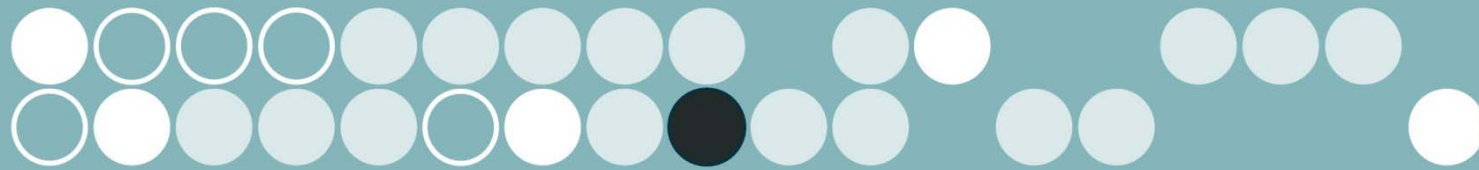


Andrew Bradley

Australian Public Affairs

australian public affairs



The rise of The Greens as a political force and their impact on policy

*Red, Blue, Independent and Green: what does the new
political equation mean for you?*

Thursday 18 November

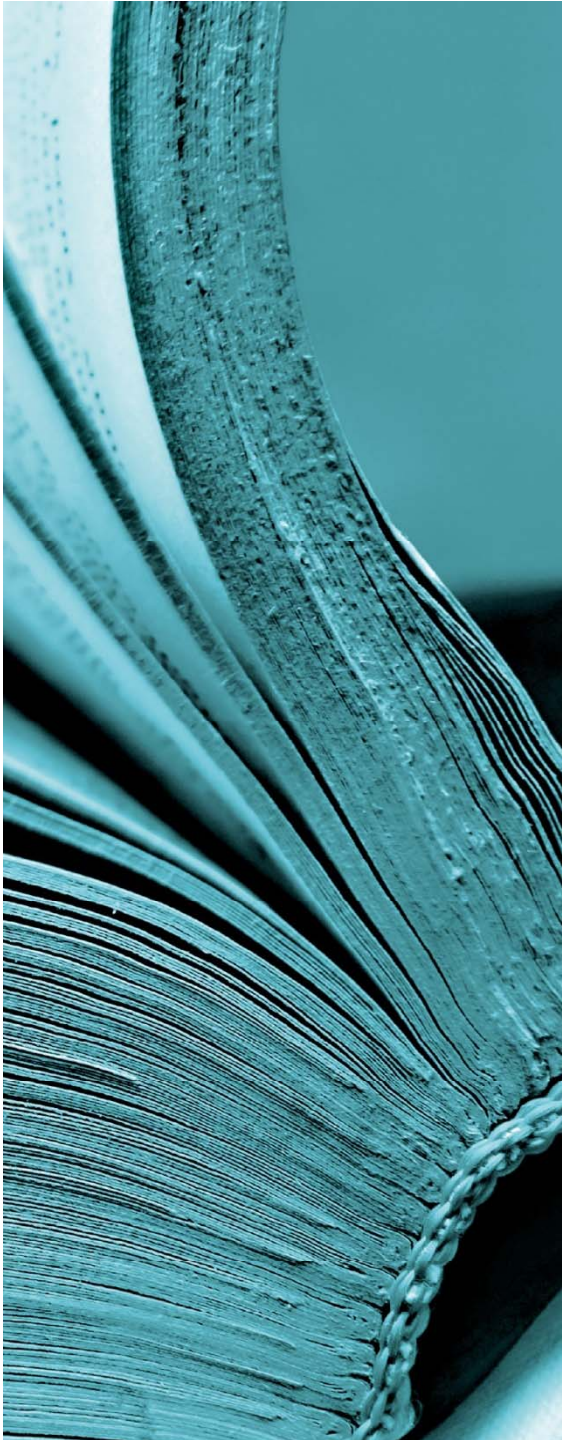
Andrew Bradley

Director – Climate Response



Australian Public Affairs (APA)

- Who are we?

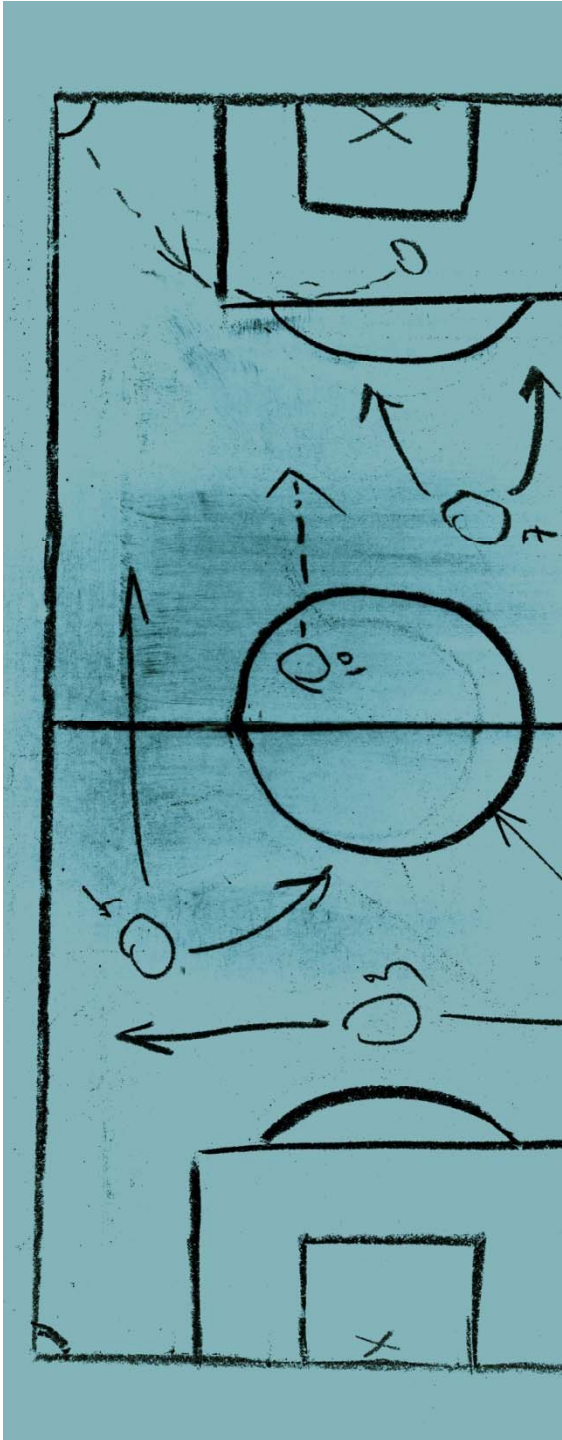


My patch and experience

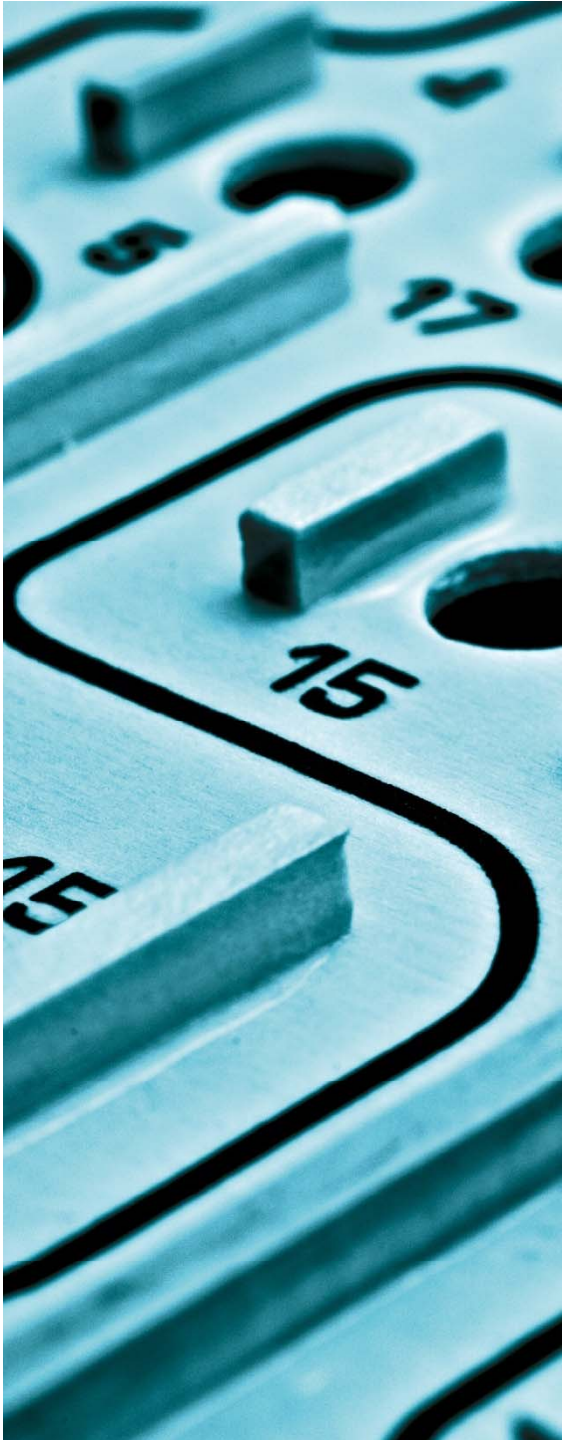


Climate Response

– from the sidelines
to the mainstream



The lessons from the States



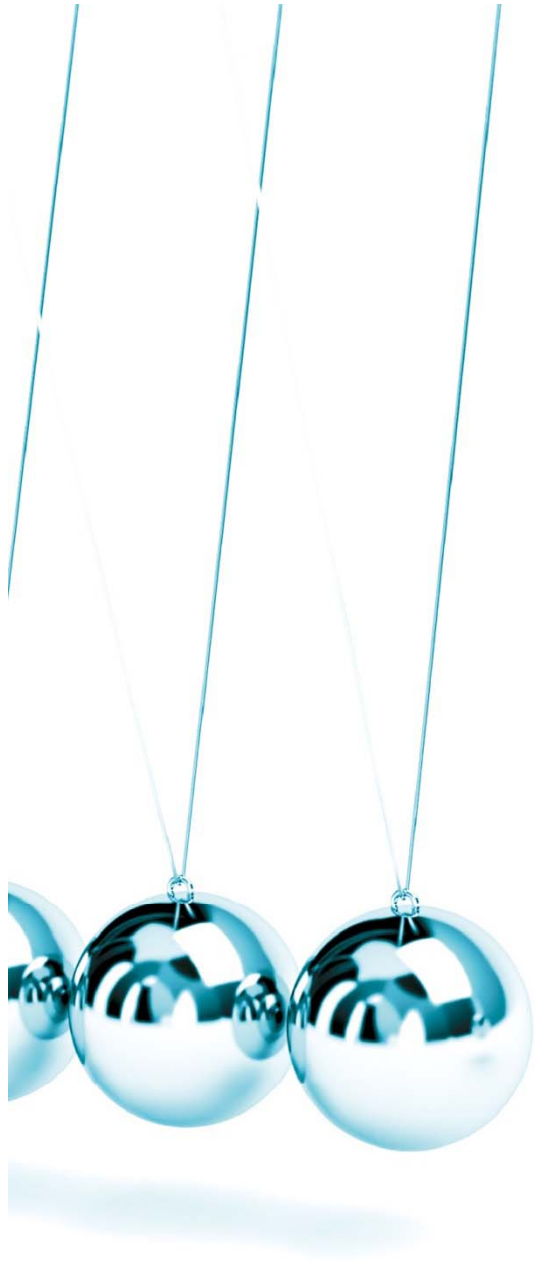
“What happened here?” and is anyone actually surprised?



