

Jura Books Strategic Plan, Draft 3, May 2008

This plan is an attempt to organise our activities more strategically. It is not set in stone, and should be reviewed regularly. It isn't a binding document, but rather a guide for reflecting on our activities so that we are more able to make the kind of change we want to see at Jura and in the world. This draft comes out of the meetings which were held in 2006/beginning of 2007 in which a number of people participated: Sigi, Sid, Mr Rocks, Meela, Nick P, Nelson, Lewis, John, and Jeremy. Also influencing the creation of this document were further meetings held in early 2008, and the people who participated included Jeremy, Andrew, Nelson, Luke, Fez, Eddie, Katrina, Grace, Sid, Cam, Jason, Martin, Michael, Sunil, Peter, Nienke, Anna and James. The plan has 7 sections:

1. Vision
2. Bookshop
3. Library, archives, posters, history
4. Workers control centre, community organising centre
5. Reaching out, building Jura, involving people, organisation, synergy, collectivisation
6. Space, property, geography, creating the new society in the shell of the old
7. Web and information technology

1. Vision

At Jura Books, we are working to create a radically different world: one based on freedom, equality and justice for everyone, as well as environmental sustainability for all life on the planet. We believe this can only be achieved by an organised and politically conscious social movement, based on participatory democracy and workers control. Our collective will help to build this movement.

This (already growing) movement will revolutionise mainstream political ideology, and will develop alternative social structures. We will work to establish this new political consciousness in Australia, by putting the ideas of anarchism, libertarian socialism, social ecology and anarcho-feminism on the political agenda in Sydney. This means bringing these ideas to ever-widening circles of people. We will also prefigure and nurture the alternative social structures through the structures and activities of our collective. This means creating a physical and social space that is liberating, safe, imbued with our anarchist politics, and a joy to be in. So we will focus both outward and inward in order to build a transformative social movement.

We will work with other groups to achieve our shared vision of a better world. Jura Books has been, and will continue to help and encourage campaigns and like-minded groups which may or may not include members of our collective. In order to build the movement, the collective must expand so we will actively seek new members and new ideas. We operate as an organised, participatory democratic, volunteer collective.

The core projects of the Jura Books collective are i) the bookshop, ii) the library, and iii) the workers control centre / community organising centre. Other activities related to these projects are: holding stalls, running campaigns, improving our website, putting on events (talks, gigs, films, performances), improving the space, and publishing pamphlets.

Freedom without socialism is privilege, socialism without freedom is tyranny!

2. Jura Books, the bookshop itself – books, space, shelves, desk...		
Discussion	Shorter term priorities	Longer term goals
<ul style="list-style-type: none"> • Jura has a valuable resource in the stock of books. Huge improvements have been made in the range and number of new titles. There is an issue with some of the older stock looking a bit sad on the shelves and we need to cull/have a sale. Other older stock is very valuable, especially the core anarchist titles, in that some of it is only available at Jura. • We need to promote Jura. • We need to further collectivise the book ordering task. • There is a need to network with similar anarchist organisations around bookshop issues (ordering stock, doing bookstalls...) • Issue of the 'furniture' of the shop: where should the desk go, bookshelf arrangements, sofas for visitors & smaller meetings. • Need to make the shop more functional, comfortable, and attractive. 	<ul style="list-style-type: none"> • Continue to improve the number of titles and range of stock. • Have a Sale for older stock. • Stock room needs re-organising: then more shelf stock can go into it and we can have more room on the shelves. • Promote Jura by: letterboxing in the local area and in mainstream media. • Need to expand sections of the shop: anarchism; feminism; environment; workplace & revolution. • Have a sub-committee of book orderers who report back to the Jura Collective. • We need to progress the buying of the shelves from Astam for the shop and library. • Need to produce a new plan for the shop layout (desk, new shelves, sofas). 	<ul style="list-style-type: none"> • Develop the catalogue on the website. • Develop the web-shop aspect of the website (ordering on line....) • Develop the 'coffee-shop' aspect of Jura. • Aim to have every English language anarchist title that is available.

3. Library, archives, posters, history		
Discussion	Shorter term priorities	Longer term goals
<ul style="list-style-type: none"> • Jura has an interesting and important history. We need to write it up and put it on the web (so that there is more information than just the split). • The posters are amazing. They need to be preserved and documented. • The 2007 poster exhibition at Sydney Uni was a great success. • We should make Jura t-shirts - for advertising and publicity. • We will keep the posters (rather than selling them all to a museum etc) and try to preserve them. We will sell some of the doubles in order to raise funds to preserve the rest. 	<ul style="list-style-type: none"> • Digitally photograph all the posters. • Buy acid free paper to help preserve posters. • Audit posters for existing damage and do emergency preservation. • Go through posters with Marie and Mick to choose some doubles for sale. • Finish renovating upstairs. Reopen the library. 	<ul style="list-style-type: none"> • Get a grant to preserve the posters. • Write up the Jura history, and put it on the website. • Electronically catalogue all books in the library. • Expand the library collection • Reprint some of the posters, with Josh from justseeds.org. • Make Jura t-shirts. • Create website for posters and their history.

