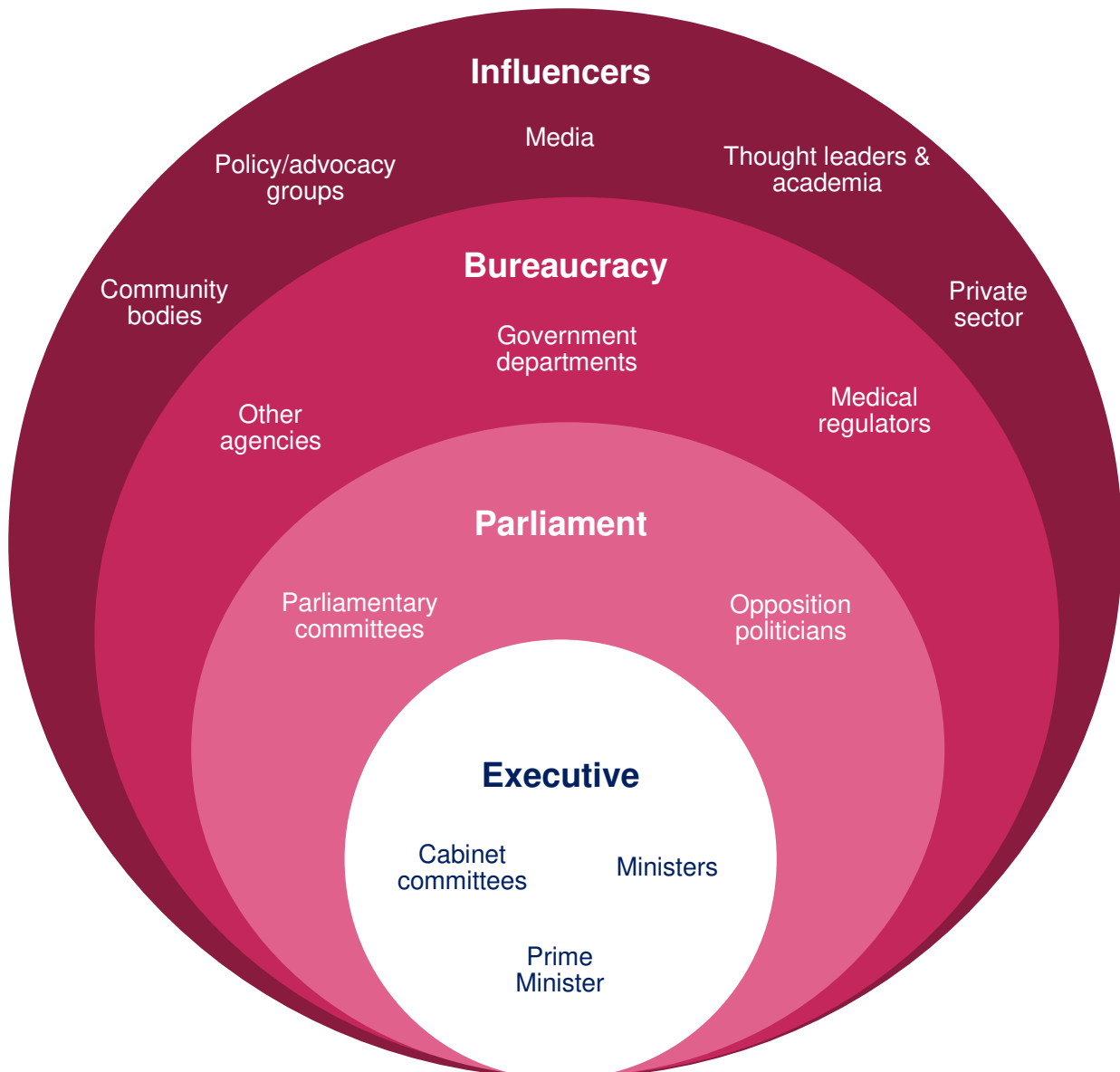


AANMS POLITICAL ENGAGEMENT TRAINING

Fact sheet 1: Principles of political engagement

- **Plan your engagement approach**
 - Explore multiple means of engaging with MPs (eg. supplement a one-to-one meeting with briefing papers, letters, forums and local stakeholder engagement).
- **Be prepared to answer three key questions:**
 - How does this issue affect the politician's constituents?
 - What can the politician do about it?
 - What will happen if the politician doesn't take action?
- **Outline the problem, offer a solution.**
 - What is the issue you are trying to solve? Be specific, have clear messaging.
 - Present a practical, effective solution for the politician and his/her office to implement and develop leave-behind collateral to outline your proposal.
- **Know your audience.**
 - Understand the politician, their position, responsibilities and influence; and the key staff in his/her office.
 - Research recent media and priorities of the politician, to build an understanding of what matters to them.
 - Your local MP may not hold a portfolio responsibility, but they can communicate your position to the decision maker.
- **Political staffers are important stakeholders**
 - Advisers are often researchers, analysts, strategists and confidantes and are among the most important stakeholders to build relationships with in order to influence policy and decision making.
- **Know your value proposition.**
 - What is the value for the politician, their political party, and government? What is your MP trying to achieve, and how does your proposal help them (eg. win political capital, build a legacy, offer a platform for positive publicity)?
- **Understand reciprocity and obligation model**
 - Political networks function under a norm of trust and reciprocity, of an incremental nature.
- **Be reliable.**
 - Deliver on promises made, and be available to provide regular updates to the politician and their office staff.
- **Manage expectations.**
 - Be clear about what is within the politician's capacity, and yours, to deliver.

- **Become a trusted advisor**
 - Doctors are trusted advisors. Position yourself as a useful source of ongoing advice, with useful solutions rather than just problems.
- **Build sustained relationships**
 - It often takes time to build relationships and trust with politicians.
 - Once you've built a relationship ensure you use that political capital it for a worthy cause to shift the needle on big issues. Don't waste it.



Fact sheet 2: Guidance for engaging your local member

Making contact

- Email your MP's office, an advisor, and/or the MP themselves if you have that contact.
- Copy the diary manager or office manager if you can.
- Identify who you are and your capacity (local nuclear medicine specialist, AANMS representative).
- Outline the issue you'd like to discuss, and your proposed solution.
- Indicate your availability for a meeting, including the most suitable times and location (e.g. local electorate or at Parliament). Be as flexible as you can.
- Provide the best contact to reach you on.
- Follow up with a call the next day to ensure receipt of the email, and again regularly (weekly, for example) to check on the progress of the request if no reply is received.

Before the meeting

- Research the MP's role and background.
- Check in with your AANMS peers to gain insight on whether they have met with this MP, or have engaged with another MP on a similar issue.
