



A GUIDE TO ADVOCACY & LOBBYING

Advocacy

- Is everything that a member says or does when standing up for the Association.
- Is public support for, or recommendation of, a particular cause or policy.
- Is the process by which an individual, or a group, aims to influence public policy and resource allocation decisions within political, economic and social systems and institutions.

Good Advocacy is:

- Planned
- Targeted
- Managed
- Sustained

Advocacy is not:

- Newspaper coverage
- A website
- A brochure
- A 'launch'
- A speech
- An event or public 'stunt'
- Twitter or Facebook
- Schmoozing

Good Advocates:

- Know with whom they need to communicate
- Understand stakeholders' issues and perceptions
- Identify a strategic intent
- Set communications goals that reflect both desired organisational outcomes and audience issues
- Identify communications challenges and consider mitigations for them
- Develop and test a 'strategy'
- Build an implementation work programme
- Listen

Lobbying

The activity of trying to persuade someone in authority, usually an elected member of a government, to support laws or rules that give your organization or industry an advantage.¹

When engaging in lobbying it is necessary to maintain a balance between the Association's interests and the interests of the public.

Effective Lobbying includes:

- Knowing what your organisation stands for;
- Shows what the benefits are to "New Zealand Inc" rather than it being all about your association – focuses on consumers;
- Building strong networks with the right people – particularly people in Ministries who develop policies (The Parliamentary Office writes the Bills):
 - Who can provide a 'heads up';
 - Who will consult with you.
- Knowing the right information – facts / data in order to become the 'go to' person

Advocacy	Lobbying
<ul style="list-style-type: none">• Below-the-line• Influencing the Policy landscape• Building groundswell support for a cause• Building long-term relationships• Working with officials and stakeholders	<ul style="list-style-type: none">• Above-the-line• Influencing the Political landscape• Finding political 'wins' and trade-offs• Requires a political business case• Targeting politicians

Intervention Points the Legislative Process

1. Options Paper

This is usually circulated to stakeholders.
It is appropriate to submit on an options paper.

2. Exposure Draft Bill

Again, it is appropriate to submit on the Exposure Draft.
At this level, it is appropriate to take an approach something like; 'we can see the intent of the Bill but suggest xx as an alternative', ie write an alternative version of the clause/s that are causing concern.

3. First Reading

A bill is referred to a select committee for consideration after its first reading unless the House has otherwise accorded urgency to it.

¹ <http://dictionary.cambridge.org/dictionary/english/lobbying>

4. Select Committee

Once a Bill has passed the First Reading it will go to Select Committee for public submissions.

The guide to writing Select Committee Submissions can be obtained from <https://www.parliament.nz/en/pb/sc/how-to-make-a-submission/>.

5. Select Committee Reports Back to the House

At this point MPs' can be lobbied in order to influence how they vote on the recommendations.

While a Bill is in the Committee stage, a committee may make amendments that are relevant to the subject-matter of the bill, are consistent with the principles and objects of the bill, and otherwise conform to the Standing Orders and the practices of the House.

If the issue is sufficiently significant MPs can be lobbied to develop an amendment through the Supplementary Order Paper process. An MP who intends to move an amendment lodges a written copy of the amendment which is then printed in the Supplementary Order Paper and circulated to members.

6. Second reading

Amendments recommended by a committee by majority that are agreed to by the House and amendments recommended by the committee unanimously are adopted as part of the bill when the bill is read a second time.

7. Third Reading

When a Bill is read for the third time and passed by a majority vote it becomes an Act.

SOURCES

Lyn McMorran, ED Financial Services Federation - AuSAE Conference 2016

Paul Daniel, The PR Company

Standing Orders of the House of Representatives, 2014-

<https://www.parliament.nz/en/pb/parliamentary-rules/standing-orders-2014/>



Have your say:

Tell select committees and Parliament what you think

When you give your opinion on a topic to a select committee, we will tell Parliament what you think. Here's how it works:

