

Sir Humphrey's Guide to Asking Government

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Room 219

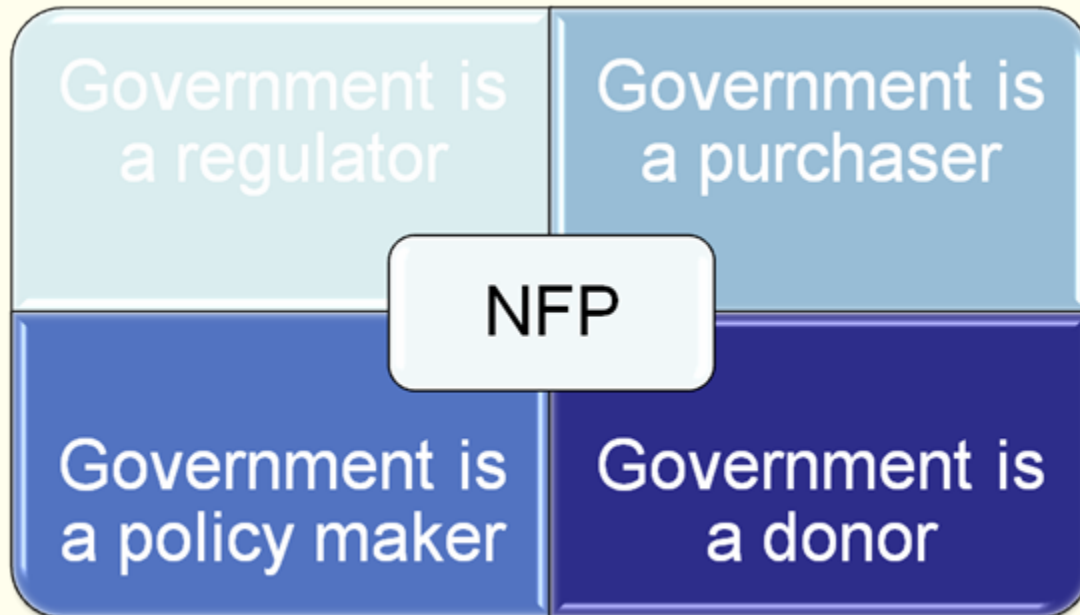
Thursday 25 February, 2011

12.05 pm

“The Sir Humphrey character in the TV Series *Yes, Prime Minister* was a parody and a fiction, but he was the closest parody could get to fact.”

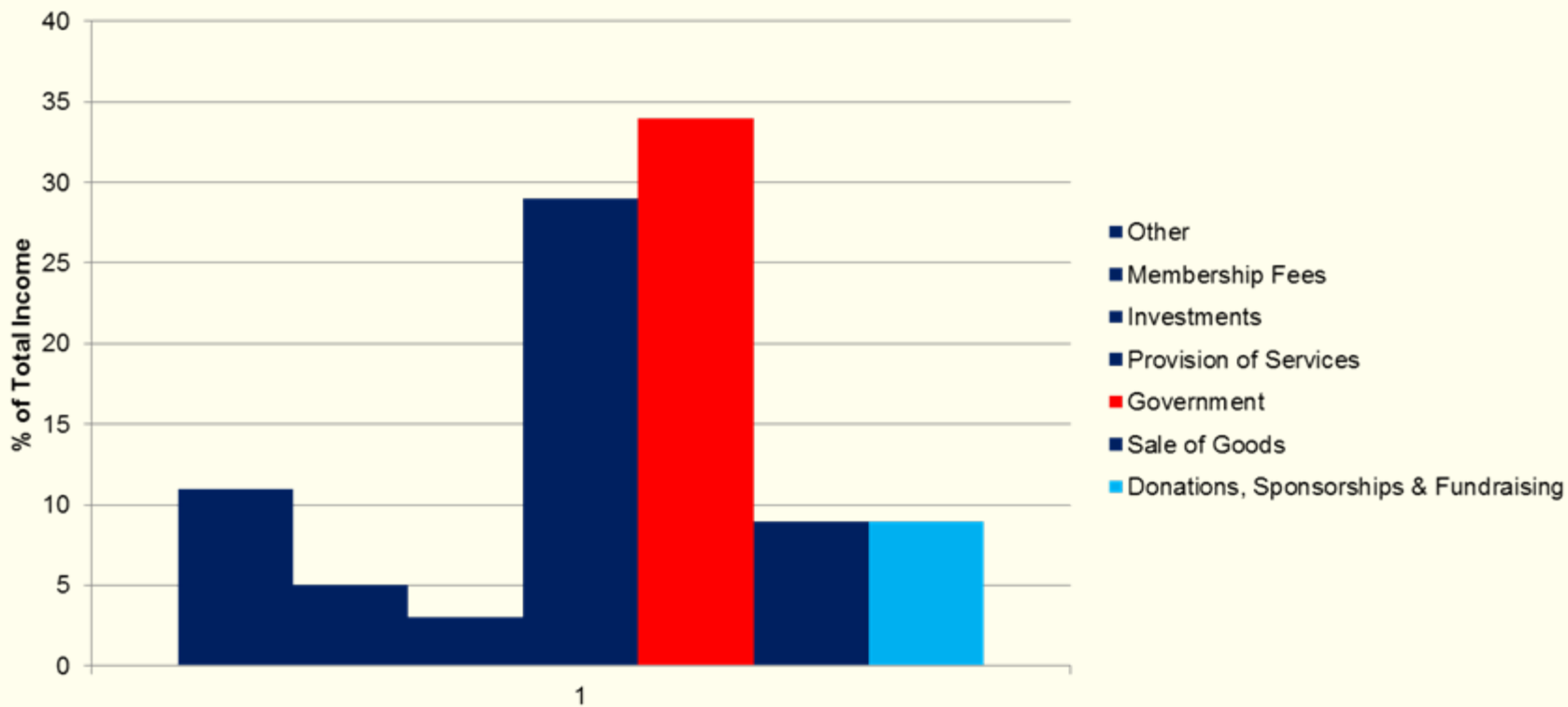
Tony Blair

Government in the Third Sector



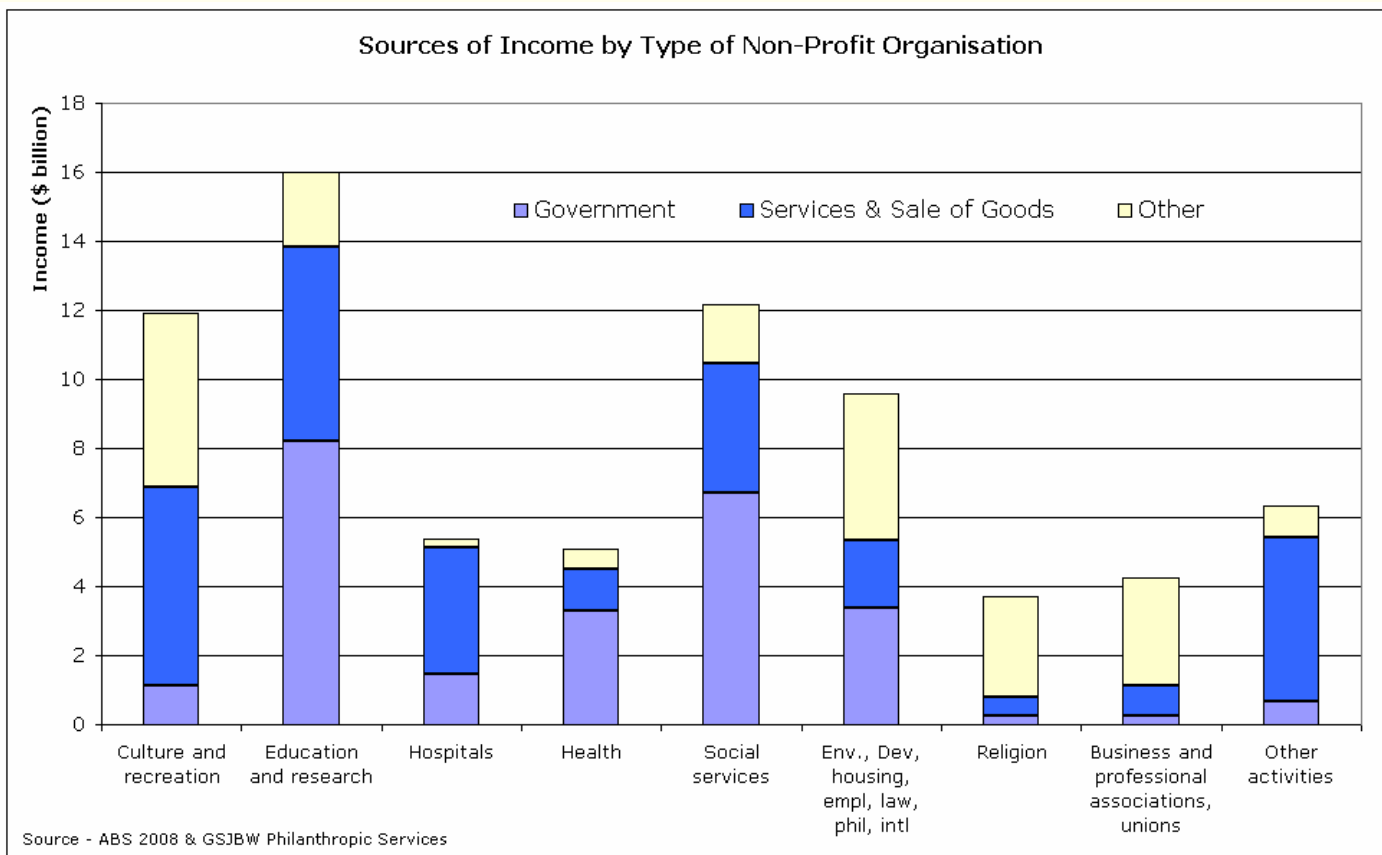
Government in the Third Sector

NPO Sources of Income - 2006 & 2007



Source: GSJBW Philanthropic Services

Government in the Third Sector



Why Engage Government?

“Government Funding is expected to be the most stable source of income over the next 12 months...”

Getting Started



Develop an Early Warning System

1. Annual Sitting Patterns of Parliament

2. Monitor Bills via Daily Order of Business

3. Monitor the Media

4. Follow House Agenda - the Notice Paper

5. Make sure your contacts/networks know your agenda

6 Key Areas for Engaging Government

Research



Evidence



Messages

Prepare

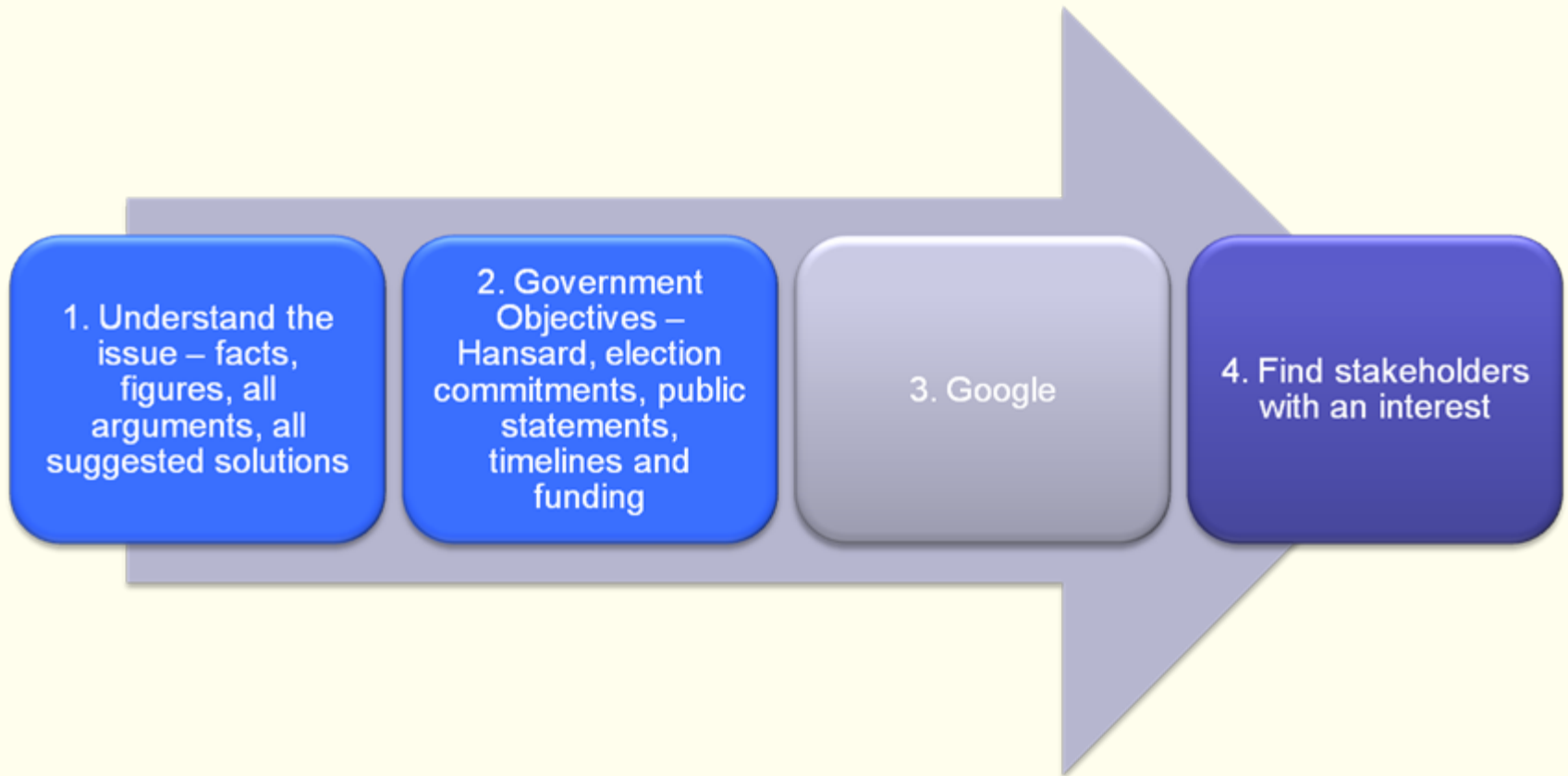


Strategy

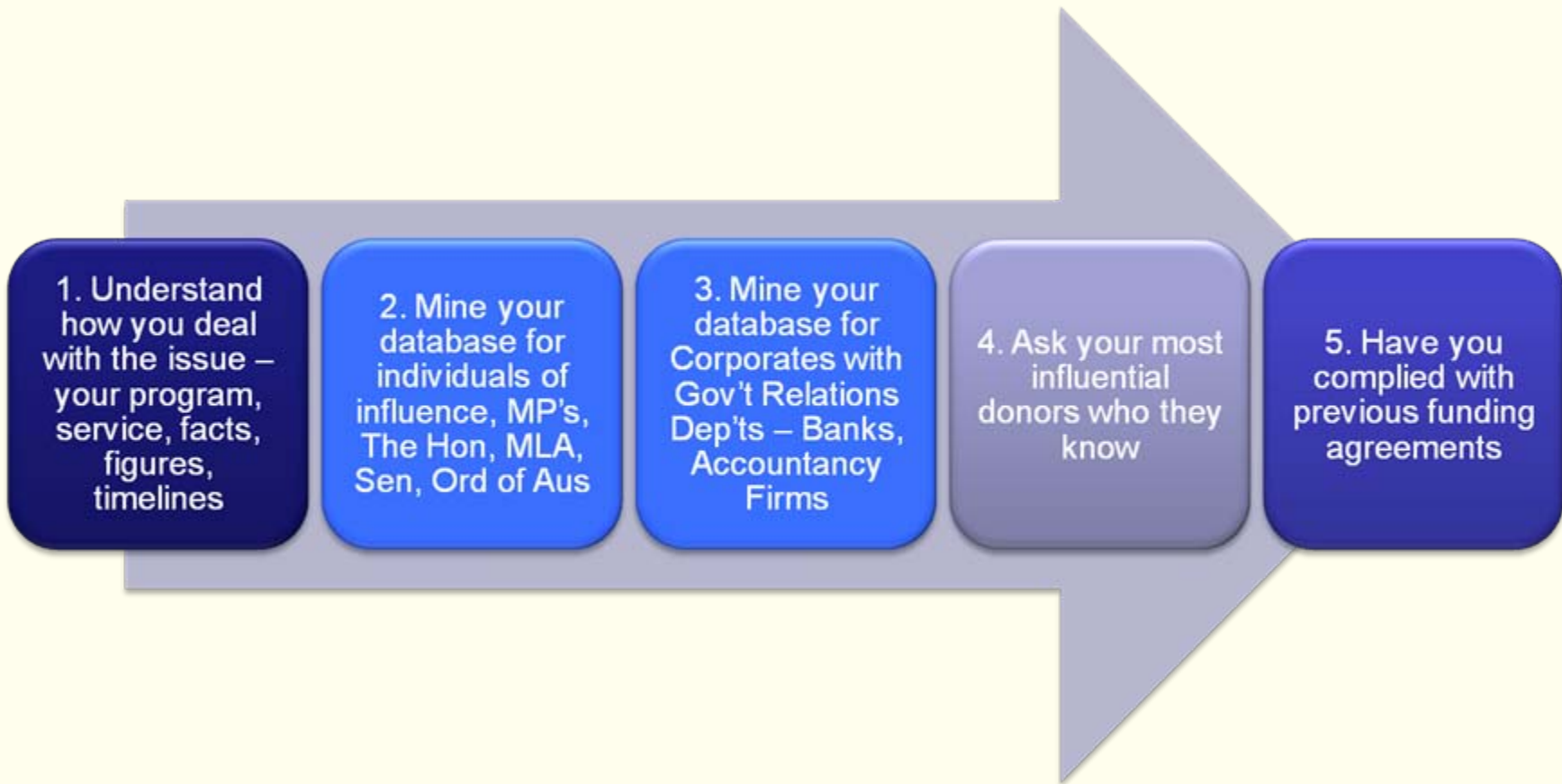


Sell

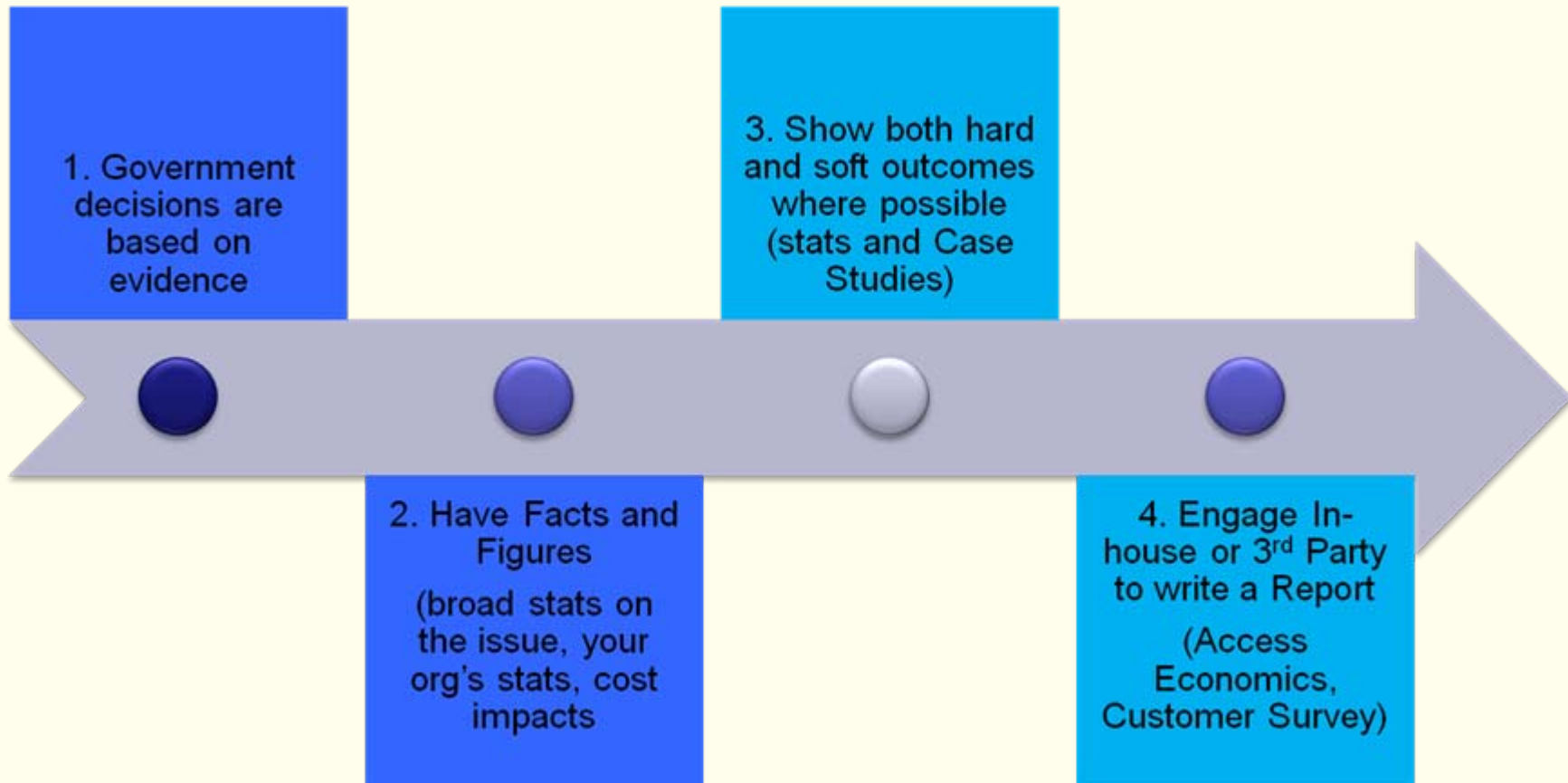
Research – External Focus



Research – Internal Focus



Evidence



Strategy

1. Incorporate research / evidence

2. Identify Stakeholders (ideally more than one Gov't Dep't)

3. Develop & Test Key Messages (your elevator pitch)

4. Mine Your Database and Develop Tools (e.g. Factsheets)

5. Build a Timeline (including factors like election/budget cycles)

6. Get your CEO and Board involved early

Strategy – partnerships

1. Consider solo or partnership submission



2. What is your market share?



3. What is your likely position in a partnership? (Biggest partner or smallest)



4. SWOT Analysis of your submission solo and as a partnership



5. Hold 'in-principle' talks with would be partners (Compatible or not)

Strategy - funding

1. Which level of Government is likely to be involved

2. Is a State/Federal Matching Funds Partnership Possible

3. Is a Matching Dollar Agreement with Government Possible

4. What funding is currently committed, available or in-train

5. Where is funding available (more budgets the better i.e. DEEWR, Health)

6. Your need vs. limited Government funding (Be realistic)

Messages

1. Identify the problem

2. Identify the solution or potential solutions

3. Align your language with the language of Government and convey your financial needs

4. Refine but don't dramatically change your message and financial needs to Government

5. Leave Government (the stakeholder) with something to do

Engagement Points



7 Tips To Selling

1. Request meetings well in advance
2. Factor in meeting postponements and re-scheduling
3. Be flexible with the time and date of your meeting
4. Have only the relevant materials with you
5. Know your key messages / outcomes
6. Be punctual, conscious of time during your meeting and watch body language.
7. You'll have about 15 minutes face to face if in Parliament and maybe 30 in Electorate Office

12 Government Relations Top Tips

1. Like any donor relationship, it takes time to build
2. Policy changes take a long time to achieve
3. Consider unique factors (budget and election cycles)
4. Take stakeholders on a journey from problem to solution
5. Constantly review your strategy
6. Be pro-active with your Government relationships.

12 Government Relations Top Tips

7. Keep Opposition up to date (Governments change!)
8. Keep people in the loop – work at both the political and public service levels
9. Don't sound like salespeople
10. Don't ask for the impossible
11. Don't be political – you are not a political player
12. Talk in plain English and not industry jargon.

Scheduled Next Elections

2011

State
Election in
NSW
(Mar)

2013

Federal
Election

2014

State
Elections
in NSW,
WA, SA,
Tas and
VIC

Q & A

Thank You



social venture consultants

