

for purpose.



POLICY AND ADVOCACY ONLINE INTENSIVE

HOSTED ON ZOOM

We're taking our popular Policy and Advocacy Intensive online. The Policy and Advocacy Intensive provides people from the not-for-profit sector with the opportunity to work alongside like-minded individuals to develop the critical skills required to navigate policy and political processes and make change happen.

The Policy and Advocacy Intensive will be delivered online allowing people from across Australia to access the training. The training will involve:

- 4 x 2 hour live webinars delivered weekly. These will also be made available on demand for up to one week after the session for people who are unable to attend.
- 1 x 45 minute one-on-one coaching session to discuss how to implement what you've learnt from the training in your workplace.

WHAT ARE PEOPLE SAYING ABOUT THIS TRAINING?

More than 450 people working and volunteering in the not-for-profit sector have attended the face-to-face Policy and Advocacy Intensive. Here is some of the feedback we've received.

"Thank you so much for a fabulous 2 days! I've attended many advocacy workshops and training and by far For Purpose was the best training on advocacy ever... I didn't leave feeling like 'this is all impossible' but rather I feel well equipped to make change happen for the people my organisation represents."

David Briggs, NSW, Council for Intellectual Disability

"I want to thank you for holding such an inspiring and useful workshop. It was most definitely one of the best workshops that I have attended. I was so excited when I got home, instead of switching off, I switched on and have been madly trying to find the best 'ask' for the campaign."

Elissa Shuey, Anglicare NT, Darwin

"Your training is a step above the rest in the sector....It was a well-balanced mix of learning new theories and applying them to a practice advocacy strategy; and the networking was a benefit too."

Erin Barry, Director, Policy, Youth Coalition of the ACT

"The For Purpose Advocacy and Policy Intensive was a great insight into the world of lobbying and government relations. The content was presented in a way that was accessible and easy applied to my work."

Catherine Halkon, Telethon Kids Institute

WHAT DOES THE TRAINING COVER?



The Online Policy and Advocacy intensive takes people through the steps required to identify and develop policy priorities and create targeted advocacy strategies to make change happen. The topics covered in the Online Policy and Advocacy Intensive are elaborated on below.

Webinar 1 - Articulating a clear problem and ask and identifying targets and influencers

The art of developing a clear problem and ask is integral to any advocacy strategy. Understanding who can make the change happen and how they make decisions is also vital to developing a strategy that is targeted and effective.

This session will explore how to define a problem and legislative, policy, program or process asks to address the problem. This session will also explore possible targets, their influencers and tools for mapping

Webinar 2 - Theory on how social change happens and communicating clear messages and making the case for change

Understanding theory on how and why change happens and how you convince people to act is crucial in identifying opportunities in any advocacy strategy. This session will explore how to articulate messages and tools to support message development. It will also examine common mistakes that we make in our messaging.

Webinar 3 - Developing clear objectives and robust advocacy strategies

Objectives help to guide our work by providing a clear indication of what we are seeking to achieve. A clear advocacy strategy also helps to articulate the steps to achieving the objectives.

This session will focus on how you develop clear objectives for your advocacy strategy that keep everyone on track. This session will provide templates for advocacy strategies that organisations can use in your policy and advocacy work.

Webinar 4 - Understanding advocacy cycles and developing innovative tactics

Advocacy cycles are the events and opportunities that occur in the broader environment that can be used to create policy change. What are the four main advocacy cycles? What are the opportunities for change in the political, public policy, key date and crisis advocacy cycles? Advocacy tactics can be as diverse as your imagination allows.

Where do you start when developing tactics? This session will focus on increasing your understanding of the advocacy cycles and how to best time your tactics to influence these. This session will also explore how to develop innovative advocacy tactics.

One-on-one coaching session - Implementing what we've learnt

How do we make this happen back when you are back at work? Over a one-on-one coaching session will explore how we implement what we've learnt when we are back in the office and under the pump. This coaching session is optional for attendees to take up as part of the intensive.

LEARNING OUTCOMES



- Understand how to develop a clear problem and ask.
- Gain the ability to identify and research targets and influencers who can help to make the policy change happen.
- Understand social change theory and learn how these theories can be used to help to assess the policy environment.
- Understand the four advocacy cycles and opportunities to engage in each of these, including the political and public policy advocacy cycles.
- Understand how to effectively communicate the desired policy change.
- Understand how to develop an advocacy strategy which incorporates the lessons from across the two days.

People will also be provided with all training powerpoint slides and the Advocacy Strategy Template; a collection of tools and resources that can be used in the office to develop an advocacy strategy from beginning to end.

Register two weeks prior to the first session and receive your pack in the mail.

WHO SHOULD ATTEND THE ONLINE POLICY AND ADVOCACY INTENSIVE?

This Online Policy and Advocacy Intensive has been developed for people working in the not-for-profit sector. It is for anyone seeking to influence government, particularly people working in policy, advocacy, government relations and communication roles.

ABOUT THE FACILITATOR

Amy Ferguson is the Managing Director of For Purpose, an organisation working with not-for-profit and purpose-driven organisations to create change.

Amy has worked in research, government and not-for-profit sectors. Amy has worked in communications, public policy, strategic advocacy and government relations roles in the for purpose sector. Amy has presented at national and international conferences on social change, advocacy, government relations, and public health. Amy has a Masters in Public Health and is passionate about creating positive health and social outcomes for communities.

To find out when and where the 2 Day Policy and Advocacy Online Intensive is being held, visit www.forpurpose.com.au/learn/

If you have any questions about the Policy and Advocacy Online Intensive, contact our Director, Community and Learning, Connie Giorgi at connie@forpurpose.com.au