

Strategic Government Relations In- House Panel Session

Opportunities & Challenges

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Annual Government Relations Summit 2010

National Press Club – 18th November





Political Prism

Critical GR Questions:

- PM or Ministers?
- Cabinet or Parliament?
- Parliament or Department?
- Public Opinion or Sound Policy?
- Simple or Complex?
- Metro or Rural & Regional?
- Central Agencies or Ministries?
- Advisers or MP's?
- Reps or Senate?
- Ministers or Committees?
- Consultants or In-House?
- Insider or Outsider Game?





GR Strategies Changing?

Comparison of First Term (Rudd) with Second Term (Gillard)

	Rudd	Gillard
01 Problem Stream – what needs to change?		
02 Policy Stream – what is the solution?		
03 Political Stream – who can advocate changes?		
04 Playmakers Stream – who can make it happen?		
05 Process Stream – how can it happen?		

New trend/change since election

Scale for relevance of theme:

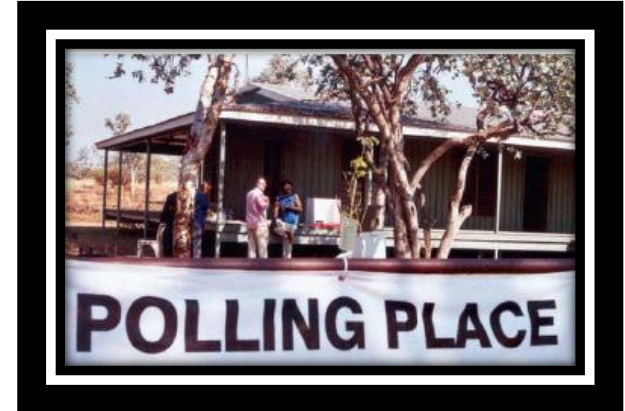
High
 Significant
 Moderate
 Low
 Essentially none



Has your Strategy Changed?

Hill Feedback

- Massive Change but stable
- Rise of Reps
- Rise of Cabinet
- Follow the staffing allocation
- Committees / Enquiries Important / Private Members Bills
- Change to the Greens (2011)
- Policy Novelties / Opportunities / Danger / Radar
- Ear Marking / Watering Down / Last Minute Changes
- Mistakes are noticed
- Parliamentary Game but Government is still first



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