

100 Days of Listening

Community Strong Australia

How a community-powered movement can make a 100-day listening process visible, local, and accountable.

This is an illustrative case study based on public reporting in June 2026. It does not imply a partnership, endorsement, internal access, or measured results.

1 Community-powered listening

Community Strong Australia was announced on 25 June 2026 by MPs Zali Steggall and Allegra Spender as a new party structure designed to expand the community independent movement. Public materials describe it as community-powered and integrity-led, with volunteering, public events, local accountability, and a 100-day consultation intended to inform future priorities. The launch statement identifies climate change, housing affordability, cost of living, childcare, education, healthcare, and social division as the big challenges the consultation is meant to address.

That promise creates an operational challenge. Listening at national scale is not the same as publishing a survey. The movement needs to invite people, make the process accessible, distinguish evidence from volume, preserve local differences, show what has been heard, and eventually publish how input affected the organisation. If the process disappears into a report months later, participants may feel that they supplied data rather than helped shape a public conversation.

Public context

The Guardian reported on 26 June 2026 that Community Strong Australia described itself as a “community-powered political force” and “integrity-led”, proposed volunteering and public events, planned a 100-day consultation, and said local communities would play a central role in policy development and accountability. Zali Steggall’s announcement on 25 June 2026 stated that the 100-day consultation began on that date and listed climate change, housing affordability, cost of living, childcare, education, healthcare, and social division as key challenges. Sources: <https://www.theguardian.com/australia-news/2026/jun/26/new-political-party-zali-steggall-allegra-spender-independents-teals-community-strong-australia-explained>; https://www.zalisteggall.com.au/a_new_chapter_for_community_politics.

2 The existing engagement stack

A large listening process usually spans a public website, signup forms, email, social media, public meetings, video sessions, written submissions, spreadsheets or a relationship-management system, internal briefing documents, and final public summaries. Public reporting confirms a website, events, volunteering, and a consultation period; this case study does not claim which software products Community Strong uses internally.

Those tools can capture attendance, submissions, messages, and contact details. They do not naturally create a persistent public object showing what participants currently expect, why confidence changes, which evidence matters, and whether the organisation keeps its own process commitments. Social reactions are fast but noisy. Surveys are useful but static. Meetings are rich but hard to compare. Email is private but expensive to synthesise. A final report is accountable only after the fact.

Statstrade would sit across those channels rather than replace them.

3 The free layer

Community Strong could begin with a free Statstrade workspace. It creates a community token, invites volunteers and supporters, and distributes points for verified tasks within one active campaign. The free campaign contains no predictive Topics.

Tasks could include reading the consultation charter, attending a public event, reviewing an evidence pack, submitting a local issue through the official channel, watching an expert briefing, volunteering for an accessible session, or confirming that a published consultation summary has been read. Points recognise contribution to the process; they are not votes, money, formal membership status, or a measure of civic worth.

The free layer provides a consistent participation identity across a fragmented consultation. It also establishes a natural next step. The movement already has users, a token, tasks, and a live listening process; it then chooses whether a measurable question deserves a Topic.

4 A Topic makes expectations visible

A Topic should ask a measurable question about the consultation or the movement’s public commitments. For example:

Illustrative national Topic

At the end of the 100-day consultation, will housing affordability be one of the three most consistently prioritised issues across participating local communities?

Possible outcomes could be “top three nationally and broadly distributed”, “top three nationally but concentrated in fewer communities”, or “outside the top three”. Resolution would use a pre-published consultation method and final evidence report. Participants allocate confidence, add optional private reasoning, and link public evidence such as local reports, meeting notes, or official data.

A second Topic could hold the organisation accountable to its own process: “Will the consultation methodology, participation profile,

local summaries, and response to the leading priorities be published by the promised date?" That is constructive public pressure. It names a clear commitment, deadline, evidence source, and remedy.

5 Why this adds more than another survey

A survey asks what a person wants. A Topic asks what they expect the process to produce after considering other communities, evidence, mobilisation, and competing priorities. The same person may personally prioritise one issue while predicting that another will dominate nationally. That distinction helps the movement understand preference, expectation, and perceived momentum separately. Confidence movement also provides feedback before the consultation ends. If a strong regional event changes expectations, the movement becomes visible. If a previously dominant issue becomes less certain after an underrepresented community joins, that is useful information. The Topic does not determine the final policy response; it shows where the public story is converging and where the process lacks credibility.

6 A realistic time comparison

The estimates below are illustrative. They compare the additional work of keeping a large listening narrative coherent across channels with using a reusable Statstrade template. Formal analysis, governance, and legal compliance remain outside Statstrade.

