

## Advocacy with Gloves on: The “Manners” of Strategy Used by Some Third Sector Organizations Undertaking Advocacy in NSW and Queensland

Jenny Onyx · Lisa Armitage · Bronwen Dalton ·  
Rose Melville · John Casey · Robin Banks

© International Society for Third-Sector Research and The Johns Hopkins University 2009

**Abstract** This article examines the strategies used by some third sector organizations in Australia to advocate. The purpose of this article is to identify the kinds of activities that organizations in New South Wales and Queensland use to promote advocacy, the kinds of language that is used to describe these activities, and the reasons given for the particular strategies adopted. The extent to which the organizations adopt “softer” (that is more institutional forms of advocacy) rather than more openly challenging forms of activism is examined, particularly in light of a neo-liberal political and economic environment. In this analysis emergent strategies are identified that are not easily categorized as either “institutional” or “radical” advocacy. The article presents an exploratory analysis of some of the implications of the strategies adopted, in terms of their democratic effects and potential to strengthen the capacity of third sector organizations. The article is informed by the findings of a qualitative research project involving interviews with 24 organizations in the community services and environmental fields.

**Résumé** Cet article étudie les stratégies utilisées par certaines organisations du tiers secteur en Australie pour leur militantisme. Il a pour but d’identifier les types d’activités auxquelles les organisations de la Nouvelle-Galles du Sud (New South

---

J. Onyx (✉) · L. Armitage · B. Dalton  
School of Management, University of Technology, Broadway, Sydney, Box 123, NSW 2007,  
Australia  
e-mail: jenny.onyx@uts.edu.au; Jennifer.Onyx@uts.edu.au

R. Melville  
University of Queensland, St Lucia, QLD, Australia

J. Casey  
CUNY School of Public Affairs, Baruch College, New York, USA

R. Banks  
PIAC (Public Interest Advocacy Centre), Sydney, NSW, Australia