



Who's who in the government zoo (and what do they do?)

Advocacy is in the community service sector's DNA, but mystifying government processes can frustrate the best laid plan.

This unique course takes you through the who and what of government decision-making, revealing how you can be a more influential advocate.

What you'll get out of the course

- A more comprehensive understanding of the people, positions, and processes through which State government decisions are made, including their timeframes
- A keener appreciation of what decision makers are looking for in advice and proposals
- An opportunity to refine your organisation's story about what it offers, the public benefit and the alignment with government priorities
- A collection of proven methods and resources to take away and use day to day.

Plus, another opportunity to network and plan with like-minded colleagues.

Who is this course for?

This course for up to 12 people would be ideal for those working in the community services sector who have had limited exposure to government and would like to learn more.

Why do we know what we're talking about?

As seasoned former senior public servants both Anna Moynihan and Rachel Healy know government – its decision-making protocols and processes. We also know what you need to know to be more influential. Plus, having delivered our Mastering the Craft of Advising Government training to over 900 public servants across 15 Queensland Government departments and an Australian Government department, we know what government decision makers are looking for in advice and proposals.

We both understand the community services sector's operating environment and unique value. A social worker by profession, Anna has worked in front-line service delivery and executive roles across disability, community care, child protection, hospitals and women's health. As a government executive she drove significant collaborations with the sector, notably the Compact which resulted in the innovative Human Services Quality Framework. After a decade working in government social policy roles, Rachel has spent the past eleven years working with a broad range of community services as a researcher, evaluator and facilitator across the health, disability, domestic and family violence, family support, housing, education, justice and community legal sectors.

Our method

A hallmark of our courses is putting people in the shoes of government decision-makers to understand what they're looking for in advocacy and advice.

We use adult learning principles and include a mix of self-directed learning and individual reflection, paired and small group work and large group discussion to cater to diverse learning styles. We convene panel discussions to offer up-to-date and real-life insights. Also, participants take away unique, practical resources to apply in their day to day work.

Our style is relaxed and approachable. We generate lively and safe conversations, sharing some of our own career highs and lows - and what we learnt along the way.

Since March 2020 we have been offering these courses via interactive livestream events to cater to regional and interstate clients and teams working from home.

An independent evaluation we commissioned in late 2019 confirmed our positive impact.

Course outline

We can deliver the eight-hour training as a block. However, due to the fatiguing nature of online delivery, we recommend splitting the training into two four-hour blocks spread over the course of a few weeks.

Session 1:

Who's who in the government zoo?

Do you want to know the who and what of government decision-making?

This four-hour session demystifies government decision-making. It helps participants understand the people, positions, institutions, and processes through which public policy decisions are made, including the timeframes in which they occur. This includes understanding the federated nature of public policy in Australia, Parliament and its committees, Cabinet, the annual budget process and how the public service and Ministerial offices work together.

We bring the 'who's who' to life through large and small group discussion, realistic scenarios and personal stories from Anna's and Rachel's careers. Participants take away a helpful resource to their approach to government relations.

Session 2:

Getting their attention: tips for engaging government

Do you want to know what works (and doesn't work?)

This four-hour session exposes participants to what government decision makers pay attention to (and what they don't!). We start with an exercise through which participants craft a compelling story about their organisation and its purpose; what difference it is wanting to make; and why that's of relevance to government.

Then, using realistic, practical exercises we put people in the shoes of busy decision-makers receiving large volumes of written advice, submissions, letters, briefs, and fast-paced verbal advice. You'll receive tips from a panel of sector leaders, senior bureaucrats and ex-Ministers/staff about advocacy and influencing. Lastly, we'll provide resources covering the elements of good advice and the types of questions and interests that decision makers will want addressed in advice or proposals.

Course costs

The cost for delivering this course is \$5,400 ex GST. We take up to 12 participants, equating to a cost of \$450 ex GST per person for eight hours of training delivered by two highly experienced facilitators. While delivery is online, we can consider face to face training subject to assessment of risks associated with COVID-19 for participants, ourselves and the vulnerability of clients and communities that organisations are working with. While our delivery fee will remain unchanged for face to face delivery, we will charge for associated costs such as transport and travel time, venue hire, accommodation or production of printed resources.

More about us

Rachel

Rachel has worked in senior Queensland government roles in social policy development and coordination, program design, implementation and evaluation.

A consultant for the past eleven years, she has diverse clients across government, industry and the not-for-profit sector. She specialises in facilitation, research and evaluation and brings to any project a fresh perspective and sharp analysis.



Anna

Anna has a successful track record as a leader at senior executive level in government and not-for-profit sectors in strategic social policy, planning and performance, project management and facilitation.

Now a consultant, she has a reputation as a high performer who delivers excellent results in complex environments, and approaches work with humour, wisdom and staying power.

