



Effective Political Lobbying & Campaigning

Sue Bellino, ANF Political Coordinator

* Effective Political Campaigning: AGENDA

- **Why lobby Federal politicians?**
- **Keys to effective lobbying**
- **Getting your message right – and sticking to it!**
- **Developing an effective message campaign**
- **They don't know what you know**
- **Have a plan**
- **Arranging meetings with Politicians**
- **Budget time**

* Why Lobby Federal Politicians?

*** Because they have significant influence and responsibility, including backbenchers:**

*** Government is facing constant new challenges and emerging policy problems, so you need to be mindful of the competing agendas and keep the MP/Senator informed and involved so they can keep the pressure on.**

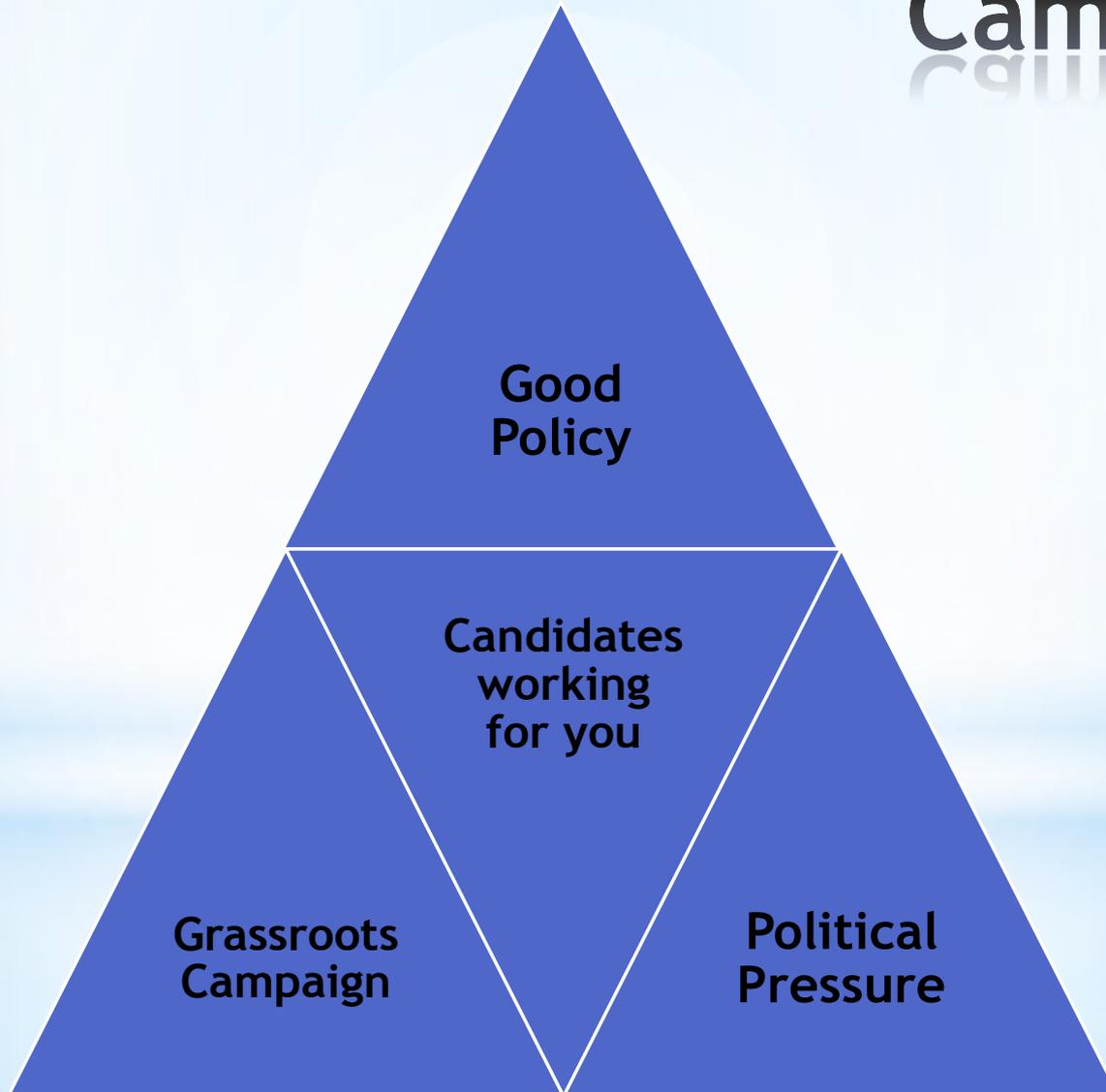
*** Keys to Effective Communication/Lobbying**

- * Which programs, sections of the Department or agencies are relevant to your organisation or campaign**
- * Know the stated policies of the Government/Opposition**
- * Support your position with submissions and research**
- * Try to be 'in synch' with the Government's policy priorities**
- * Engaging support from third parties and relevant media**
- * Choosing your timing – be mindful of the parliamentary cycle and the media timetable**
- * Map decision-makers and talk to all relevant parties including cross-benchers – hung parliament and balance of power**

* Guiding Principles

- * **“All politics are local” – Tip O’Neill, Former US House of Reps Speaker**
- * **Know your local members as well as the relevant Ministers, bureaucrats, Shadows, Upper House and %’s**
- * **Government wont know your position unless you tell them**
- * **Keep up regular communication with Government – don’t wait for problems to develop**
- * **Always follow up with the MP – don’t let your issue slip off their ‘radar’.**
- * **It’s up to us to put enough pressure on them, to show there is so much support for our policy that it would be detrimental to them NOT to implement it.**

* 3 Elements to a Winning Campaign



Electoral Pendulum

Updated May 2011

LABOR SEATS



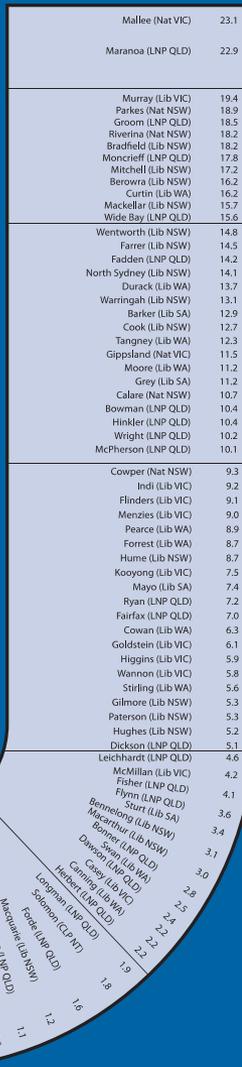
OTHER SEATS

New England (IND NSW)	21.5
Lyne (IND NSW)	12.7
Kennedy (IND QLD)	18.3
Melbourne (Greens VIC)	6.0
Denison (IND TAS)	1.2
O'Connor (NAT WA)	3.6

NOTES: This pendulum was made using AEC 2PP margins.
 It includes estimated margins following the 2010 Victorian redistribution
 (Please note Melbourne & Batman do not have estimated margins due to their 2PP against The Greens.
 For further information please contact the ALP National Secretariat (02) 6120 0800.
 * New England & Lyne 2PP margins are against the Nationals.
 ** Kennedy 2PP margin is against the LNP.
 *** Melbourne & Denison 2PP margins are against the ALP.
 **** O'Connor 2PP margin is against the Liberals.



NAT/LIB SEATS



	Seats currently held by each party
ALP	72
COALITION	72
GREENS	1
OTHERS	5
TOTAL	150

*** Developing an effective message campaign strategy**

*** Build a matrix of key targets, events and announcements. How do you 1. identify supporters, 2. make supporters, 3. get them to take action???**

*** Key people of influence to a local politician:**

*** Make sure the Politician is seeing & hearing stories and approaches about your issue before & after you seek to meet with them.**

* They don't know what you know

- * The entire caucus of the government comes from (HOW MANY) backgrounds.
- * Political advisors
- * Public servants
- * Lawyers
- * Teachers
- * Union officials
- * Party officials
- * In 1969 they came from 17 different occupations.
- * Nurses???

- * Know when major events are on
- * Know when meetings are happening (AHMAC, community Cabinet, budget meetings, etc.)
- * Parliamentary sitting dates
- * Activities before a local visit
- * Build contacts
- * Learn to network - coffee
- * Strategy is to be effective and heard

*** Have a campaign plan**



Dear Prime Minister and Treasurer,

Aged Care Can't Wait. Budget 2012 must be the aged care budget, with increased funding for:

- the right mix of staff and skills
- wages comparable to the public sector
- more funding tied to wages and staffing
- a focus on quality care.

NAME _____

SIGNED _____

DATED _____ POSTCODE _____

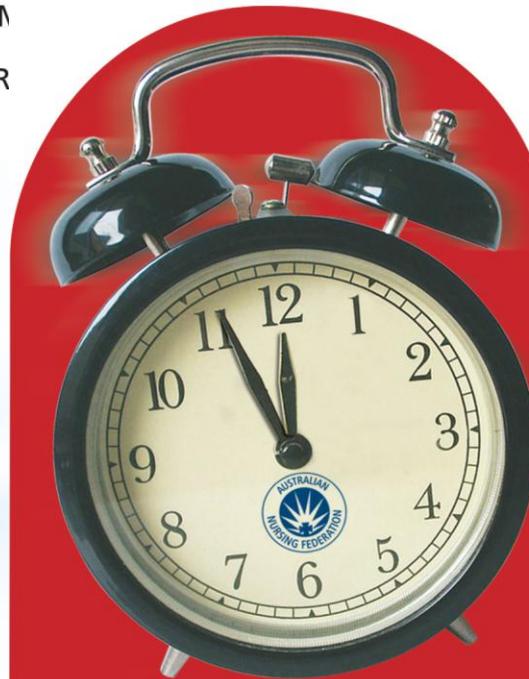
Authorised by Lee Thomas 28 Eyre Street Kingston ACT 2604

THE HON JULIA GILLARD MP

PRIME MINISTER

PARLIAM

CANBER



Aged Care
can't wait



because
we care

Quality care for older Australians

Nurses' aged care plea

Postcards push for a better deal

NICOLE HASHAM

NEPEAN Hospital staff have called on the Federal Government to better fund aged care nursing, claiming a lack of qualified nursing home staff is threatening quality care.

Visiting Federal Lindsay Labor MP David Bradbury earlier this month, nurses presented 500 signed postcards as part of the Australian Nurses Federation (ANF) campaign Because We Care.

The call came as the *Penrith Press* Community Pulse Survey revealed 58 per cent of readers believed the city needed more aged care services.

Not surprisingly, 70 per cent of readers aged over 55 believed more services were needed.

Nurse Peter Mason said a lack of

qualified staff in nursing homes around Penrith meant patients were transferred to the Nepean Hospital emergency department for relatively minor procedures.

"It means nursing care is being delivered by the public health system which puts pressure on emergency," Mr Mason said.

"We're campaigning for better funding for qualified nurses to deliver care in the nursing home setting."

According to the ANF, the number of aged care nurses dropped by more than 4000 to 23,000 in 2007.

The federation claims nurses are being replaced by less-qualified "assistants in nursing", with an extra 7500 employed over the same period.

The ANF is calling for better pay

for aged care nurses, who it says are paid up to \$300 a week less than nurses in other sectors.

It is also demanding nursing homes be made more accountable for the way in which they spend federal taxpayer dollars.

Mr Bradbury described the pay disparity as "a major concern" and said he supported aged care nursing staff in their bid for better pay.

He said the Federal Government was delivering \$41 billion to the aged care sector over the next four years.

"So there is capacity there for the sector to better recognise the contribution that its nursing staff make to the care and wellbeing of the elderly residents in our aged care facilities," Mr Bradbury said.



Nepean Hospital nurse Peter Mason presents David Bradbury with the postcards calling for more nurses in aged care facilities. Picture: EMMY SULLIVAN

Aged care nurse 'crisis'

Employer, employee and union agree: too few, paid too little, asked to do too much

EMPLOYER: challenged

Forget playing politics. Warragatta's aged care residential services, like most others in Australia, are under increasing pressure.

And there is no reprieve in sight, with our 'aging' population to grow more than any other in the next decade.

"We haven't compromised on resident care, but we're being challenged, and it's placing extra stress, workloads and burdens on nursing staff," St John's Village chief executive officer, Joe Caruso, said this week.

A director of Aged and Community Care Victoria, Mr Caruso said the industry



By JEFF ZEUSCHNER
zeuschner@anf.org.au

needs more government funding, and workplace reforms, to address nursing issues.

"We can't do without the

nursing profession because of the growing complexity of residents' needs, but we simply can't compete against the hospital sector when it comes to recruitment," he said.

"Our nurses, with similar qualifications to those in the hospital sector, are paid less, yet have significant regulatory compliance responsibilities.

"We've committed to a three per cent nursing pay rise but the Federal Government is only funding 1.9 per cent.

"We have to try and find this money somewhere.

"Public sector aged care facilities are a bit better off but they also get funding from the State Government.

"We need at least another

10 per cent increase in recruitment to ensure our existing nursing staff can get adequate time off and don't burn out."

But he concedes that is easier said than done.

Mr Caruso said while a

ANF: NOW AND INTO FUTURE

• Australia has 2900 residential aged care facilities providing care to more than 160,000 elderly people, 70 per cent of whom receive high-level care and 55 per cent of whom are 85 years of age or older.

• by 2020 the number of residents is projected to reach more than 250,000 - a 56 per cent increase;

• the high-care proportion of residential aged care is going to need to almost triple in the next 25 years to keep up with demand.



