

Reflections of a lobbyist: revealing the “dark art”

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Cannings Purple

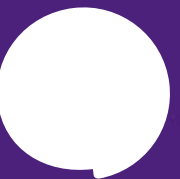


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We start and shape
conversations
that matter



WE ACKNOWLEDGE

The Traditional Owners of this land

Cannings Purple acknowledges the traditional owners of this land, the Noongar Whadjuk People— their ancestors and elders, past, present and future – as the original custodians of this land.



About Cannings Purple

Strategic communications

- Government relations
- Corporate affairs
- Investor relations
- Community relations
- Graphic design
- Digital marketing
- Media



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Lobbying: the “dark art”

- WA Integrity (Lobbyists) Act 2016
- Code of practice
- Register of lobbyists
- Register of clients
- Record keeping
- Some do’s and don’ts
- Other jurisdictions





OUR PARTNERSHIP

Who are lobbyists?

- Former government officials
- Former government policy or media advisers
- Ex-MPs
- Journalists, lawyers
- Communications specialists
- What sorts of lobbyist firms?
- Other lobbying bodies – industry associations, special interest groups, environmental groups, not for profits

Clients

- All sectors of business
- Not for profit
- Educational institutions, etc
- Why go to a lobbyist?



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What do lobbyists actually do?
Solve problems.

Government relations 101

- Understand the client
- What is the issue?
- Workshop – SWOT, etc
- Strategy



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OUR PARTNERSHIP

Delivery – implement strategy

- Identify key people, departments
- Policies
- Key messages
- Collateral – briefing notes, fact sheets, etc
- Broader stakeholders
- Media, including social media
- Who does what
- Follow ups

Some thoughts

- Lobbying part of democracy
- Can improve policy outcomes
- Lessons for NFPs
- WA model is working well



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Thank You

