

A Place at the Table: Thoughts on Advocacy

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Advocacy

- The act of pleading for, supporting, or recommending;
- A political process by an individual or group which aims to influence public-policy and resource allocation decisions within political, economic, and social systems and institutions.

Examples

- **Sex Workers Education and Advocacy Taskforce (SWEAT) slams Jacob Zuma's silence on sex workers in the State of the Nation Address**
- **Founded on 10 December 1998 in Cape Town, South Africa, The Treatment Action Campaign (TAC) advocates for increased access to treatment, care and support services for people living with HIV and campaigns to reduce new HIV infections.**
- **E-Toll**

Consulting Engineering Issues Worldwide!

- Outside completion from foreign firms, non-engineering of Government sources- large foreign firms, audit firms, playing field not level
- Price Competition – limits innovation, discourages investment, health risks – how to convince clients to use QBS
- Lack of infrastructure funding – weakening economies, reduced job creation – public advocacy.
- Lack of Engineering Talent – government agencies cannot manage projects, poor quality.
- Corruption – limited legal recourse – (FIDIC – BIMS a possible solution)
- Excessive liability and Risk Assumption – Broad indemnification requirements, unbalanced risk - - best practice
- Lack of Political Strength = perception of commodity, lack of engagement – allies – New Zealand example of association telling members not to sign poorly formed contracts – client was forced to change.

Major Public Policy Debates Affecting Our Industry

- Infrastructure creation and O&M
- Service Delivery
- Developmental Growth
- Energy – (conventional vs. alternatives)
- Environment – (growth vs. sustainability)
- Lack of Appreciation of the value of Engineering
- Procurement of our Services

***Are we “at the table” to help shape outcomes, or
will our future be determined by others?***

If You are not at the Table,



You will be on the Menu!

Shape Policy – Don't Just React to it!

The penalty we pay for not participating is to be governed by bigger fools than ourselves.

Plato

Just because you don't take an interest in politics doesn't mean politics won't take an interest in you.

Pericles

Where to Shape Policy



With Presidency With Legislators In Parliament
Are we there and do we have influence

Where to Shape Policy



**At Regulatory
Agencies**



In the Media

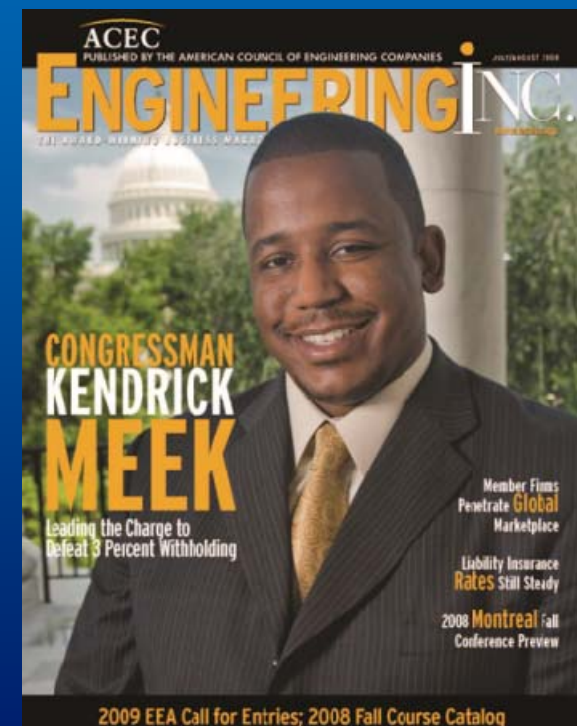
How to Shape Policy

- **Get Media to Understand the Issue and Buy in**
- **Focus on Your issue.** No others.
- **Be Prepared.** Know what you want in advance.
- **Be Specific.** Make the case for one thing you want.
- **Distribute a hand-out.** One-page, clear, concise.
- **Understand what moves the target:** Other Pressures, Media, Masses etc.
- **When visiting, keep group small.** Three maximum.
- **Get what you want and leave.** Don't risk undoing.
- **Send Follow-up note.** Summarize understanding.
- **Maintain relationships.** With principal and staff.

And...Appeal to Egos...

Pander Heavily!

Let your key policy-makers know that you are making them look good.



Play to Win

- Don't be satisfied with merely participating; seek concrete results.
- Be persistent.
- Mobilize allies; “neutralize” adversaries.
- Be flexible; there is more than one way to win.
- Never ask for a vote without knowing outcome.
- Give something to get something.

Do you want to hire someone to help you win?

Hire A Gladiator!



Lobbyists, Lawyers, Political consultants

Enhanced Recognition



(Which money can't buy)

Benefits of Winning

- ✓ **Favorable Policy Outcomes**
- ✓ **Improved Business Environment**
- ✓ **Enhanced Public Image and Recognition**

Conclusion

A Place At the Table is the single most important role of a business association.

The Results will be measured in benefits for the industry and the appreciation of your membership.

Recommendations

- CESA has identified key issues and focus
- Improve strategy for each one
 - Simple message
 - Target audience and individuals
 - Realistic outcome in terms of current systems and processes
- Ensure wide support and consistent message with well reasoned argument

Thank You