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Lobbying for Public Health

A professional lobbyists view

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- **Lobbying Principles**
- **Lobbying Campaigns**
- **Lobbying for Public Health in
the lead up to the Federal
Election**

A Lobbyist

“...someone who seeks to influence members of the legislature, attempts to get Bills through by interviews in the lobby and solicits support of influential people.”

Oxford Dictionary

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Lobbying

Is about **Influence** rather than
Power

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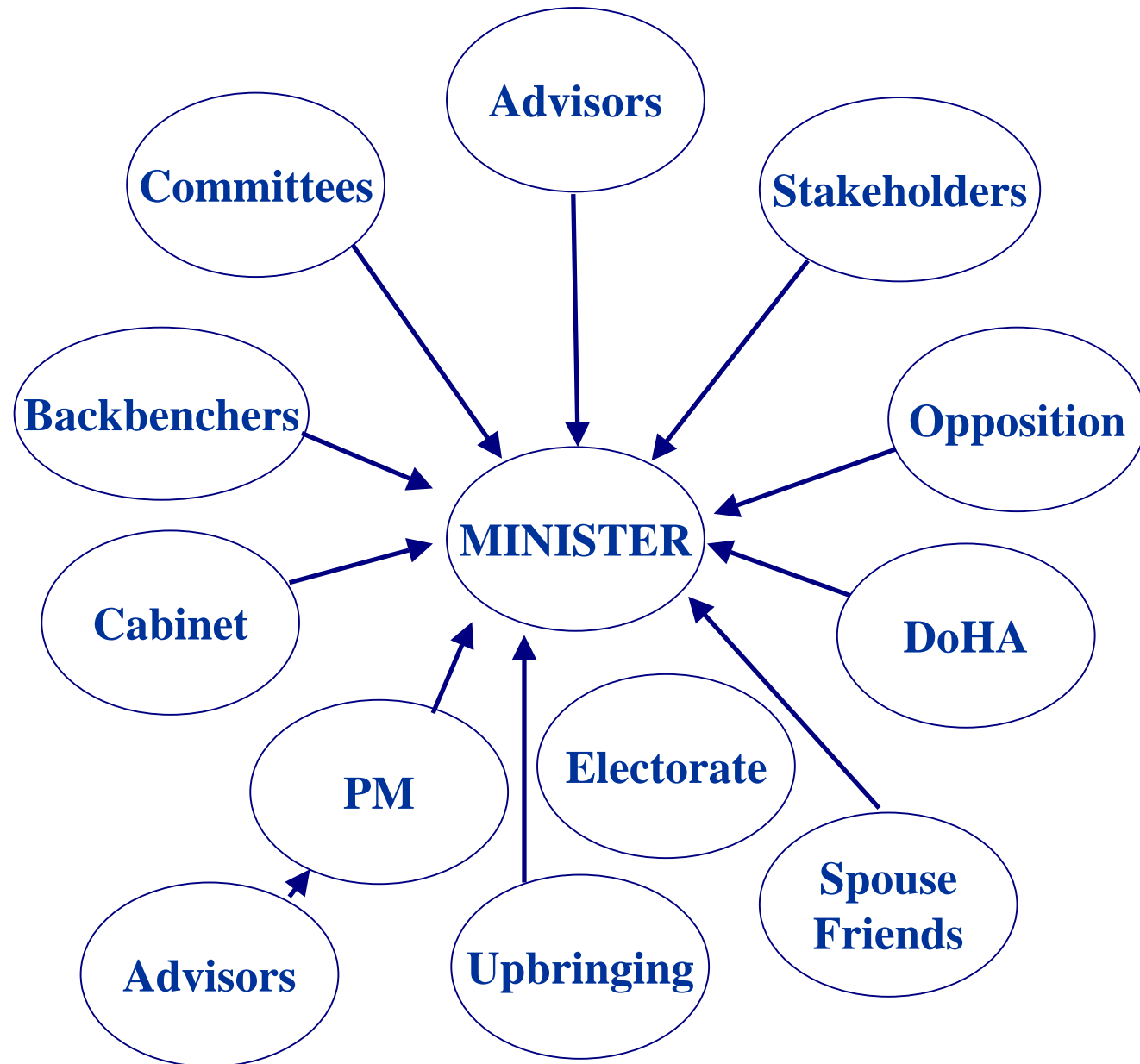
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MINISTER

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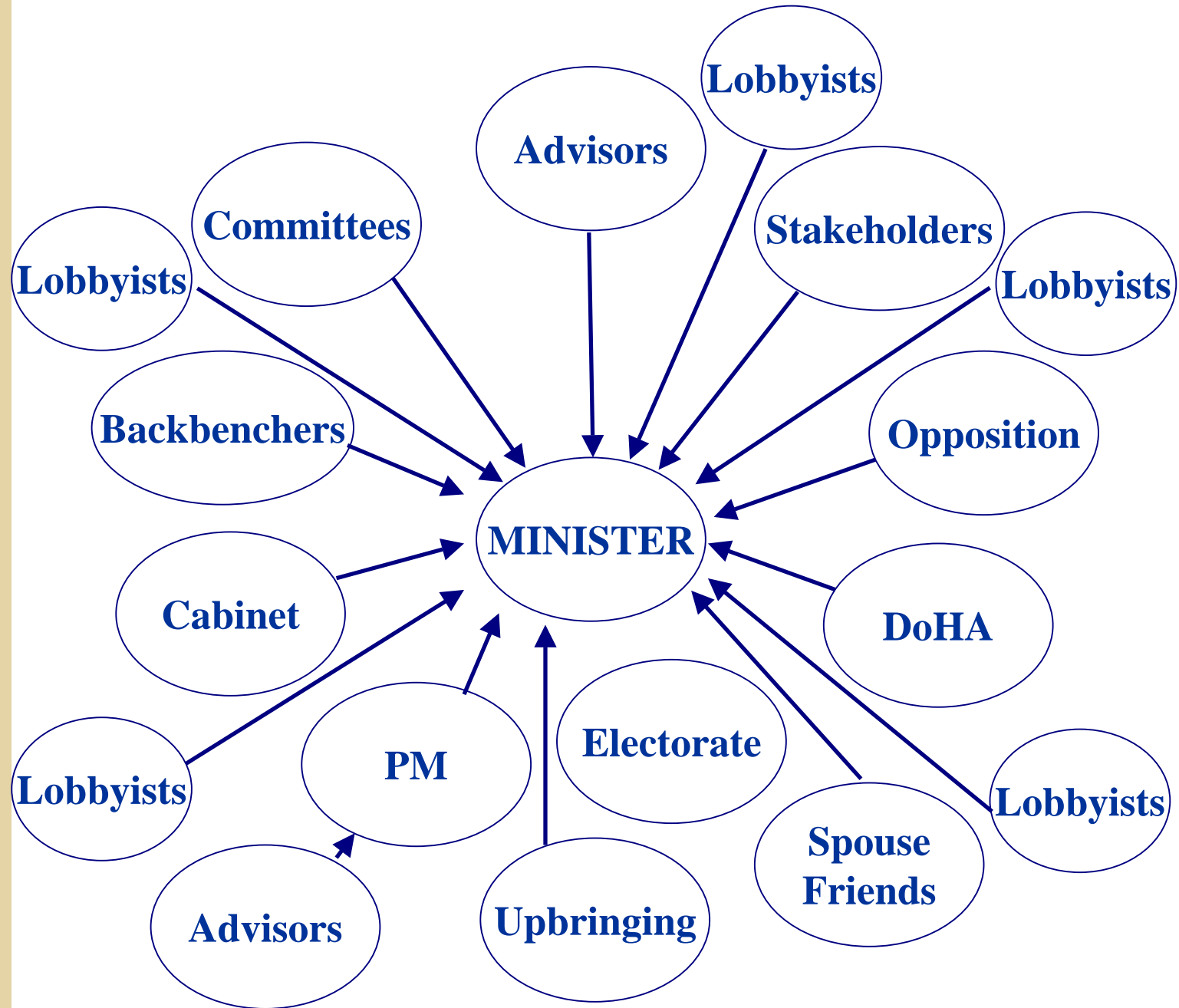
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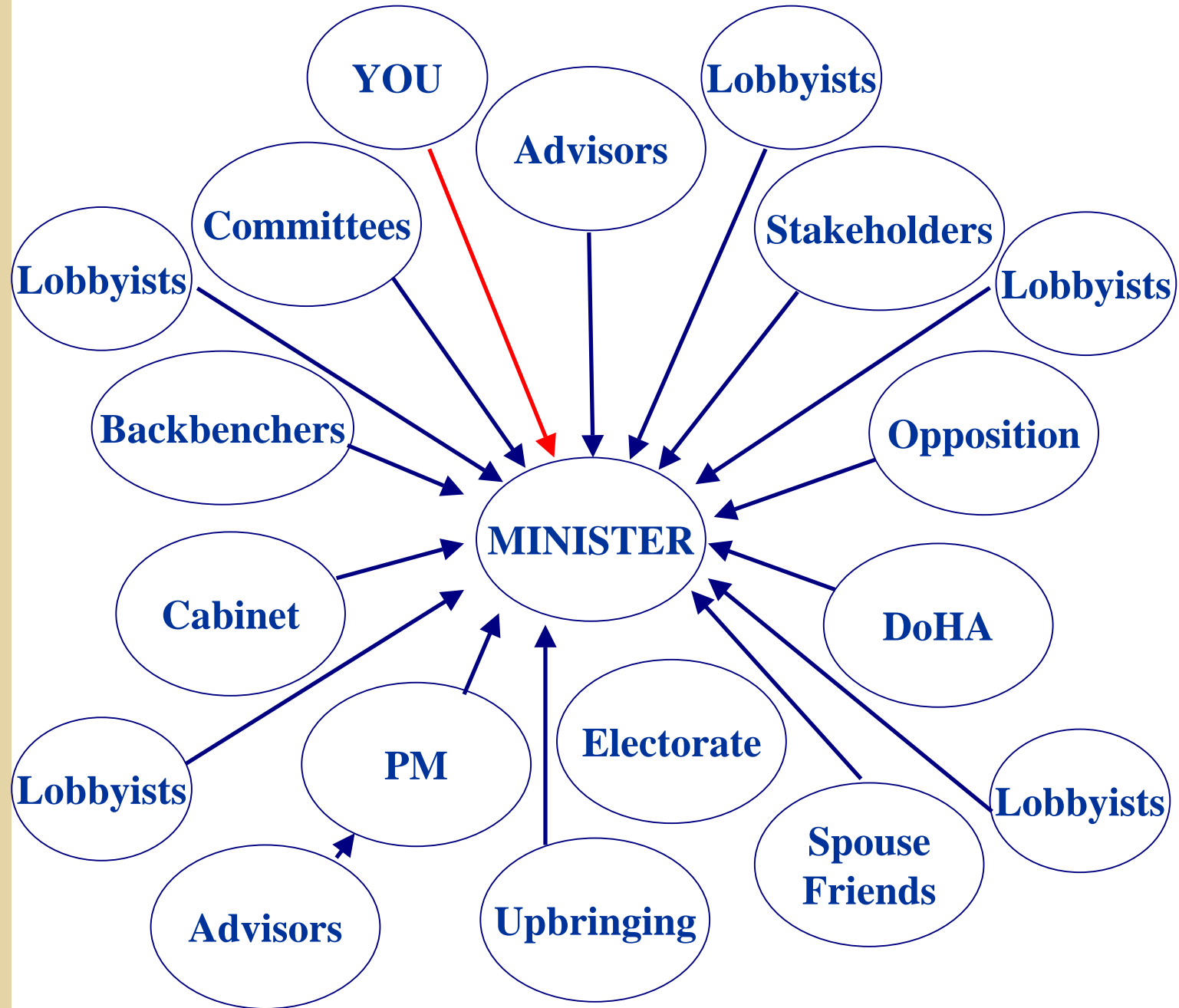


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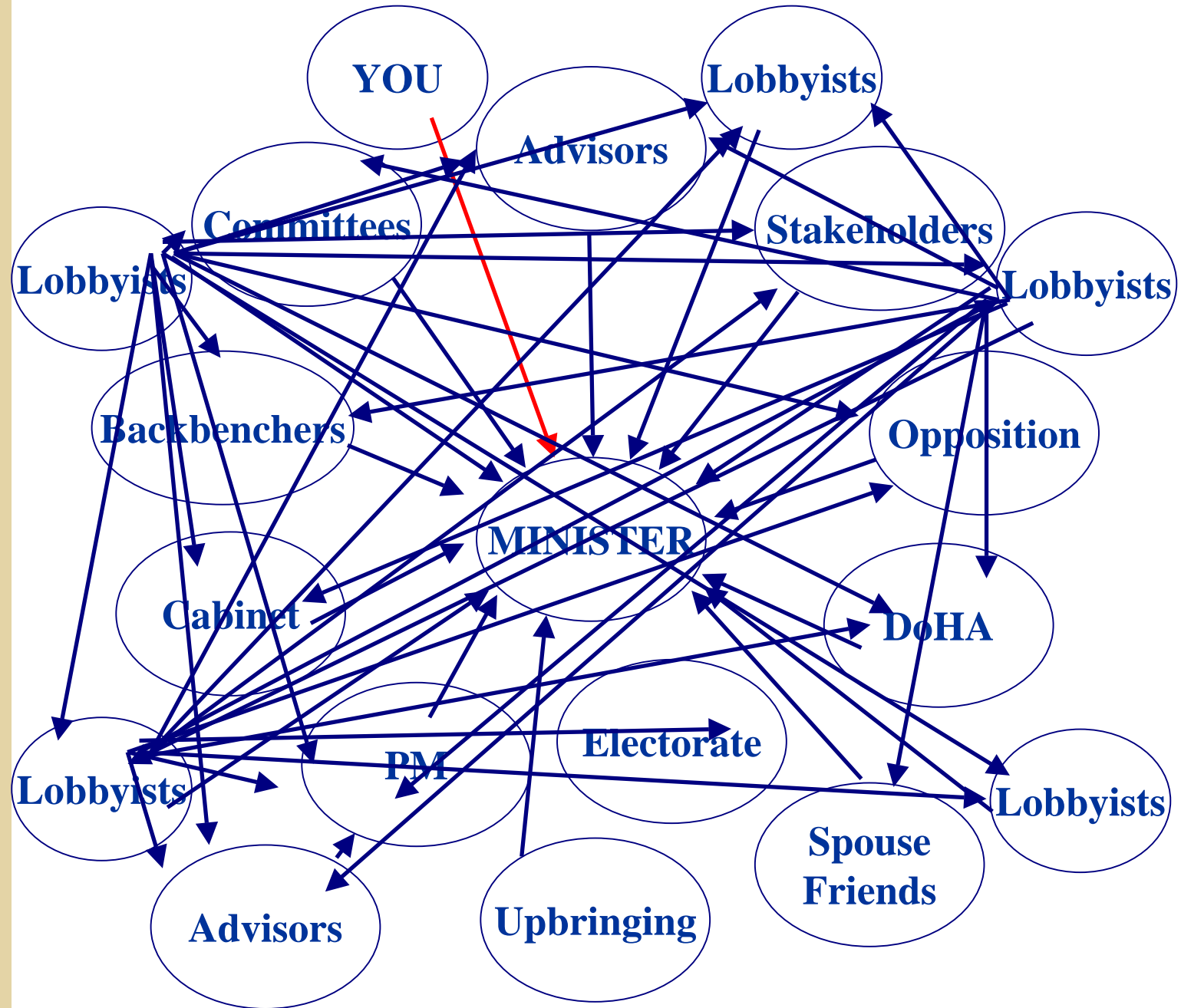
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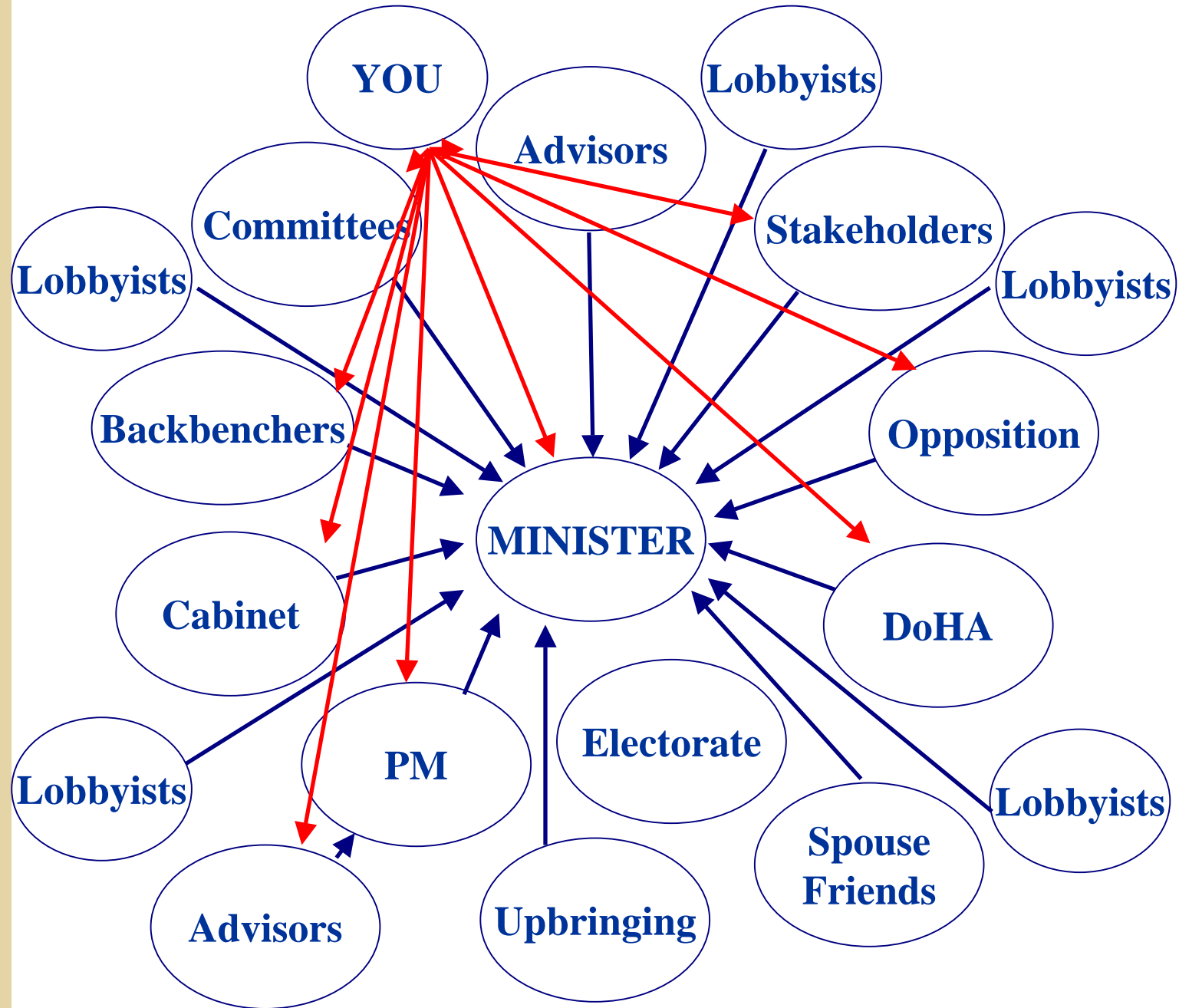


