



**SESSION 3 ADVOCACY FOR HEARING HEALTH  
KEEPING IT ON THE POLITICAL AGENDA  
AND MOVING EAR HEALTH FORWARD**

**A “how to guide” on engaging  
Government and influencing  
public policy development**



# Government structures



**Federal State**

## Executive Government

**CABINET MINISTERS  
JUNIOR MINISTERS  
PARLIAMENTARY  
SECRETARIES**

### MINISTERIAL STAFF

- Chief of staff
- Diary manager
- Policy advisers
- Political advisers
- Media advisers

**COAG**

Ministerial  
Councils

### BUREAUCRACY/DEPARTMENTS

- Prime Minister/Premier & Cabinet
- Treasury/Finance
- Health and Ageing
- Indigenous Affairs
- Education, Employment

### ADVISORY BODIES

### STATUTORY AUTHORITIES

## Parliament

Lower House/Reps 150 MPs

Senate/Upper House  
76 Senators

Estimates, Joint Committees

**PARLIAMENTARY  
COMMITTEES  
INTERNAL PARTY  
COMMITTEES**



# **CHANGE NEEDS MOTIVATION**



# Government structures

**Federal State**

## Executive Government

**CABINET MINISTERS  
JUNIOR MINISTERS  
PARLIAMENTARY  
SECRETARIES**

### MINISTERIAL STAFF

- Chief of staff
- Diary manager
- Policy advisers
- Political advisers
- Media advisers

**COAG**

Ministerial  
Councils

### BUREAUCRACY/DEPARTMENTS

- Prime Minister/Premier & Cabinet
- Treasury/Finance
- Health and Ageing
- Indigenous Affairs
- Education, Employment

### ADVISORY BODIES

### STATUTORY AUTHORITIES

## Parliament

Lower House/Reps 150 MPs

Senate/Upper House  
76 Senators

Estimates, Joint Committees

**PARLIAMENTARY  
COMMITTEES  
INTERNAL PARTY  
COMMITTEES**



“So, what did they  
actually want?”



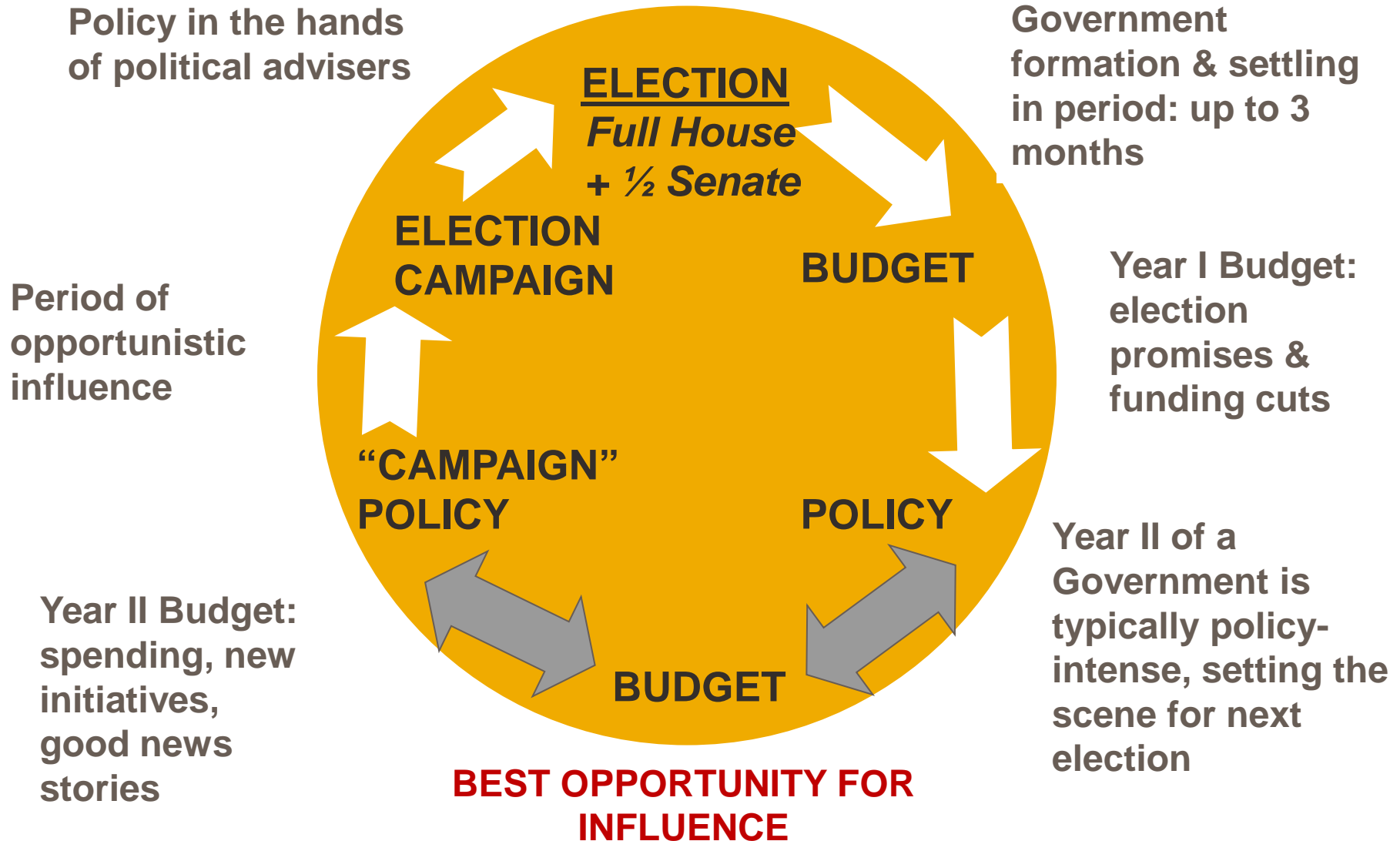
**SOLUTIONS ARE  
MORE MOTIVATING  
THAN PROBLEMS**





Give them  
something  
to do!

# The electoral cycle



# In summary



- Map your gatekeepers and what's keeping them up at night
- Solutions are more motivating than problems
- Powerful “whys” – policy and political
- Make recall easy

And then be tenacious, patient + resilient!



# Questions