- Use the key messages provided by AANMS and hone your 30 second 'elevator pitch' (despite a 30-minute scheduled meeting the MP may only be available for a few minutes before being called away)
- For campaigns, inform others involved of your meeting plans.
- Use the AANMS 'leave-behind' document outlining main points and key facts. Also provide your contact details so advisers have a point-of-contact for follow up discussions.
- Scan the media for relevant stories.

At the meeting

- Take someone with you to take notes, or make a record of the meeting yourself.
- Arrive early, especially if security clearance is required.
- Be prepared to meet with office staff (such as an advisor) if the MP is unavailable. Remember, office staff are critical stakeholders and should receive the same respect as MPs.
- Start with your main points. Assume that the meeting could be cut short.
- Tell a story to illustrate your points, use local examples in particular.
- Take a photo with the MP and ask permission to post it – social media is a great tool to build an audience for your proposal.
- End with an ask, and be as specific as possible.
- Ask for their advice on how best to achieve the outcome you are seeking.

After the meeting

- Leave behind a summary document and your business card.
- Take the contact details of everyone present at the meeting, and record them.
- Follow up same-day with a thank you email, and send the photo.
- Write up brief meeting notes, including key discussion points and agreed actions.
- Send the notes to the AANMS and colleagues (for organised campaigns, like indexation).
- Touch base with the politician to follow-up agreed actions, allowing for reasonable time for action.



Fact sheet 3: top tips for advocacy

- **Be strategic:** Understand your audience, target your messaging, articulate your value proposition, and use political capital wisely.
- **Present a united front:** use AANMS materials provided to present a united position and consistent messaging to those outside the profession.
- **Engage broadly:** The current COVID-19 pandemic is a timely reminder that health is everybody's business, with broader impacts on every government portfolio.
- **Use opportunities wisely:** Health has never been a more prominent topic across the political spectrum. Use the opportunity to position yourself as a trusted source of advice during this time, and establish relationships to be nurtured long term.
- **Meetings are only one tactic:** Politicians have limited time and bandwidth to deeply understand an issue. To supplement one-to-one meetings: meet with advisers, write letters, development briefing papers or policy analysis to support the politician's understanding of an issue.

Common lobbying mistakes

- Presenting 'your' problem, not 'their' problem.
- Discussing too many issues. Keep it simple and targeted.
- Raising issues outside of the jurisdiction (for example, raising state issues with a federal MP).
- Using technical language and acronyms. Always use lay terms (unless the politician is also a doctor).
- Going off topic. A bit of social chat is helpful to establish commonality and break the ice, but keep it to a minimum and ensure your time is used effectively.
- Blaming government for previous actions. Focus on the future.
- Threatening consequences which do not occur. Once trust is lost, it is hard to re-establish.