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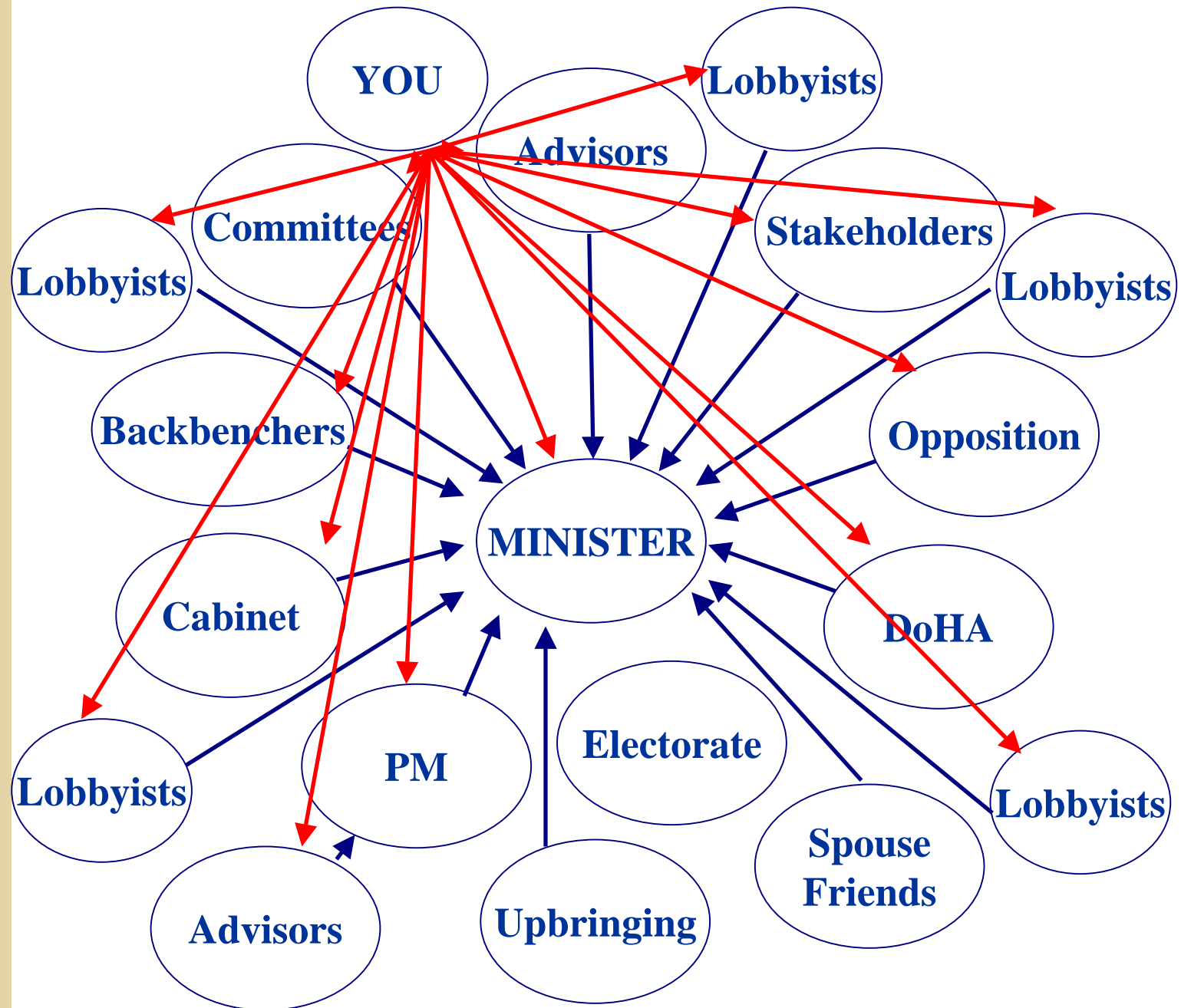


