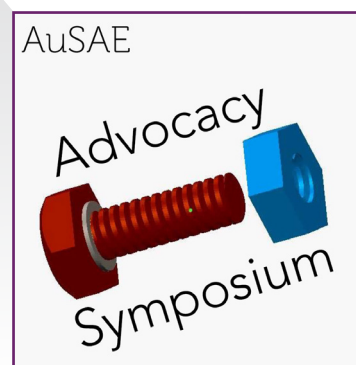


ADVOCACY SYMPOSIUM NUTS AND BOLTS

Advocacy is a core fundamental function carried out by an association to promote and protect the interests of its members. As an industry and membership body, it's important to be able to communicate your members' story effectively. Associations should strategically consider how they approach their advocacy efforts when developing working relationships with stakeholders, such as the government. This will help ensure a successful result.

AuSAE
The Australasian Society of Association Executives



27 JULY 2021 9:30 - 4:00

MUSEUM OF NEW ZEALAND TE PAPA TONGAREWA:
WELLINGTON

ADVOCACY SYMPOSIUM – NUTS AND BOLTS

27 JULY 2021 9:30 - 4:00

MUSEUM OF NEW ZEALAND TE PAPA TONGAREWA: WELLINGTON



Program

9:30 am	Morning Tea and Networking.
10:00	How To Get Your Advocacy Started. Nick Leggett , Chief Executive, Road Transport Forum <i>Nick is the perfect person to speak about advocacy, a member of the NZ National Party. He was the previous Mayor of Porirua, now being the Chief executive the Road Transport Forum.</i>
11:00 30mins	Turning Policy Into Law. Geoff Connor, Chief Adviser, Ministry of Business Innovation and Employment <i>From an idea that you wish to change a law, through select committee to its final stages. Geoff will cover what the step-by-step process in this important procedure.</i>
11:30	Crafting A Submission. Lyn McMorran, Executive Director, Financial Services Federation Inc. <i>The written submissions filed before the hearing will be your first real opportunity to persuade. Do not squander that opportunity. First impressions count.</i>
12:15	Lunch.
1:00	Collaborating When Advocating. Phillipa Tocker, Executive Director, Museums Aotearoa <i>Collaborating with other organisations on a common issue, coming along with solutions rather than complaints, the value of building relationships in between specific issues, when and how to go public.</i>
2:00	Advocacy With Local Government. Sue Wells, Executive Director, Arbitrators' and Mediators' Institute of New Zealand Inc. <i>Sue Wells spent 18 years in local government, with 6 terms as a community board member and 5 as a Christchurch City Councillor, where she served from 1998-2013. Sue has her own consultancy, Sue Wells & Associates. Her clients call her "The Council Whisperer".</i>
2:45	Afternoon Tea.
3:00	Advocacy Is All About Relationships And More... Glenda Hughes, Regional Council, Chief Executive, Strategic and Advocacy expert
3:45	Panel Session or A Tour of Parliament Buildings

Followed by Drinks at the Backbencher