



# ENGAGING WITH POLITICS: THE ART AND NECESSITY OF GOVERNMENT RELATIONS

This program, developed in collaboration with the Eidos Institute, draws on the experiences and insights of highly effective strategists from inside and outside the tertiary education sector to help improve institutions' government relations.

[www.lhmi.edu.au](http://www.lhmi.edu.au)

# Program overview

Tertiary education institutions are not renowned for their ability to influence politics. Whether this is a remnant of the elite “old boys’ network” of days gone by, or of a sector not keeping pace with changes in the political landscape is a moot point. However, there is no denying that the tertiary sector can learn from other industries how to effectively engage with politics. Overseas tertiary education experiences also demonstrate that it is not the nature of the sector per se that prevents it from effective lobbying.

Taking stock of the current strengths and weaknesses of the sector’s lobbying approaches and activities, this one day short course will explore how current practices can be improved. The experiences and insights of a group of highly effective strategists and senior bureaucrats from inside and outside the tertiary sector will be drawn upon in a highly interactive mode.

This course has been jointly developed by the Eidos Institute and the LH Martin Institute.

## Who should attend?

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Deputy/Pro Vice-Chancellors, Executive Deans, Research Directors and members of Council.

## Delivery mode

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One-day course (non-residential).

## Dates and locations

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Tuesday, 22 May 2012  
Old Parliament House, Canberra

**Course fee:**  
\$1,250 (\$1,375 incl. GST)

## Course content

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This course provides the opportunity to explore — with a number of seasoned professionals — the best ways to deal with governments at both the federal and the state levels. Using a case-based approach, presenters will highlight the DOs and DON'Ts when arguing a case, the timing of approaches, and who the key people are for supporting attempts to engage with politics. Features include:

- High profile and experienced presenter sharing their views on effective lobbying and what it takes to get the message across.
- Critical analysis and close interaction with experts.
- Peer-based learning through small group discussion to identify challenges and strategies to generate positive outcomes.

## Learning outcomes

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Participants can expect to:

- Develop a greater understanding of how governments operate.
- Understand what the key characteristics of an effective lobbying approach are.
- Apply this knowledge to tertiary education.

## Program facilitators

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**Jim Davidson** is a Senior Fellow of the LH Martin Institute and tertiary education consultant. Prior to this, he was the Managing Director of TVET Australia. Jim was the first Deputy Secretary, Tertiary, Youth and International in the Department of Education, Employment and Workplace Relations (DEEWR). He has been a strong advocate and supporter of tertiary education in Australia, leading the Budget negotiations following the Bradley Review. Jim has more than 30 years experience in the public sector with the Australian, Victorian and South Australian Governments and holds a Bachelor of Arts (Hons), Masters Degree in Social Administration and Graduate Diploma in Applied Science (Social Statistics).



**Professor Bruce Muirhead** is CEO of Eidos Institute. He is responsible for profiling the Institute, identifying and influencing emerging ideas, researching initiatives and opportunities, and implementing the management and project development requirements, as well as the initiatives that will identify and expand the Eidos goals via member collaboration. Prior to joining Eidos, Bruce was the founding Director of The University of Queensland's 'Boilerhouse' Research Centre. Bruce also held a leadership role in the Goodna Service Integration Project,

which was acknowledged by the Australian Government as one of ten national projects effective in creating large-scale collaboration to respond to Australia's priority challenges.



**Ashley Wells** is Hawker Britton's practice director for the Federal Government portfolios of climate change, education, trade, industry, science and research. He has more than 12 years experience working in public affairs, the Federal bureaucracy, Federal Parliament, for peak industry bodies and with industry. Ashley has worked in the Federal Parliament as a senior policy and political adviser. He has broad policy experience across several areas, having worked as a senior adviser to Hon Stephen Smith MP in the industry, infrastructure, industrial relations and education and training portfolios, and as foreign affairs adviser to Hon Kevin Rudd MP. In addition to his ministerial and parliamentary experience, Ashley has extensive experience in the trade policy portfolio, having worked at both the Australian Trade Commission and at the Department of Foreign Affairs and Trade where he worked on Australia's international trade negotiations. In both these roles, Ashley worked closely with Australian businesses to help achieve export successes. He also worked for the Motor Trades Association of Australia. Ashley holds a Masters of International Law and a Bachelor of Arts degree with Honours in Political Science, both from the Australian National University in Canberra.



**Stephen Bartos** is a director with international consulting firm Sapere Research Group. He is an expert in public sector governance and risk and author of two books: *Against the Grain – The AWB Scandal and Why it Happened* (UNSW Press, 2006) and the reference manual *Public Sector Governance – Australia* (CCH, 2004). He has written numerous refereed articles and comment and opinion pieces on governance and public policy. Prior to consulting, Stephen was Professor of Governance and Director of the National Institute of Governance at the University of Canberra. He previously worked in the Commonwealth Government for 25 years, including as Deputy Secretary in the Finance department and head of Budget Group.

More speakers to be announced. Those listed above are correct as at 15 February 2012. Please check our website for the full and current list of speakers.

## Registration

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To register, please go to our website [www.lhmi.edu.au](http://www.lhmi.edu.au) or contact us.

## About the LH Martin Institute

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The LH Martin Institute was established, with the support of the Australian Government, to help leaders, professionals and academics gain an understanding of the rapidly changing tertiary education sector and translate that knowledge into effective management strategies for their institution. In other words, we aim to improve management and leadership in the tertiary education

sector by assisting its current and aspiring leaders in fulfilling their missions. We do this by providing an integrated set of programs, events and research projects that are tailored to the particular needs of the sector.

For more information about our full range of programs, events and projects please visit the website or contact us.



[www.lhmi.edu.au](http://www.lhmi.edu.au)

## Keeping in touch

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### LinkedIn

Join our alumni group for all past students and program/course participants.

## About the Eidos Institute

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Eidos Institute is an independent think-tank with a focus on informing public policy with quality research. Eidos consists of a network of 13 member universities and a growing body of industry partners and aims to connect the private and public sector in ways which push the boundaries of policy formulation and provide new and innovative solutions within

the realm of policy and research. The Eidos vision is an inclusive, collaborative society which is built on innovative networking and amplified transparency of the policy process. Eidos is working towards a future defined by the continual relevance of its collective voices to the process of running the country.



[www.eidos.org.au](http://www.eidos.org.au)

## Contact details

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