



Political Engagement 101

International Coalition to End
Transplant Abuse in China

Are you keeping these **five key stakeholder groups** in the loop?



Government Engagement is a mid to long-term game (not a short one) and needs to be well maintained to work effectively...

- Research
- Parliamentary groups
- Newsletters and communications
- Personalised letters
- Pitch to stakeholder interests
- Ensure politicians know what you do
- Let them speak, and learn from them
- Extend the life of events with photos, thank you cards, media profiles, newsletter stories
- Letters of support
- Third Party Endorsements
- Ask questions, ask questions, ask questions
- Give plenty of notice and follow up RSVPs by phone
- Keep it simple and short, and stay on message
- Engage politicians in events, openings, and other opportunities
- Regular meetings, events and activities
- Submissions

Other useful tools...

Parliamentary Friendship Groups – aph.gov.au

- Bipartisan way to ensure the issue remains on the political agenda

Government Online Directory – directory.gov.au

Lobbyist Register – lobbyists.ag.gov.au

Caucus (and Shadow Caucus) briefing & Policy Committees

- Ensures an opportunity to engage directly with members / opposition within the safety of their own caucus

Parliamentary drinks and welcome evening

- A great way to encourage and build social rapport with parliamentarians, having a drinks session to introduce and its work, as well as leave a message or leave behind request

Some tips for working with government...

Find your
'middle ground'

Make it relative
and relevant to
those you are
talking to

Keep it real

Campaigning + Public Framing



Campaigning aspects

Building a comprehensive list of these will be critical for the election campaign.

Assets

- Anything that can be linked to an electorate / postcode
- Employees, board members, volunteers, investors, donors, clients and their stakeholders; financial support



Engagement

- Any event, media, forum or similar where there is opportunity to engage an MP



Leverage

- Amplification of activities – relationship management principals
- Pre and post engagement communications, photos, media, articles, social media



What do you want to achieve?

Dollars
and
funding?

Change
policy?

Influence
policy?

Change
perceptions?

Let's begin...



- Winnable?
- Politically or publicly popular?
- External environment – is now a good time?
- Relevant?
- Who already supports or opposes this campaign?
- Sufficient knowledge or experience?
- Resources, time, staff, money to carry out campaign?

What does **change** look like?

- How will we know when we have "won"?
- What differences will this campaign will make?
- What are the key steps (milestones) to achieving impact?



Key People



Influencer mapping

Who will make the change? i.e. who needs to be influenced?

Is your campaign about changing behaviour or attitudes or changing law or policy? How does this impact your approach?

Who opposes the change? Is it more useful to ignore them or actively oppose them or try to persuade them?

Who might support what you are doing and therefore needs to be convinced and enabled to support?

How can you influence the positions of 'key players' to best help your campaign?

The Campaign



How will people respond to your campaign?

Have you appealed to relevant interests / needs?

What will they win if you win / lose if you lose?

Is there external pressure that can compliment your campaign?

For media campaigns, what is 'the story' - why would it be worth printing?

For public campaigns, how can you get people interested?

Resources



What resources do you need? i.e. people, time and money?

What resources are available?

Have you performed a cost analysis on your planned activities?

Who is responsible for undertaking each task?

Who has overall responsibility for the campaign?

Time and money for evaluating your campaign?

Next steps...

Compile a register of political assets and engagement opportunities, in conjunction with team

Develop the leverage framework for the five most common engagement activities involved in

Operationalise it so that it functions as a key part of the event and communications – i.e. within the team (not within GE)

Spend time with each functional lead to investigate options for win-win engagement within their space

Media + Public Framing

Strategy	Tactical	Problem	Solution
What is the big picture?	What are we doing on the ground?	What is the media & public problem?	What is the media & public solution?
Who are the big players?	Where do we operate?	Who else has the same problem?	What does the solution look like?
	Where do we exist?		What will it look like in a media release?

