WHAT IS LOBBYING?

'Win for lobbyists': number of sponsored passes for parliament doubles in seven years

The orange passes allow people, often working as lobbyists, to roam the halls of power unescorted

POLITICAL LOBBYING

Backstage in Canberra: who is lobbying our MPs?

Lobbying is big business and a part of life in Canberra, especially when Parliament is sitting. How does it work?

Australia's political lobbying regime is broken and needs urgent reform

September 11, 2019 6.07am AEST

The influence game: How to access power in Australia

How do you get your foot in the door to see the people in power? Donations, freebies and jobs after politics seem to help.

More than half of lobbyists have worked within Australian government, study finds

ANU research suggests 56% of registered lobbyists have previously held roles in politics

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The NUMBERS

Resource Rich

Networked

Organisations geared to advocacy

numbers **exclude in-house lobbying,*

this would more than double the spend

2380
Sponsored Passes

56%
Former MPs or Senior Staffers

500 +
Registered Lobbying Firms

$700m
Annual Spend of peak bodies

$200m
Political Donations

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Who is your competition?

CCA is competing for a piece of public policy space

HOW DOES IT WORK?

Payment for Access and Networks

High retained fee

Represent multiple clients, often conflicted

Semi regulated

Private business interests got more than **60 per cent of meetings** with senior state ministers.

Consumer and community groups were about **20 per cent.**

While trade unions are among the biggest donors, they get less than 5 per cent of meetings, although the Grattan report observes many unions access significant influence through the ALP.

ABC NEWS

HawkerBritton
Government Relations Strategy

Client's Name

AARNet Pty Ltd	Free TV Australia
Alliance 20	Independent Schools Victoria
Allied Health Professions Australia	JWDT Land
Amazon	Kentucky Fried Chicken Pty Limited
AMP Limited	Lendlease Group Services Pty Limited
Apple Pty Ltd	Macquarie Agricultural Funds Management Ltd
APT Management Services Pty Ltd	Macquarie Group Limited
Association of Independent Schools of New South Wales Ltd	McDonalds Australia Ltd
Australian Energy Council	Melbourne Airport
Bankwest	MLC Life Insurance
BBI Group	MS Research Australia
Bunnings	MyBudget Pty Ltd
Business Events Council of Australia	National Pork Producers Council
Dixon Advisory	Pharmacy Guild of Australia
Domain Principal Group	QBE Insurance Group Pty Ltd
Equinor	Quasar Resources Pty Ltd
Expedia	Sportsbet
Free TV Australia	Star Scientific Limited
Independent Schools Victoria	TAL Services Limited
JWDT Land	Tata Consultancy Services
Kentucky Fried Chicken Pty Limited	Uber Australia Pty Ltd.
Lendlease Group Services Pty Limited	WPP AUNZ
Macquarie Agricultural Funds Management Ltd	Yamatji Marlpa Aboriginal Corporation
Macquarie Group Limited	Yellow Edge
McDonalds Australia Ltd	
Melbourne Airport	
MLC Life Insurance	

Client's Name

AARNet Pty Ltd	
Air Trunk Pty Ltd	
Amazon	
AMP Limited	
APA Group	
Apple	
Assistance Dogs Australia Ltd	
Atlassian	
Australia Health Tourism Pty Ltd	
Australian Airports Association Ltd	
Australian Electric Car Manufacturing Pty Ltd	
Australian Heavy Vehicle Repair Association	
Australian Packaging Covenant Organisation Ltd	
Australian Physiotherapy Association	
Australian Psychological Society	
Nucoal Resources Ltd	
Opal Aged Care	
OrCam Technologies Ltd	
Parametric Insurance Solutions Pty Ltd	
Penrith Lakes Development Corporation	
Primary Industries Education Foundation Australia Ltd	
Programmed Marine Pty Ltd	
Qatar Airways	
QBE Insurance Group Limited	
Settlement Services International	
Silk Road Commercial Pty Ltd	
Social Traders Ltd	
Star Scientific Ltd	
Steel Consultants (Aust) Pty Ltd	
TAL Services Limited	
Tata Consultancy Services	
The Song Room Inc	
The University of Newcastle	
TSG Interactive Services Ltd	
Used Tyre Recycling Corporation Pty Ltd	
Vector Limited	
Vodafone Australia	
Walker Corporation	
Yellow Edge	