LOVES HER WORK: Judi Walker is a dedicated aged care nurse, but she fears for her industry. PHOTO: Cheryl Browne

Rewarding, but too few of us

Judi Walker loves being an aged care nurse in Warragatta, but never in her 25 years on the job has she feared more for her industry.

"It is in crisis," the 55 year old said, caring for some of the 150 aged care residents at St John's Village nursing home and its hostel.

"The sector needs more Federal Government funding to address the disparity between our wages and what similar qualified nurses receive working in other nursing fields, such as

NURSE: worried for elderly

acute wards in hospitals.

"Low wages and increased responsibilities make it very hard to attract new, or retain existing nurses...we simply have a workforce shortage which will only get worse, particularly with the growing needs of aged residents.

"The government needs to act, as ultimately it is the residents who will miss out."

As bad as it is, Judi isn't about to walk out on her friends.

"I was born to nurse in aged care...it's so rewarding," she said.

"I look and deal with the people as if they were my Mum or Dad.

"You develop a real relationship with residents...there is a personal aspect to our work, with people who are dependent and vulnerable and have to be looked after.

"They have to be showered, dressed and fed.

"It's very different to acute nursing where patients are cared for, then leave."

UNION: funding plea

Australian Nursing Federation federal secretary, Gail Kearney, is ramping up the pressure on the Federal Government to protect rural aged care nurses.

The ANF is seeking a major funding increase for the sector in this year's federal budget.

Mr Kearney puts the pay disparity between aged care nurses and their similarly qualified colleagues in the public health system at around \$15,000 per year.

"This pay equity issue is causing an exodus of registered and enrolled nurses from rural aged care facilities," he said.

At the same time it is making it harder to attract recent graduates to the industry.

Mr Kearney said Warragatta and other rural and regional centres simply cannot afford to lose any more nurses or personal carers from their aged care facilities.

"It is vital enough nurses are retained to help residents manage what are often very complex chronic disease and health care requirements," he said.

"We also need to lift skill levels across the board, from nurses to personal carers by ensuring there is a minimum qualification requirement and a well structured career path for nurses and personal carers."

Are you concerned about how our aged care residential facilities are coping, and what is the answer? Email your opinion to gracie@anf.org.au

* Pre budget media

*** Getting your message right – and sticking to it!**

- * You need to draft a clear, concise set of key messages and stick to them. Have a brief paper to leave with the politician when you meet with them.**
- * When you meet with a Politician, do your research before you go into the meeting:**
- * Make sure they understand that this is an issue of importance to a significant section of the constituency**

79 - Many older Australians rely on aged care, and Labor is committed to the provision of an adequate number of aged care places offering a high standard of care and subject to stringent auditing.

80 - Labor will regularly review aged care planning ratios to take into account demographic changes and ensure the supply of aged care appropriately meets current and future demand. Labor will provide additional aged care beds where there is a shortage of residential care beds.

81 - Labor recognises that community care is vital to meeting the care needs of an ageing population.

Labor is committed the provision of services that help older Australians remain independent and in their own homes, close to their family and community. Labor recognises the increasing demand for community care services and the need for competitive wage and entitlements outcomes to assist in the attraction and retention of staff and to lead to better quality of care outcomes. Labor will continue to invest in community care services to meets these goals.

Securing quality aged care through a quality workforce

82 - Labor recognises the difficult working conditions and pressures faced by the aged care workforce.

Labor recognises there is a critical workforce shortage in the residential and community aged care sector. Labor will support the establishment of career structures and pay scales for aged care workers that address wage disparity, ensure adequate training, improve training opportunities and attract and retain quality aged care staff.

83 - Through the provision of Productivity Program Places and Recognition of Prior Learning programs, Labor will assist aged care workers to obtain Certificate III vocational aged care qualifications with the aim that Certificate III becomes a mandatory minimum qualification.

84 - Labor will encourage nurses back into the workforce with new funding for aged care providers to assist with the cost of re-training and re-skilling.

85 - Labor strongly supports the vital work performed by nurses in the aged care. Labor will introduce reforms to give nurses access to Medicare and the PBS which better recognise their skills and experience will provide greater access for older Australians.

Labor in government will introduce minimum staffing levels in residential aged care facilities. Labor recognises that there has been a high level of staff turnover in the aged care sector and is committed to industry policies that lead to competitive wages and improve basic entitlements.

87 - Labor recognises and understands that there is a critical workforce shortage in aged care, particularly in mining boom states and remote and rural areas who struggle to compete for qualified staff.

88 - Labor recognises that there is a high level of staff turnover in the aged care sector and is committed to providing competitive wages and improve basic entitlements to ensure aged care staff are retained for the long term.

