

# LEARNING CHOICES EXPO 2006

Policy Planning and  
Advocacy Know-How

# The policy environment 2006

- The market place of ideas & policy contestability
- Government policy development processes & influences
- Characteristics of contemporary policy settings: program design; competitive tendering; contract management.
- Informed policy making?

# A flagpole for every statistical sub division: examples from everyday life



The flagpole syndrome:

Disbursing small amounts of money widely to a pre-determined formula with strings attached.

# Wins & Losses

- Recognition of what works
- A move to multi-year funding
- Continuing disjuncture between Commonwealth-State programs
- The conundrum of localised funding and centralised control
- Limited scale and thinly spread resources

# Implications for Community Organisations

- A strong sense of your own mission
- Consideration of principles before priorities
- Understanding the policy environment in which you're working
- Cooperating in a competitive environment
- Building a support base
- A preparedness & ability to negotiate
- Collating the evidence
- Maintaining relationships

# A campaign



*A campaign* is an organised action for a pre-determined purpose

# Campaign elements

- *Strategy*: the general approach to achieving the stated aims (plan of action)
- *Technique*: the methods used to realise the agreed strategy (eg lobbying)
- *Actions*: the component parts any technique (eg meeting local MPs)
- *Hope*: the desired result
- *Expectation*: the anticipated outcome
- *Success*: Judged by how close you come to achieving your stated expectations



**Let's give it a go...**

# Campaign Chart

**Purpose:** *to be clear and precise*  
**Strategy:** *statement of general approach*  
**Hope:** *for campaign outcomes*  
**Expectations:** *anticipated campaign outcomes*

## Actions

### Techniques

eg lobbying

- Identify key people (MPs, advisers, business)
- Prepare briefing papers
- Conduct meetings

*Outcomes against expectations*

**Success:**

# Questions of skills & experience

- Lobbying
- Advocacy & communications
- The art of communications
- Leveraging: common purpose

# Hints on lobbying

- Be polite but not obsequious
- Be firm but reasonable
- Be prepared and informed
- Be clear about what it is you are after
- Be brief but don't allow yourself to be rushed
- Be true to your word – deliver and follow up

# Advocacy or Communications

- *Advocacy* at its simplest is about exerting an influence
- *Communications* are critical elements in advocacy **but**
- *Communications* can be used for other purposes: eg fundraising or promotion.

**These distinctions need to inform your communications strategies**

# 'Frames' v Messages

*Frames are the mental structures that help people understand the world, based on particular assumptions and values ...*

*Frames affect how people understand problems and what solutions are seen to fit. If advocates expect facts to speak for themselves, the wrong story might get told.*

SOURCE: The Advocacy Institute Newsletter, April 2006.

# Advocacy motivated communications

- Clarify what you want to achieve through your communications
- Articulate a clear message
- Develop your options
- Go to work:
  - ✓ the media release
  - ✓ Media contact
  - ✓ Interviews
  - ✓ Submitting articles & stories

# Leveraging & The principle of common purpose

- Identifying common ground
- Establishing whether it is based in the common good and/or mutual benefit
- Working relationships
- Collaborative relationships
- Allies

**Relationships built on common purpose are not the same as networks**

# And don't forget...

- Celebrate your victories
- Reflect upon your failures
- Check out: [www.advocacy.org](http://www.advocacy.org)

Have fun!