barton deakin
Government Relations

Baulderstone Consulting Services Pty Ltd	iFlight Technology Company Ltd
Bingo Industries Pty Ltd	Imagine Exhibitions
Blackstone Real Estate Australia	JWDT
Brandenburg Ensemble Ltd	Kentucky Fried Chicken Pty Ltd
Brisbane Airport Corporation	Lake Macquarie City Council
BSE Maritime Solutions	Lendlease Group Services Pty Limited
Business Foundations	Life Without Barriers
Chamber of Commerce and Industry Western Australia	Literacy for Life Foundation Limited
CHC Helicopters Australia	Lottoland (Australia) Pty Ltd
Citigroup Pty Limited	Marubeni Australia Ltd
Coal River Products Association	McDonald's Australia Ltd
Community Housing Industry Association Ltd	Meat Inspectors Pty Ltd
Company B Limited	Medlab Clinical
Country Garden Australia Pty Ltd	MS Research Australia
Cure Brain Cancer	Munich Reinsurance Company of Australia Ltd
DTI Corporation Australia Pty Ltd	Murdoch Childrens Research Institute
Equinor ASA	MyBudget Pty Ltd
Evans Dixon	National Association of People With HIV Australia
Expedia	National Home Doctor Service
Fujitsu Australia Ltd.	National Pork Producers Council
Gallagher Bassett	Northside Community Forum Ltd.
Grunbiotics	Nucoal Resources Ltd
Harness Racing Australia Inc	Opal Aged Care
Heathgate Resources Pty Ltd	OrCam Technologies Ltd
Honeywell Holdings Pty Ltd	Parametric Insurance Solutions Pty Ltd
Hutchison Ports Australia Pty Ltd	Penrith Lakes Development Corporation
HydroSun Capital Pty Ltd	Primary Industries Education Foundation Australia Ltd
	Programmed Marine Pty Ltd

BUT…. We have an edge…

Social purpose led

Better and more compelling stories

Real constituents

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What about CCA & its members?

- Jobs

- Education

- No false narrative or astro-turfing

- Genuine community connection

- Capacity for deep relationships

Astroturfing: what is it and why does it matter?

How do we win?

- *Strategy*

- *Structural*

- *Systemic*

- *Embedded*
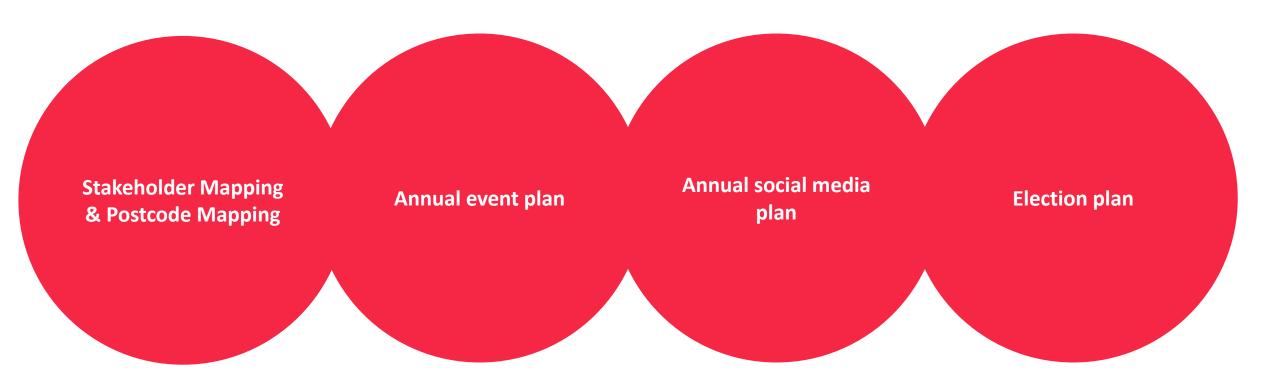
- *Consistent*

- *Ongoing*

- *Rigorous*

- *Planned*

What do we do to do that?

What should you be doing right now?

Planning, process, performance.

Stakeholder Mapping & Postcode Mapping

Annual event plan

Annual social media plan

Election plan

Why does this matter?

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VOTES =

Remember…

You are doing much of it already

You have the data

You are great at building relationships

You have a great story

You are part of the community

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Q&A

Any questions...
Neil@SparkStrategy.com.au

@neilpharaoh