89 - Labor will ensure that a portion of Commonwealth funding to aged care providers will be specifically allocated to improving wages and conditions of workers in the sector and that this funding will be monitored and regulated accordingly by the Commonwealth.

ALP Platform on aged care

* Arranging Meetings with a Politician:

- * **Write a letter/email to the politician requesting a meeting**
- * **Prepare your delegation before the meeting**
- * **Make sure you get a firm commitment for action**
- * **Parliament House Meetings**
- * **02 62 777 111**



* **Budget is agreed long before**

- * Lobbying for budget 2012 starts August/Sept/Oct/Nov

* **Cabinet**

- * Cabinet – 1 advocate for your cause
- * Must convince full Cabinet – 20 members
- * Gillard, Swan, Rudd, Evans, Crean, Smith, Roxon, Macklin, Albanese, Conroy, Carr, Wong, Garrett, McClelland, Ludwig, Burke, Ferguson, Bowen, Emerson, Combet
- * 10 outer, 12



Because We Care Pledge

I, _____, support the ANF's Because We Care campaign for quality aged care.

I support aged care reform as a priority in this term of federal parliament, including:

- the right mix of staff and skills
- wages comparable with public sector nurses
- more funding tied to wages and staffing
- a focus on quality care.





*Inquiries



Fix the STAFFING in AGED CARE

The Productivity Commission must recommend:
increased aged care nurses' & carers' wages
www.becausewecare.org.au

The Productivity Commission must recommend:
increased aged care nurses' & carers' wages
www.becausewecare.org.au

Show some love for older Australians, Prime Minister

Show some love for older Australians, Prime Minister



Aged Care can't wait

FIX THE CRISIS

1 2 3 4 5

EMAIL PRIME MINISTER GILLARD THAT AGED CARE CANT WAIT AND URGENT ACTION IS NEEDED MAKE BUDGET 2012 THE AGED CARE BUDGET. [Read more](#)

LOGOUT

welcome back
ANF

my profile	my activity
my profile »	joined:
edit my profile »	11/04/2011
my messages »	comments: 0
my friends »	events
my events »	attending:1
my groups »	Joined groups:1

media

political action

Overwhelming support in ACT Legislative Assembly for BWC

1 AUGUST 2011

At the ACT Branch Council Chief Minister Katy Gallagher, Opposition Spokesperson Jeremy Hanson and Green's Spokesperson Caroline le Couteur all signed the BWC pledge for Quality Aged Care.

[READ MORE »](#)

Politicians sign the BWC pledge for quality aged care

29 JUNE 2011

Anna Burko, Federal MP for Chisholm

campaigns



Aged Care can't wait

Email Prime Minister Gillard

Send an email to the Prime Minister that Aged Care Can't Wait and urgent action is needed to make Budget 2012 the Aged Care Budget.

[READ MORE »](#)

news

Aged care can't wait - Life Matters: ABC Radio National

10 AUGUST 2011

ANF Assistant Federal Secretary Yvonne Chaperon and Nurse Catherine Harris were guests on ABC Radio National's Life Matters program on August 10 to discuss the Productivity Commission Aged Care Report.

[READ MORE »](#)

Nurses call on PM to fix aged care now

9 AUGUST 2011

Nurses, Assistants in Nursing and

campaigns

Prime Minister Gillard, Aged Care Can't Wait

[Send message](#)



Step 1 Recipient

Recipient: Prime Minister Julia Gillard

Step 2 Personal Details

First name: ANF

Last Name: Administrator

Email: info@becausewecare.org.au

Subject: Prime Minister Gillard, Aged Care Can't Wait

Personalise Your Message: Dear Prime Minister,

Aged Care Can't Wait. Budget 2012 must be the Aged Care Budget with increased funding for:

1. The right mix of staff and skills;
2. Wages comparable to the public sector;
3. More funding tied to wages and staffing; and
4. A focus on quality care.

LOGOUT



welcome back
ANF

my profile	my activity
my profile »	joined:
edit my profile »	11/04/2011
my messages »	comments: 0
my friends »	events
my events »	attending:1
my groups »	Joined groups:1



tell your friends »



share this »





Source: ABC News Published: Tuesday, May 11, 2010

Ged Kearney from the Australian Nursing Federation says aged-care nurses will be happy with the outcome of the federal budget. *Because we care* delivers \$130 million for aged care. The *Because we care* campaign has achieved a major win, with the Rudd Government allocating \$130 million to initiatives that will improve the skill level of aged care nurses and recognise the professionalism of AiNs through a national licensing system.