Table 1: Illustrative effort for a 100-day listening campaign

Activity	Conventional multi-channel approach	Statstrade-supported approach
Consultation launch	1-3 working days to align web copy, forms, volunteer instructions, event links, issue categories, privacy text, and public explanation.	2-4 hours to configure a consultation template, token, tasks, evidence rules, Topics, and a public campaign page linked to the official channels.
Local event activation	60-120 minutes per event to create reminders, follow-up email, social assets, and manual attendance recognition.	15-30 minutes to duplicate local tasks, publish a QR code, verify attendance, and distribute community points.
Weekly synthesis	1-3 staff days to collate forms, event notes, email, spreadsheets, social themes, and regional summaries before producing a public update.	2-4 hours to combine the official analysis with participation data, grouped private reasoning, Topic movement, and a templated evidence update.
Public progress asset	2-5 hours per graphic or video summary, followed by channel-specific posting and link management.	10-30 minutes to approve an update and generate national, local, and participant share cards from the same campaign data.
Accountability report	Several staff days to reconstruct the process, participation, commitments, and response after the consultation.	0.5-1.5 days to export the campaign history, tasks, forecast movements, evidence updates, deadlines, and resolutions, then add the organisation's analysis.

The value is not that consultation becomes automatic. Listening remains human work. Statstrade reduces the effort needed to keep the public process understandable while it is happening.

7 Local communities remain visible

A national aggregate can hide important differences. Statstrade should allow local views without turning participation into a competition for attention. Each region can have a task group and a local Topic. The national page shows where confidence is shared and where it diverges.

For example, housing may be the national front-runner, while a regional community expresses stronger confidence that healthcare access will dominate locally. The final report can show both. Minimum participation thresholds can prevent publication of misleading local aggregates, and private reasoning remains private unless a participant chooses to share it.

8 Shareable predictions explain the process

A participant card can say: "I assign 65% confidence that housing will be a top-three priority after the 100-day consultation." It can link to the public evidence, show the deadline, and invite others to complete the official tasks. It does not expose private reasoning or sensitive personal information.

This creates a more meaningful public object than a generic "have your say" post. The participant shares an expectation, the current question, and a path to contribute. As evidence changes, the card can be updated rather than discarded.

9 Constructive accountability

A community-powered organisation should accept proportionate accountability itself. A Statstrade Topic can make a missed publication date, incomplete local summary, or unanswered consultation commitment visible. The pressure remains constructive when it identifies the exact promise, deadline, evidence, responsible body, and corrective action.

The campaign can display that a commitment is overdue and allow an explanation or revised date. It should not invite abuse of staff, publish private information, or turn ordinary disagreement into an allegation of misconduct. Positive shame means making the gap between a public promise and delivered evidence difficult to ignore while preserving a clear route to resolution.

10 Governance boundaries

Statstrade participation is not a formal ballot, legal membership register, donation ledger, or substitute for the organisation's constitution and lawful processes. The campaign must disclose who can participate, what points mean, how duplicate activity is handled, how Topics resolve, and which decisions remain outside scope.

High participation does not make a sample representative. The campaign should publish geographic and participation limitations and avoid claiming that a market forecast represents the democratic will of the country. Statstrade is a transparent engagement and accountability layer, not a decision-making authority.

11 What success would look like

A successful campaign would activate free users across multiple communities, increase completion of consultation tasks, bring participants back after evidence updates, reveal local differences early, and generate shareable predictions that explain the process to new people. The Topic value is demonstrated when Topics produce useful expectation data and when the movement creates a second Topic without bespoke support.

Metrics include free workspace activation, cost per activated community, time from free activation to first Topic, participant-to-organiser referrals, repeat Topics, and retention. Process-quality metrics include geographic breadth, evidence-reading completion, publication of promised summaries, response times, and the percentage of Topics resolved from pre-announced evidence.

The product proposition

Use Statstrade free to manage the community token, users, and one task-based consultation campaign. Add Topics when the movement wants measurable questions, shareable public expectations, local confidence comparisons, private reasoning, transparent deadlines, and an auditable resolution history.

Research sources

The Guardian, 26 June 2026: <https://www.theguardian.com/australia-news/2026/jun/26/new-political-party-zali-s-teggall-allegra-spender-independents-teals-community-strong-australia-explained>.

Zali Steggall announcement, 25 June 2026: https://www.zalisteggall.com.au/a_new_chapter_for_community_politics.

All Statstrade workflows, time estimates, questions, safeguards, and benefits are illustrative proposals and are not claims about Community Strong Australia's internal operations.