



Briefing Document - Political Advocacy

Meeting with politicians, key bureaucrats and policy makers is an important way for ASMR to achieve its goal of a stable and appropriate funding environment to maintain an internationally competitive health and medical research program in Australia.

The dialogue is not just about dollars. It is also about educating and informing our political leaders so they become motivated champions for our cause.

Ways to engage politicians -

Have your messages clear

- Know what you want and what your politician can do for you
- Emphasize value of H&MR to community (prevention, better treatment, ability to respond to emerging disease threats, wealth creation, jobs, economic opportunity and better health)

Be well prepared

- Background your politician (internet)
- Breadth of electorate (eg blue collar, marginal, rural)
- Know track record of the part in the area

Provide background briefing material

- Case Studies, Access Economics Report, Fact Sheet (all available from www.asmr.org.au)... it could provide the basis of a speech in Parliament!

Use examples from your own research

- Use PLAIN English examples of health outcomes from YOUR OWN research

Do

- Provide your Business Card
- Be enthusiastic
- Be factual
- Expect meetings of 20-30 mins.
- Follow up, keep contact alive
- Use a bi-partisan approach

Don't

- Use jargon
- Raise problems without solutions
- Ask too much
- Ask too late for what you want
- Mis-state the facts
- Target the wrong person

Politicians are not receptive

- In times of crisis
- During election campaigns

Talk to all parties -

- Today's Opposition is tomorrow's government
- Today's Backbencher is tomorrow's Cabinet Minister