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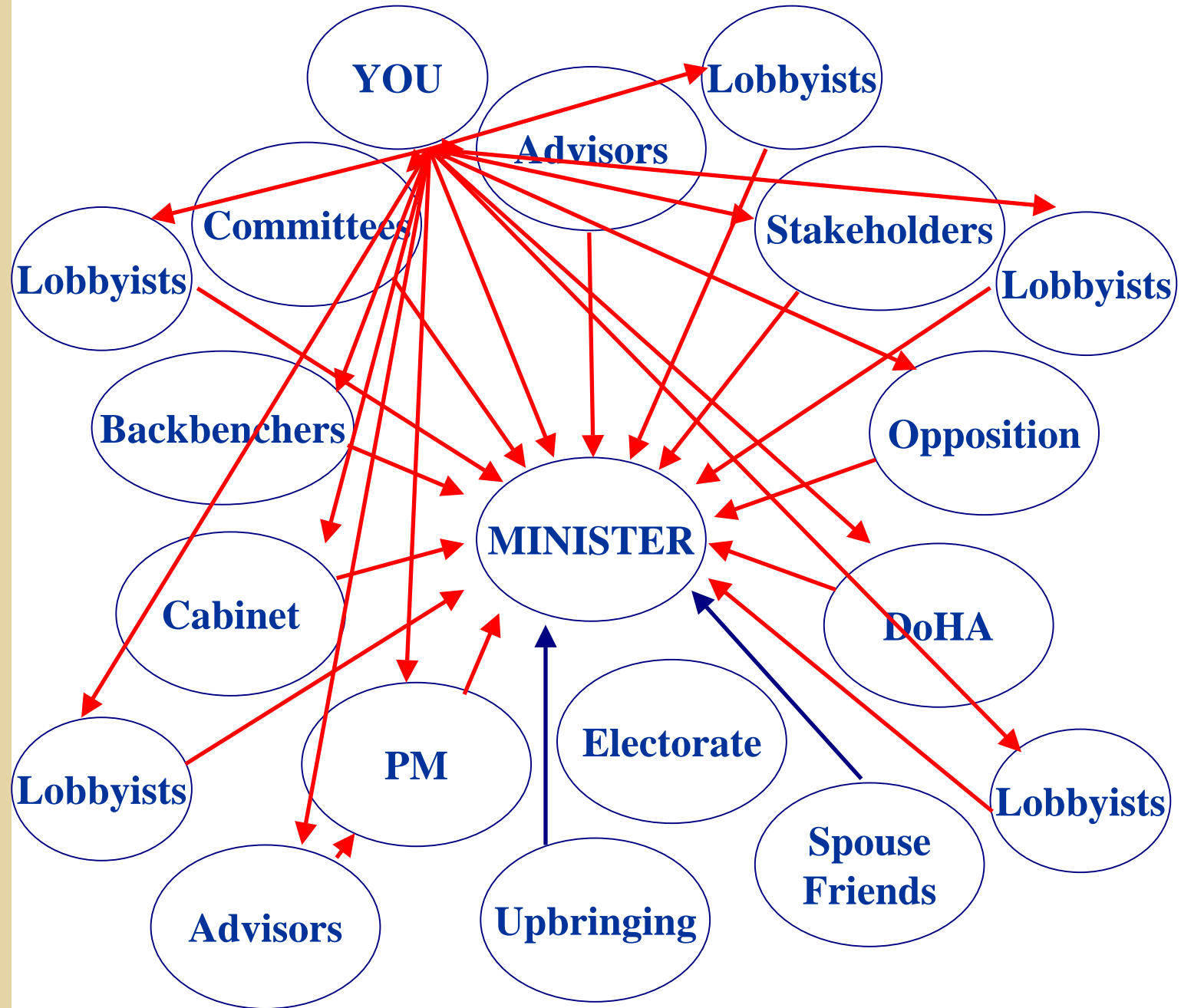