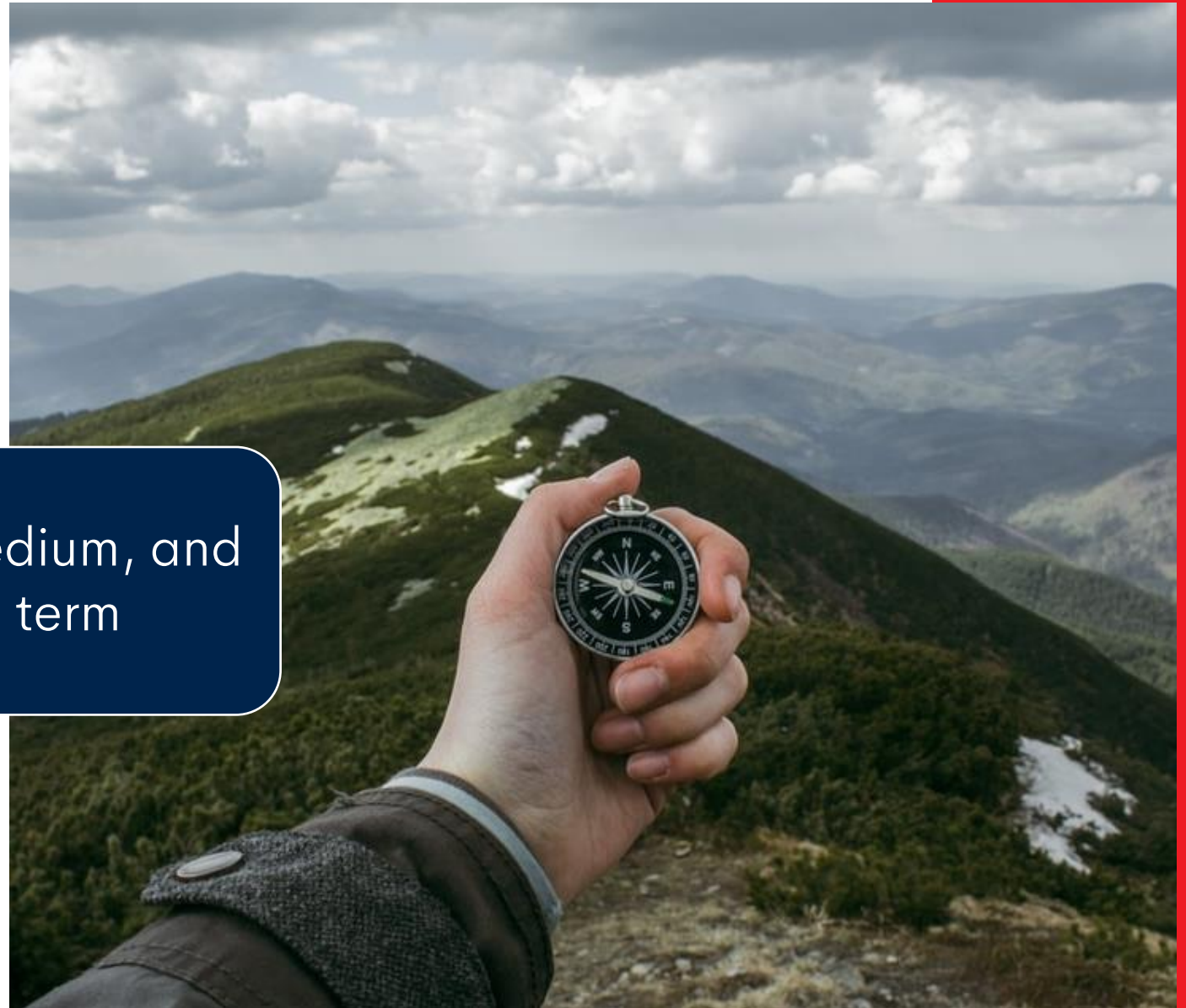
Strategy

Overall engagement purpose, objectives and framework.

Low, mid, and high hanging fruit

Short, medium, and long term

Who, what, why, where, when, how



Tactical

Looking at all organisational inputs, and outputs and aligning them to the government engagement agenda.

- Complete stakeholder list – all inputs and outputs

Inputs: Donor, partners, suppliers, board, staff, crew, volunteers, subscribers, visitors,

Outputs: Participants, events, programs, schools, media, newsletters, parents, alumni, teachers



Research

To review and position the problem and areas we seek to focus on through government engagement:

- The case for change – the problem
- 5 problem areas/portfolios – “change the frame”
- Technical Problem
- Political Problem
- Media Problem



Framing



What is framing?

fram·ing [frey-ming]

Noun

1. The act, process, or manner of constructing anything.
2. The act of providing something with a frame.
3. A frame or a system of frames; framework.