4. Organising Space		
Discussion	Shorter term priorities	Longer term goals
<ul style="list-style-type: none"> • Who can use the space? - like minded groups via the Collective or a member of the collective. The space is also available for non-collective people to access the internet by asking the person who is on the front desk. • What is the space? – the area in the ground floor that has not been allocated to the Anarcho-syndicalist Network or to Poster storage (about ¾ of the room). The space is also shared with the Jura Organic Food Coop. • Much discussion about the naming of the space: 'worker's control' or 'anarcho-syndicalist', or 'activist' centre. • The room at the back of Jura can be used for any purpose approved by the Jura collective. The name of the room can be anything that serves these purposes – for example the 'Jura Food Co-op' or the 'Workers Control Centre'. The default name for the room (eg for use in general pamphlets about Jura) is the 'organising space'. 	<ul style="list-style-type: none"> • Need to develop a booking-of-space system (like a diary). • We need to further develop Jura-associated groups like the Eco-Worker's Group • We need to coordinate with other like-minded groups, such as the Sydney Anarcho-Communist Group. 	<ul style="list-style-type: none"> • To help foster a significant regional presence for the ideas and activities of anarchist, syndicalist and similar groups who we associate with.

5. Reaching out – involving people, building the Jura organisation, synergy with other groups, publishing, collectivising the collective		
Discussion	Shorter term priorities	Longer term goals
<ul style="list-style-type: none"> We are doing well at involving new people, and being a resource to like-minded groups. If we really want to change the world we need to build a bigger, better organisation. We can't survive as a collective of 3 or 4 people, let alone make social change. We need to get better at reaching out beyond the usual layer of people who become activists. We need to support the struggles of diverse groups of people, and facilitate their involvement in Jura and related projects. This means Aborigines, working class people, womyn, people of colour, queers, people with disabilities, and other oppressed peoples. It also means deepening our connection with the local community, while also reaching out beyond the geography of the inner west. We need training and structures so that we can work better with people with mental health issues. We need to be able to tolerate differences in the collective – as long as no-one is being destructive. If it gets to that point, we need to say 'stop' and deal with things as a collective. We need different ways for people to be involved, because we all have different abilities, time commitments and responsibilities. The trusted friends structure, provides some of this flexibility and has been very successful. We need to be clearer about how we engage people and what the decision making process is. We need a basis of politics – we should write a number of policy documents and an 'intro to jura' and a 'welcome to jura' for new members/friends. We need to use the great potential Jura has for synergy with like-minded groups like food not bombs, mutiny, other co-ops etc. We need to work with these groups to build their projects and ours, and build stronger networks. The way to grow is through outreach (posters, pamphlets, stalls, web), consolidation (ringarounds, facilitating collective members' projects), education (readings, talks), social events (music, films, parties), and campaigns (workplace and community organising). We need to be friendly, do ringarounds, and actively recruit people. We need to collectivise the collective so that it is sustainable. We all need to learn to do all the things that need to be done, and we each need to be willing to give up control over particular things that we do. The only way to really collectivise ordering is through computerising it. We need an inventory of books in the shop, so we can all know what's there and what's sold etc. The shopfront is important. Many people learn about Jura through the shopfront. The cultural stuff is very important (punk gigs, hip hop shows, poetry nights) but so is more explicitly political stuff (talks, forums). We need to do some of each. Stalls are important and always successful. We should do them more – they're a great way to get out there, and we sell a lot too. 	<ul style="list-style-type: none"> Build the collective to 7 members and 12 trusted friends. Maintain and expand the contact list. Do 1 ringaround of all interested people per month. Send out 1 email newsletter per month. Do 1 poster run every 2 months. Do 1 stall every 2 months; half the time in outer suburbs Work with like minded groups to develop the regional anarchist network. Put advertisements in to the local papers just before the sale. Put the Jura sign back up, with both sides painted. Hold a workshop on working with people with mental health issues. Develop the following politics documents: 1) Safer spaces policy, 2) Intro to the Jura collective – for new members and friends, 3) Policy on using the Jura space, 4) Decision-making at Jura, and 5) Jura's approach to anarchist justice. Collectivise the collective by putting labels on things, writing up procedures and 'how-to' guides, rotating tasks and training each other. 	<ul style="list-style-type: none"> Build the collective to 10 members and 20 trusted friends. Maintain and expand the contact list. Do 1 ringaround of all interested people per month. Send out 1 email newsletter per month. Do 1 poster run every month. Do 1 stall per month; half the time in outer suburbs. Reach out to people from diverse backgrounds and areas to build a broad revolutionary movement. Work with other like-minded groups, with the aim of building a broadly anarchist revolutionary network. Computerise the shop and ordering. Publish a range of pamphlets. Make the shopfront nicer by re-painting the front wall red, changing the book display at least monthly, and replacing the black panel with something. Collectivise the collective by putting labels on things, writing up procedures and 'how-to' guides, rotating tasks and training each other.