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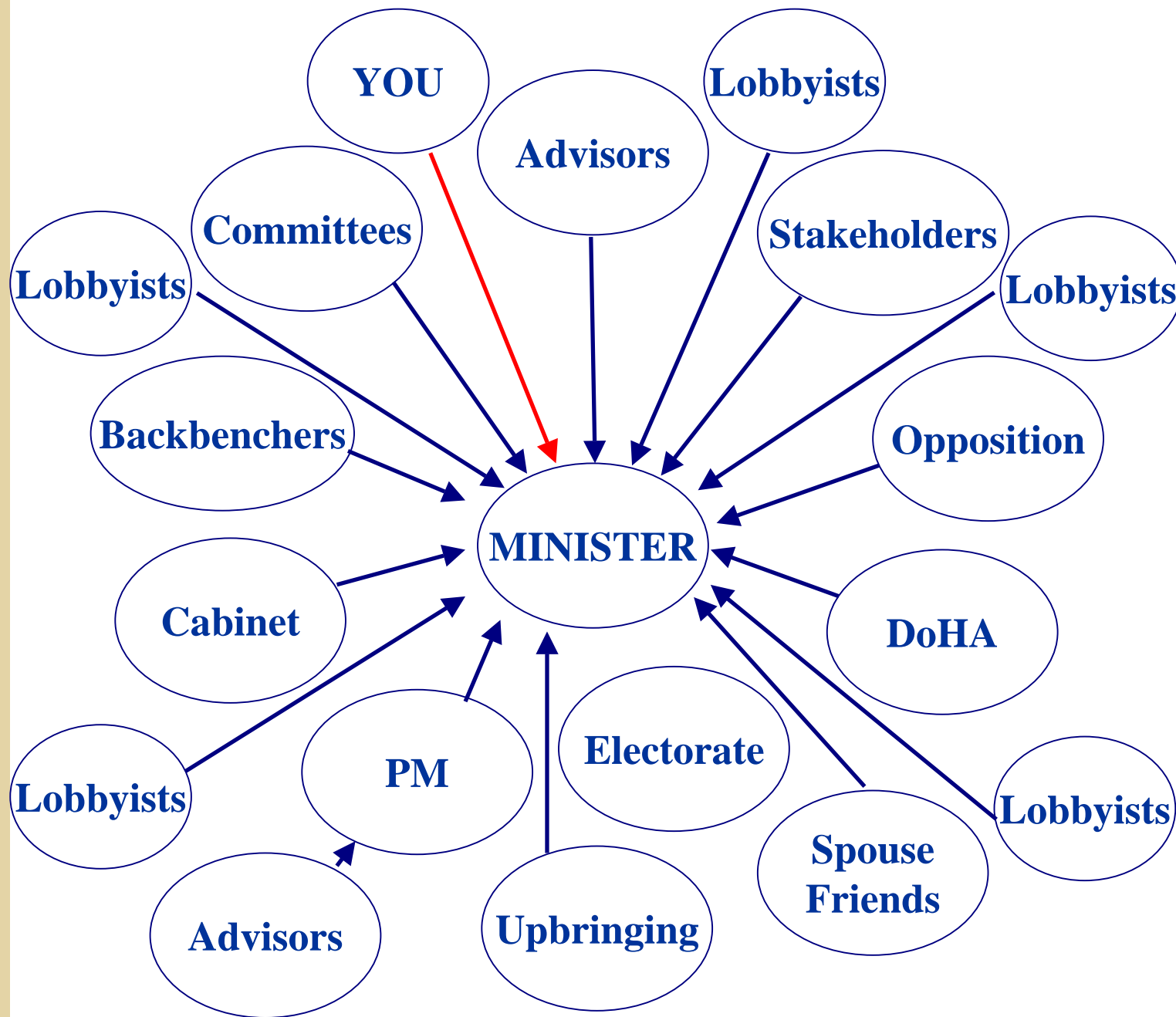
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ABC of Lobbying

