Supplementary materials for Gulliver, et al., "The Characteristics, Activities and Goals of Environmental Organizations Engaged in Advocacy within the Australian Environmental Movement", *Environmental Communication*, **2019.**

Table S1: Study Population Exclusion Detail: Criteria Utilized for Identification of the Study Population

Reason for exclusion	Further detail/operationalization	Total removed from initial pool of 2,668
Stage 1: preliminary check for key features		
No website	Organizations with no online website found within the first twenty hits (two pages) of a google search for their exact organizational name (note: a social media page alone is not sufficient)	647
Website not in use	Organizations with domain names but no content on the site, or where the site had been utilized for a different non-environmental activity (for example, spam content)	63
No Australian activities	This included organizations with no Australian activities or where the organization was based outside of Australia.	65
Non-environmental	Organizations without any connection to environmental issues were excluded (where environmental issues were defined as any named concerns around land, air and water resources)	520

	Stage 2: detailed examination of each website	
Think Tank/information site	These were organizations that undertook no advocacy activities but instead operated as clearing houses for environmental related information, or specifically described their function as a think tank.	30
Environmental Remediation only	Organizations that did not undertake advocacy, instead focusing on environmental remediation. This included organizations undertaking revegetation projects, wildlife rehabilitation, plant and animal pest control, land management, and land protection measures such as establishing a conservation covenant on a property.	581
Industry Society	Organizations that represent for-profit firms or industries (including umbrella trade associations) were excluded.	32
Research Organization	Research organizations were those that specifically stated their goals was to advance research on environmental issues.	28
Business	Organizations that were self-described as businesses operating on a for-profit basis were excluded.	17
Legal Defender	Organizations with the primary function of defending clients in courts of law.	11
Local Planning	Organizations focused on a single local planning issue, such as a cruise port development, where environmental or ecological considerations were subsidiary or non-existent.	34

Government Body	Government organizations are those whose participants are exclusively government officials or government departments. This includes interstate commissions, government advisory boards, or elements of any government agency. If an organization includes government organizations as well as individuals or organizations from the private sector (for example, an umbrella organization or a joint government non-profit organization membership), we included the organization.	20
Political Party	Organizations registered or self-described as a political party.	4
Training Organization	Organizations offering training and education as their sole function, either for profit or not-for-profit.	34
Funding Body	Foundations that solely issue grants to environmental organizations were not included, unless they had some type of operational function active in environmental advocacy.	15
No advocacy	Any organization which was not excluded from any of the previous categories, but also did not show any evidence of advocacy, campaigning or lobbying activities.	66
Unable to pdf site	Any organizations which met all previous criteria, but used online content management systems which blocked any attempts to convert the site to pdf.	4
Total Removed		2171
Total remaining in study population		497

Table S2: Coded Attributes: Codes Used for Content Analysis across the Study Population Websites

Codeable Attribute by Categories		Coding responses
Concept/Code	**Operationalization**	
Issue Focus: Primary area of environmental concern *This category captures the primary environmental issue which each group focuses on in their advocacy activities, as identified through words used on their websites.*	Record the environmental issue words used in their group name. For example 'Yarra Climate Action Now' focuses on climate. If unclear, search within the website text (e.g., on the 'About' page). Record the word used in the website to describe their issue focus (e.g., 'Conservation', 'Climate', or 'Nuclear'),	Text
Geographical extent *This category captures the area over which each group claims to undertake their advocacy activities*	Record the geographic area described in their group name. For example, 'Knox Environment Society'; Knox is a small town and therefore 'local' in geographic extent. Use the pre-existing framework of geographical extent of Local, State, Regional, National.	Text
Founding date (Australia)	Use search terms provided in the code book to search within website text, for example: 'founded', 'began', 'established'.	Date
State they have staff/named positions	Use search terms provided in the code book to search within website text, for example: 'staff', 'team'.	Yes/No
Offline Activity		

This category of codes identify activities promoted on websites which take place offline – i.e., in a physical location at a specific time		
Regular meetings	Use search terms provided in the code book to capture where website text uses words such as 'events, 'meeting'. Completed events are those which take place prior to the date of website download. Upcoming events are those which take place after the date of website download. Record the event names.	Yes/No
Number of events		Number
Event Names (List)		Text
Online Activities		
This code captures activities promoted on websites which can be completed entirely online (in contrast to the Offline Activities code)		
E-newsletter subscription option		Yes/No
Requests volunteers		Yes/No
Requests donations		Yes/No
Describe what donations used for (specifically)		Yes/No
Have a shop?	Use search terms provided in the code book to capture where website text uses words such as 'meeting', 'petition', 'pledge', 'donate' and 'volunteer'. Record the names of each online activity where given.	Yes/No
Number of self-instigated online petitions		Number
Number of online petitions instigated by a different group		Number
Number of petitions where instigator is unclear		Number
Number of hard copy petitions available to download		Number
Number of online pledges		Number
Number of online emails/letters		Number

Number of online submissions		Number
Number of campaign signups		Number
Number of declarations		Number
Number of other online actions		Number
Number of online activities (total)		Number

Advocacy

This code captures whether organizations describe themselves as doing campaigns, other advocacy, or projects.

State they do campaigns		Yes/No
Number of total campaigns	Use search terms provided in the code book to capture where	Number
Campaign Names (list)	website text uses words such as 'campaign, and 'advocacy'.	Text
Campaign Target (list if more than one)	Search text describing campaigns for a statement of the	Text
State they do projects	campaign target/s. Record the campaign and project names and	Yes/No
Project Name (list)	campaign target/s.	Text

Note: In total 66 attributes were coded, however only attributes referred to in this paper are included here.