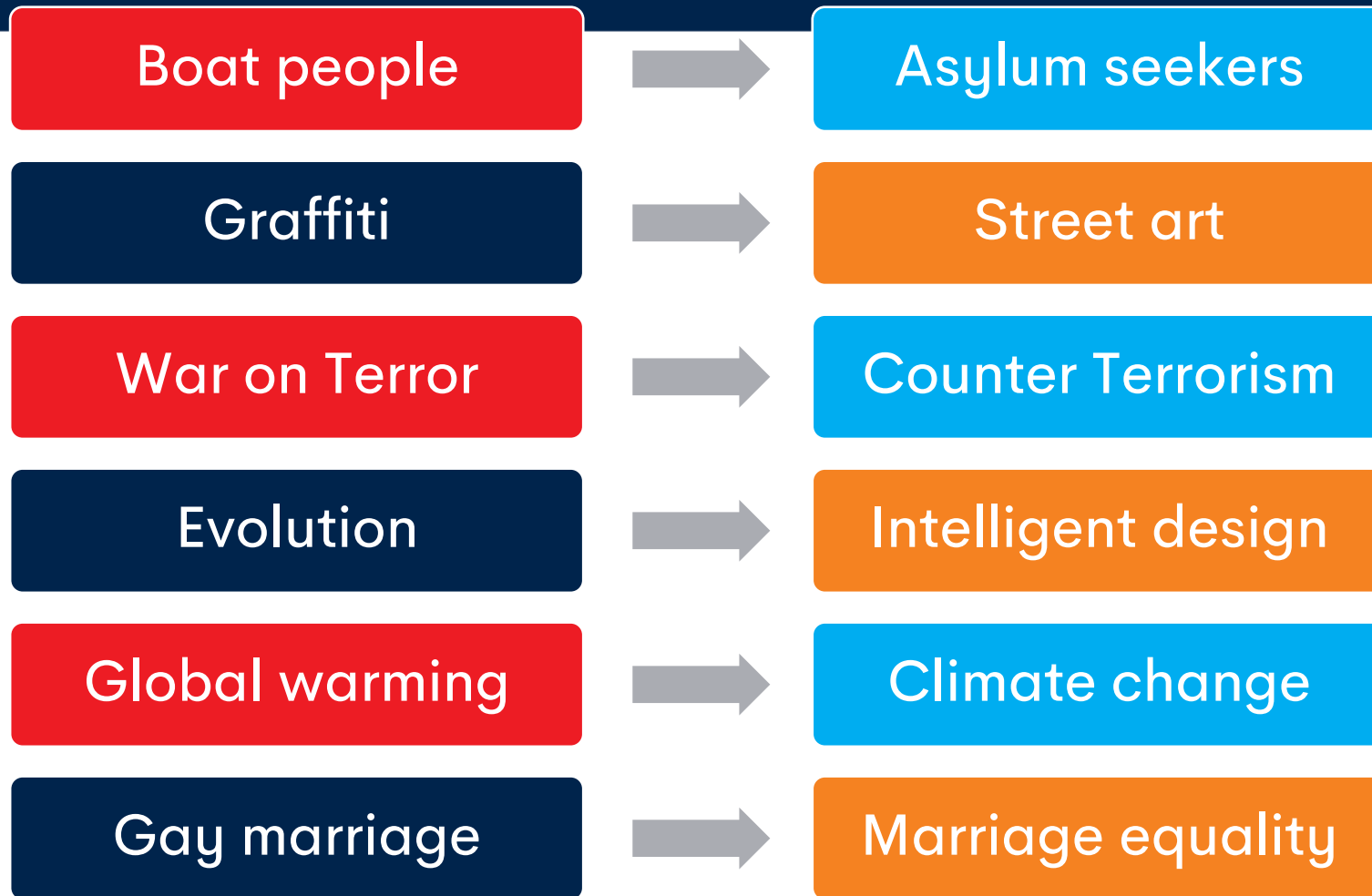




**How do you change the
position?**

Or change the frame?

Examples of framing





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Q+A