The role of communications



**When 2 sides no
longer go to war
– how will media cope?**



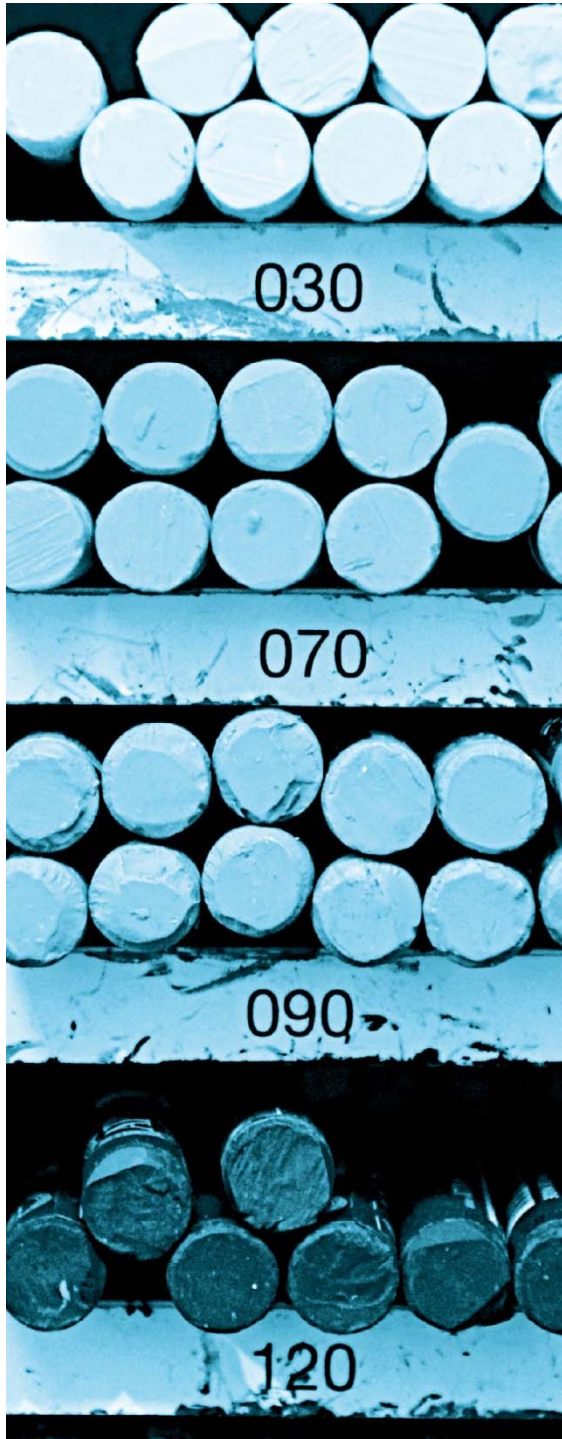
**No spin is the
new spin**



**Getting your
message heard**



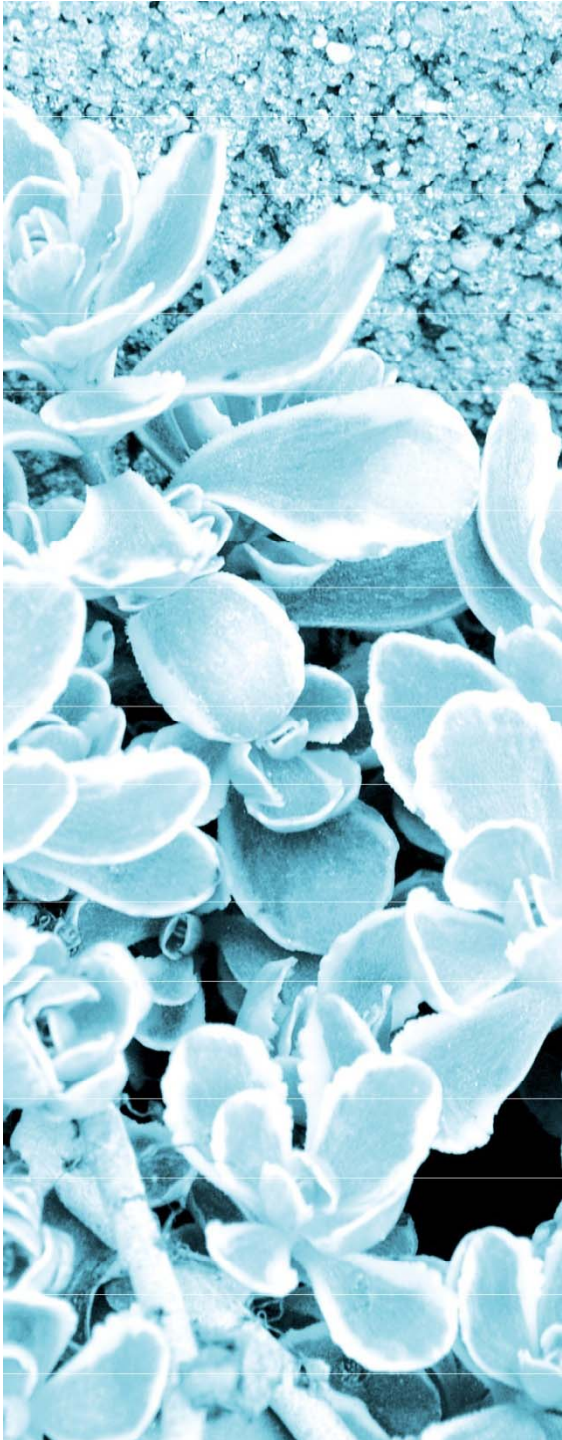
**Lobbyists,
lobbying and
getting through
doors**



Doing the numbers



Pressures, resources and staff



**The things
that matter**



All politics is local



Thank you



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