

# EFFECTIVE LOBBYING & ADVOCACY IN INTERNATIONAL EDUCATION

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ISANA Conference, Brisbane  
3–6 December 2013

# OVERVIEW

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- The art of lobbying
- Lobbying within your institution
- Lobbying within your community
- Understanding the peak bodies
- New Ministerial line-up
- Departmental re-alignments
- Case Study 1: Student accommodation
- Case Study 2: Migration back in play?
- Dusting off Chaney

# THE ART OF LOBBYING

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- Old British origins
- Highly lucrative profession today
- Do the research to obtain the evidence
- Plot your strategy/goals
- Identify the decision makers
- Network!

## LOBBYING WITHIN YOUR INSTITUTION

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- Will your institutional culture respond to your idea?
- Who are your possible allies?
- Look for other best practice models
- Writing the submission
- How to make your pitch
- Have a fall back position

## LOBBYING WITHIN YOUR COMMUNITY

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- Does the idea resonate?
- Work behind the scenes first
- Identify your champions
- Be prepared to share ‘strange bedfellows’
- Have a community engagement strategy
- Use the media carefully

## UNDERSTANDING THE PEAK BODIES

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- Every industry has them
- Can sometimes work at cross purposes
- The Group of 10:  
UA, TDA, ACPET, EA, COPHE,  
ISCA, AGSI, ISANA, CISA, IEAA
- Each can provide you with information, resources
- Unity is strength

## MINISTERIAL LINE-UP: 'GO TO' PEOPLE

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- Christopher Pyne:  
Prof Don Markwell, Meredith Jackson
- Michaela Cash:  
Dr Brooke Thomas (from DIAC),  
Mark Dominick
- Julie Bishop:  
Senator Brett Mason (Parl Sec),  
Sam Riordan (NCP)
- Andrew Robb: Zoe McKenzie
- Ian MacFarlane: Peter Chesworth

## DEPARTMENTAL RE-ALIGNMENTS

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- AEI back in Education:  
Robert Grew, Mark Darby
- VET with Industry, HE with Education
- ESOS compliance for both VET  
and HE coordinated by Education
- AusAID scholarships out  
of DIBP and into DFAT
- AMEP into Industry



## CASE STUDY 1: STUDENT ACCOM.

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- What is the local institution/community need?
- What options available for institution/government support?
- Choosing the right model, are there international examples?
- Gain cross institutional support
- Work with external allies:  
Peak bodies, media,  
community organisations

## CASE STUDY 2: MIGRATION BACK IN PLAY?



“ This Government will also seek to reverse the broad public perception which emerged under Labor that somehow foreign students must be prevented from getting a student visa on the basis they might one day aspire to live permanently in our great country.”

Full transcript at  
[www.pyneonline.com.au](http://www.pyneonline.com.au)

## DUSTING OFF CHANEY

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- Activist Ministers great, but need Ministerial Coordinating Council
- Chairman of Council, business rep and State Gov rep will be crucial
- Much of the Council's workplan will require working groups
- AEI taking lead implementation role
- Other Chaney recommendations worth supporting

# Thank-you

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