

VOLUNTARY GROUPS

THE NEED FOR A POLITICAL STRATEGY

VOLUNTEUROPE - 1ST EUROPEAN WORKSHOP ON VOLUNTARY ACTION

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GERRY WADE, PARTNER, BRUCE NAUGHTON WADE
PUBLIC AFFAIRS MANAGEMENT COUNSELLORS.

Bruce Naughton Wade

A POLITICAL STRATEGY

- WHAT IS IT?
- WHY HAVE ONE?
- HOW CAN IT BE DEVELOPED?
- HOW CAN IT BE IMPLEMENTED?

POLITICAL STRATEGY

"THE ACTIONS AND CHANGES THE ORGANISATION WOULD LIKE
TO SEE OCCUR IN THE PUBLIC POLICY ENVIRONMENT TO
ENABLE IT TO ACHIEVE ITS LEGITIMATE GOALS"

PUBLIC POLICY ISSUES

"EXISTING OR POTENTIAL DEVELOPMENTS IN THE
EXTERNAL ENVIRONMENT WHICH COULD AFFECT THE
ABILITY OF THE ORGANISATION TO ACHIEVE
ITS GOALS"

THE PUBLIC POLICY PROCESS MATTERS BECAUSE IT

- IS STRATEGIC
- DICTATES THE RULES UNDER WHICH YOU OPERATE
- CREATES OR IMPEDES OPPORTUNITIES
- CAN BE USED AGAINST YOU
- CANNOT BE IGNORED
- NEEDS YOUR INVOLVEMENT

UNDERSTANDING THE PUBLIC POLICY PROCESS

- A PRE-REQUISITE
- MAKE SECTORAL INTEREST STARTING POINT
- FOCUS ON ALL CONTRIBUTORS TO PROCESS
- TEST YOUR ANALYSIS
- KEEP UPDATED
- USE TO DEVELOP PLAN FOR PARTICIPATION

THE PUBLIC POLICY PROCESS

- COMPLEX & MULTI-DIMENSIONAL
- UNENDING, LENGTHY CYCLE
- NOT PLAYED BY YOUR RULES

CONTENTS OF A POLITICAL STRATEGY

- ASSESSMENT OF ENVIRONMENT
- GOALS AND PRIORITIES
- DECISION MAKING PROCESS,
KEY PLAYERS AND AUDIENCES
- STRATEGY
- ACTIONS/PROGRAMMES
- MEASUREMENT/EVALUATION

BUILDING 'CAPITAL' WITH KEY AUDIENCES

- DEVELOPING RELATIONSHIPS
- EMPHASISING CONTRIBUTIONS TO POLICY INTERESTS
- PROMOTING SHARED INTERESTS
- PROVIDING INFORMATION
- OFFERING ASSISTANCE
- REPRESENTING SECTOR AND CONCERNS

MEASURING ACHIEVEMENTS

- CLIENT CREDIBILITY
- REPUTATION AMONG EXTERNAL AUDIENCES
- ACCESS TO POLICY-MAKERS
- GOVERNMENT SUPPORT & RECOGNITION
- ENHANCED OPPORTUNITIES TO PURSUE GOALS
- ACCEPTABLE LAWS & REGULATIONS

BE STRATEGIC

- DEFINE YOUR OBJECTIVES
- PLAN YOUR CAMPAIGN
- CEMENT YOUR ALLIANCES
- KNOW YOUR ENEMIES
- CHOOSE YOUR BATTLEFIELDS
- MARSHAL YOUR FORCES
- BE PREPARED TO REGROUP

GOVERNMENT RELATIONS

BUSINESS & PUBLIC POLICY