- **Access**
- **Benefits**
- **Credibility**

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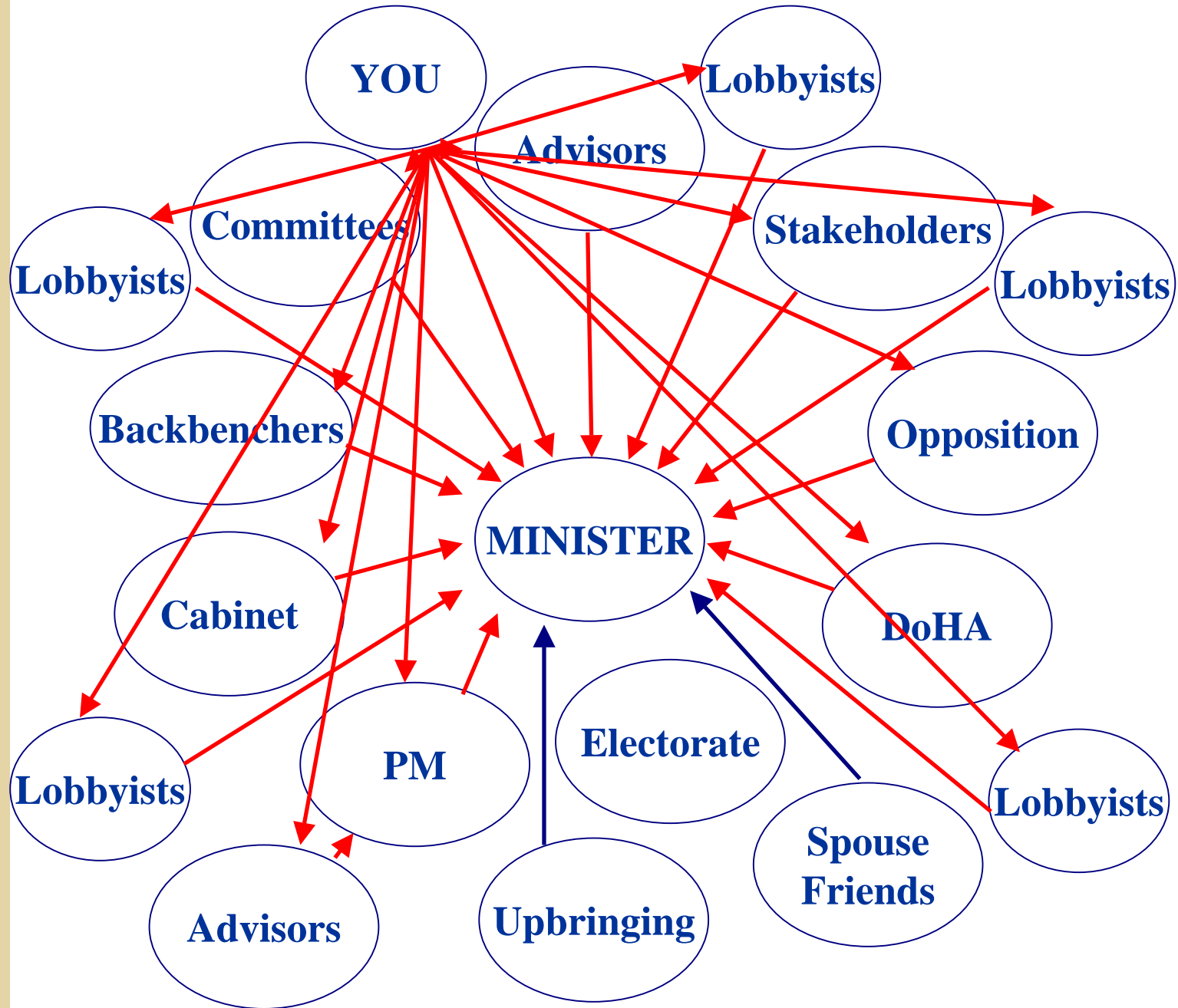


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Principles of a Good Lobbying Campaign

- **Clear problem/Clear solution**
- **Minimum of issues**
- **Supported by your “members”**
- **Easily understood by everyone**
- **Supported by good evidence**
- **Must be good public policy (not just self interest)**
- **Persistence**

Most common mistakes

- **Asking for too much**
- **Raising problems without solutions**
- **Poor preparation and presentation**

