

# SAVING LIVES..... SAVING MONEY.....

## the Australian Society for Medical Research (ASMR)

### DO's

- Provide your BusinessCard
- Be enthusiastic
- Be factual (able to substantiate your claims)
- Appreciate demands on politicians (most can spare only 20 - 30 minutes)
- Follow up the meeting, keep the contact alive
- Use a bi-partisan approach

### DON'TS

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

### Briefing Document - Political Advocacy

Meeting with politicians, key bureaucrats and policy makers is an important way for the 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.

#### Have your messages clear

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

#### Be well prepared

- Background your politician (internet)
- Breadth of electorate (e.g. blue collar, marginal seat, rural)
- Know the track record of the party in the area (e.g. Howard government - Wills funding increases, Backing Australia's Ability, Intergenerational Report)

#### Provide background briefing material

- Case studies, H&M R Fact Sheet, ASMR flyer (available at the ASMR Website: [www.asmr.org.au/news/](http://www.asmr.org.au/news/))
- Could be basis of speech in Parliament

#### Use examples from your own research

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

**Politicians are not receptive -**

- \* in times of crisis
- \* during election campaigns

**Talk to all sides of government and minor parties -**

- \* today's opposition is tomorrow's government
- \* today's backbencher is tomorrow's Cabinet Minister



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**The Australian Society for Medical Research**  
**BRINGING HEALTH TO LIFE.**