as an Amplify survey of more than 4,000 Australians revealed more than 80 per cent think politicians prioritise winning votes over developing sound policies.

The data showed three quarters of Australians think there's a lack of long-term thinking in politics, while it also revealed that:

- 84 per cent of people think the community should be more directly involved in policy decisions.
- 71 per cent feel discussions about politics are commonly combative or confrontational.
- Only 1 in 5 frequently seek out opposing views on topics.
- Two thirds think Australia is more divided than it used to be.
- 52 per cent think constructive conversations are becoming harder to have than ever before.

Amplify Chair Paul Bassat says the data reflects the need for a non-partisan organisation that will allow a broad range of people to have their voices heard and their concerns acted upon.

“Our society has become more divided, and we know that things will get worse if we don’t act now. That’s why Amplify was born,” Mr Bassat said.

“Australians have told us their voices aren’t being heard on the critical issues that impact them – so we’re building a non-partisan community of people from all walks of life that will help identify the right solutions to the issues facing us.”

“We believe Australians agree with each other far more than they disagree. Our goal is to bring people together to find ‘uncommon ground’ on issues that really matter.”

“Amplify isn’t just about giving people a say – it’s about taking the policies adopted by our members and using the power of our community to spark change. Our aspiration is to help Australia become a more prosperous, fairer, better informed and happier country.”

Amplify CEO Georgina Harrison, who boasts more than 20 years of experience in public sector roles in Australia and the UK, says the organisation will give people a new way to get involved in issues affecting them.

“At our core, Amplify is about community. It’s a grassroots organisation that will be led by our members, because Australians want to have more say on the issues that impact them,” Ms Harrison said.

“They also understand that by listening to other people with a wide range of views we will identify even better solutions to our challenges. Our goal is to build a large and engaged community of Australians of all ages, all parts of the country and all walks of life.”

“We believe our politicians are there to make a difference and Amplify will empower them to drive positive change. For too long our political debate has been driven by short-term factors and our society has become more divided – and we’re hoping to change that.”

Amplify will be hosting a series of in-person and online events across Australia in November titled “Better Australia” – inviting members to explore big issues affecting them.

For more information or to join the Amplify community visit [www.amplifyaus.org](http://www.amplifyaus.org)

## **About Amplify**

Australia has become more divided and Amplify has been born as a response. Amplify is the place where people get to have their say and make a difference on the most important issues facing Australia. It is a community of Australians from all walks of life and together we will find ‘uncommon ground’ on the issues we care about most.



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Amplify is non-partisan and completely independent of all political parties. It will make a difference by Amplifying the many voices of the community to spark change and help build the policy blueprint for Australia's future. To find out more or to join, visit [www.amplifyaus.org](http://www.amplifyaus.org).