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Problem/Solution Campaigns



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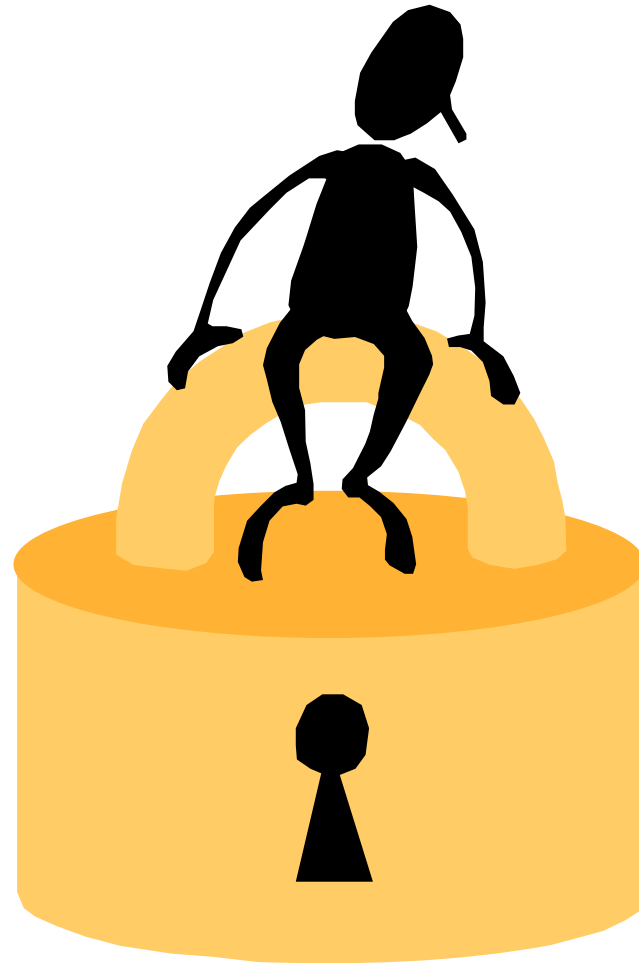
Problem/Solution Campaigns

- **Vaccinations**
- **Increasing doctors in the workforce**
- **Public Health Research**
- **Recycling effluent into drinking water**

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Complex Campaigns



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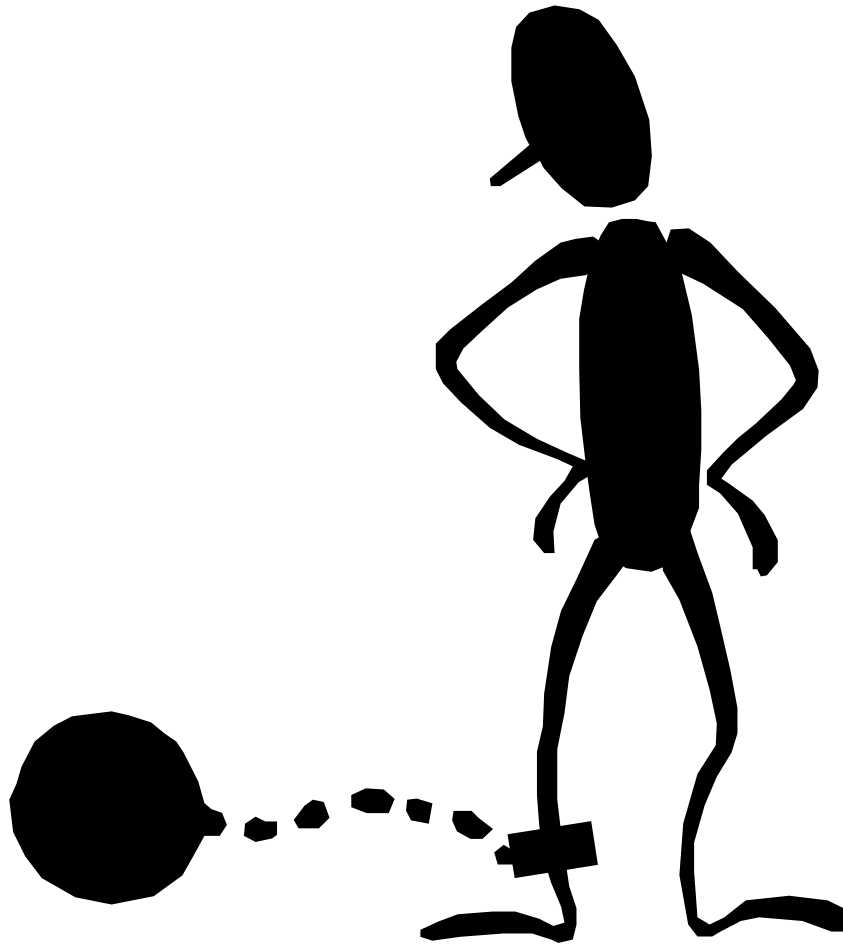
Complex Campaigns

- **Indigenous Health**
- **Chronic Disease Management**
- **Increasing nurses in the public hospital workforce**
- **Getting doctors to the bush**

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Unachievable Campaigns (Currently)



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Unachievable Campaigns

- **Abolishing the 30% Rebate for Private Health Insurance**
- **A commitment to a dollar amount of funding for public hospitals prior to the Federal Election**

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Successful Campaigns



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Taking your Opportunities

- **Accreditation of Nursing Homes - February 2000**
- **Mental Health funding initiative - May 2006**
- **PBS funding for Gardisal – July 2006**

***“Greater than the tread of
mighty armies is an idea
whose time has come.”***

Victor Hugo

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Post-Lobbying Mistakes



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Post-Lobbying Mistakes

- **Not saying thank-you**
- **Being mealy mouthed**
- **Hiding your light under a bushel**

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Federal Election Issues

- **It's a way to go yet**
- **The Vote Deciding Issues are likely to be –**
 - The Economy
 - Workplace Relations
 - Environment
- **There are plenty of opportunities for Public Health Issues to be part of policy**

Federal Election Issues

- **Indigenous Health**
 - Water
 - Food
 - Accommodation
 - Hygiene
 - Education
 - Health Services
- **Managing Chronic Disease**

Federal Election Issues

- **Do not become party political**
eg –
 - Impact of workplace agreements on public hospitals
 - Abolishing the 30% rebate