

*Lobbying for regional, rural and  
remote Australia  
...Getting organised!*



Government  
Relations Australia

Presentation to:



October 2011

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# About Government Relations Australia

- Specialist advisory firm in government affairs and public policy.
- Genuine bipartisan composition; federal and state coverage.
- Influence, rather than access.
- Business solutions to clients – legislation, regulation, approvals, major projects.
- ICT, health, defence, financial services, infrastructure, energy and resources etc.

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# Presentation overview

- Getting organised:
  - Understand your issue, develop policy basis.
  - Set objectives and targets/identify allies and friends/set strategy.
  - Be strategic.
  - The message.
  - Case study – making it real:
    - We'll develop a plan(s) for participants here today so if you're able and willing to share, a free planning session could be yours!! (*we ran out of steak knives*).

# Getting started...what do I want?

*Issue identification and understanding the issue*



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# Issue identification

- Research – you might think you know all there is to know, but Google always knows more.
- Interstate and international comparisons.
- You see benefit – what does government see?
  - How much will it cost?
  - Who else wants it and how to decide (process)?
  - Are you a special case? Why?
- Differentiate your credentials and your case.



# Develop your policy basis

- What is the benefit of the proposal? Economic/social/political.
- Backed by expert opinion? Robust quantitative data is essential.
- Do you fit into policy/funding already available?
- If not, why not... maybe you need to be a special case.



# Identify your targets

- Which minister is the decision maker? Careful – sometimes there are multiple (do your research).
- What level of government has responsibility?
- Allies – MPs/government/business/community groups/special interest.
- Bureaucracy is important – virtuous cycle.





# Be strategic

- What is important to the decision maker?
- How do you make your issue their issue? Alignment – motivate interest.
- Build a program of activity – meetings, events, funding timing.
- Time your program to the funding stream i.e. budget cycle begins in Q4 and is locked in towards the end of Q1.



# What's the message?

- Define your message.
- Credibility.
- Must resonate internally and externally.
- Think about the decision maker/community/business/other levels of government/allies.



## To recap...steps in the campaign

- Step back and look at the big picture.
- Research, research and more research.
- Develop fulsome strategy – timeframes, methods of engagement, targets, allies, etc.
- Develop the message.
- Decide how best to deliver the message.
- *Carpe diem!*

# Case studies

*Let's make it real...*



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# Case studies

- Mark Stone, CEO VECCI
  - “The Bays & Maritime Initiative” - \$1.2 billion
  - “Tourism Investment Case” - \$800 million
- Over to you... the more you share the more value you will derive

# Questions and discussion



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