

**Media Release  
For Immediate Release**

CALL FOR AUSTRALIANS TO PLEDGE 130,000 HOURS OF VOLUNTEERING

Two Australian-based organisations have launched an online platform with the aim of encouraging and empowering Australians to take urgent action on the United Nations' 17 Global Goals for Sustainable Development. AIESEC Australia and the Global Goals Australia Campaign are calling on Australians to commit to 130,000 hours of volunteering to work to achieve the Global Goals.

Foreign Minister Julie Bishop represented the interests of all Australians at last year's United Nations General Assembly when she, alongside leaders from all other 192 United Nations Member States, signed up to the Global Goals. The goals came into effect on January 1, 2016 and have a deadline to be achieved by December 31, 2030.

"The time between these two dates is 130,000 hours - that's all we have to achieve the Global Goals," Global Goals Australia Campaign CEO, Caterina Sullivan, explained. "We were thrilled to receive the phone call from the international youth empowerment organisation, AIESEC, earlier this year asking us to host the campaign on our website and use the Global Goals Australia Campaign to promote Australians' involvement in the Global Goals. We are aiming to work towards a collective 130,000 hours of volunteering by December 2016 to kick-start the achievement of the Global Goals in Australia."

Volunteering tasks range from writing emails and blogs to organising a face-to-face meeting with one's elected representative. People can commit to as little as half an hour to all the time they have available. There is no minimum number of hours required.

"People don't realise that their voice truly counts for something," Ms Sullivan stated. "People repeatedly tell me that their actions don't make a difference. I don't believe this to be true. With the incredible reach of social media, our activism goes a lot further. There is a lot of negativity associated with social media; however, when used appropriately, social media has the opportunity to make an amazing impact. People see what you are doing and want to become involved as well. Never underestimate the power of a passionate voice."

The platform allows supporters of the Global Goals to login and pledge a certain number of volunteer hours towards the achievement of the Global Goals and log their progress. The interactive website allows users to write blogs about their experiences to create positive dialogue between the far corners of the country.

"The effects of this campaign are three-fold," Ms. Sullivan explained. "Firstly, we are spreading the message. Many people are still unaware of the Global Goals. Secondly, we are actually making some progress on the goals. It is important that we are not only advocating for a more detailed plan for the adoption of the goals at all levels of government but also that we are working towards these goals as individuals. Thirdly, we need to show the rest of the world that Australia is serious about the Global Goals. We want to put Australia on the map as a leader towards the achievement of the Global Goals."