



Lobbying

What is Lobbying?

Lobbying is an act aimed at influencing or persuading decision makers.

Tools for lobbying?

- Letters, emails, social media (blogs, facebook, twitter) and phone calls;
- Petitions and submissions;
- Meetings with decision makers;
- Actions – such as protests and events;
- Community involvement – the more people involved the better; and
- Lobbying influential people to lobby on your behalf..

Tips

Have a clear message	What is the issue? Who is involved and why are they involved? Do the research and know the facts? Develop a clear position.
Be strategic	Develop a lobbying plan – what lobbying tools are you going to use, how are you going to action those tools and when?.
Know your audience	Who are the decision-makers? Who are the supporters? Who are the opposition?
Supporters	Consult those you claim to represent. Don't say you speak on their behalf – without consulting. Collective lobbying is powerful – build partnerships.
Opposition	Create a clear, counter argument to address the opposition's position..
Consider decision makers	What are the benefits of a decision maker supporting your position? Demonstrate those benefits.
No blackmail or bribes	Never use gifts or favours to influence decision makers.
Maximise media attention	Develop a media strategy to target social media and all news outlets including newspapers, television and radio.

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