6. Creating the new society in the shell of the old – a prefigurative space, property, finances, geography		
Discussion	Shorter term priorities	Longer term goals
<ul style="list-style-type: none"> • We want to create a space that prefigures the new society. A space and a community that is a model for the world we want to create. A different kind of community, a different kind of space. • The fact that Jura owns its own space is cause for amazement and admiration among everyone who hears about it. It's an amazing achievement that we should be really proud of. But we need to make full use of it. • There was general consensus that Jura should stay in the present location and make the most of it. Moving would be a large and unnecessary drain – financially and in other ways. There are many advantages to the present location: the size, the outside area, the visibility, we're established, we've improved the place, and more. There was a minority opinion that Jura needs to be in a different location to maximise the potential of the bookshop, library and organising centre. That Jura needs passing foot traffic and a more pleasant location to really succeed. • We should pay off the mortgage, so we're not wasting money on interest repayments. • We should make the property a model of ecological sustainability, including a water tank and solar panels. • An internet café could add to the space. • Cleanliness is very important for involving new people. It's also a gender issue. Women are expected to clean up after men in our patriarchal society. This must not be the case in Jura. We must keep it clean, and men need to be more conscious of the need to clean, and everyone needs to do a decent amount of cleaning . • We need to develop the space beyond a bookshop. So that people who come in are more likely to get involved in a social movement. We need to build ourselves into the local community, and hold a variety of community building events – cultural and political (see above). • We need new furniture. • We need to repair the holes and ugly parts in the walls, floors and ceilings. • Lighting is a big issue. Fluorescent lights are cold and unpleasant. Perhaps light fittings would help? • We've made a decision to not have someone living at Jura, because it inevitably becomes their space, not the collective's space. • We should make the space more colourful, floor, walls nicer. • In order to achieve social change in a capitalist society, finances are important. We need to fundraise more. 	<ul style="list-style-type: none"> • Pay off \$5,000 on the mortgage. • Begin raising money to make Jura a model of ecological sustainability. Investigate rain water tanks and solar panels. • Keep the place cleaner than it has been. Decide on some sort of cleaning roster. • Make the space more human and enjoyable: finish renovations upstairs, spot paint the bookshop, get new bookshelves, get more indoor plants. • Get different light fittings. 	<ul style="list-style-type: none"> • Have a space that embodies our politics and is also a joy to be in. • Completely pay off the mortgage (\$20,000). • Raise the funds to make Jura a model of ecological sustainability. Install solar panels and a rain water tank. • Raise funds to do more repairs to the building. • Keep monitoring property prices and other locations

7. Web and information technology		
Discussion	Shorter term priorities	Longer term goals
<ul style="list-style-type: none"> • Jura has a commitment to the use and promotion of open source software • All the people who've worked on the website and computer system are great! The site and computers work well and are an invaluable resource. • The site gets lots of hits. • It would be good to see more politics on the site • Website can be a burden for one or two people, more collective members should contribute. • The email lists working well. Over 500 people on the monthly newsletter list! More people should post to the organise list – it's for everyone. • Need to develop the website, and especially a web shop and web library catalogue – this is how people will be shopping and organising in the future. Otherwise we will become irrelevant. • It would be beneficial to have political discussions online, whether private to members or open to the public. • A web-based journal over the next 5 years and hard copy after that would be great. • The open source software 'infoshopkeeper' is excellent. It allows reports, webshop, ordering. And we have a barcode scanner to use with it. But setting it up is a huge job. 	<ul style="list-style-type: none"> • Update the out-of-date sections of the website. • Start cataloguing the shop books. • Set up a computer in the library. • Get to 800 people on the monthly newsletter. • Develop a Jura presence on Facebook and Myspace. 	<ul style="list-style-type: none"> • Computerise the bookshop – have all books catalogued at the shop and on the website, have ordering computerised through infoshopkeeper. • Develop capacity to make online sales. • Computerise the library – have all books catalogued on website and on a computer upstairs. • Put digital copies of the posters up on the website. • Get to 1000 people on the monthly newsletter. • Develop training systems for open software use (such as linux and desktop publishing).