COORDINATION: Advocacy

Advocacy refers to activities that are designed to produce a beneficial social and/or policy environment for the industry and individual companies. These activities may include staying up to date with government and opposition policy, developing good relations with politicians, lobbying government for favourable policy outcomes, participating in regulatory bodies and communicating policy to members.

Ninety one percent of participants responded that their industry associations implement an advocacy strategy.

Participants from those associations were asked how important advocacy activities are for achieving each of the association’s industry development goals. The results indicate that most industry associations regard advocacy activities as moderately to very important for achieving all industrial development goals.

**Firm improvement**: Most participants regarded advocacy activities to be moderately or very important for developing a firm’s capabilities to improve its current activities.

**Firm value adding**: Most participants regarded advocacy activities to be moderately or very important for developing a firm’s capabilities to undertake new, higher value activities.

**Firm diversification**: Most participants regarded advocacy activities to be moderately or very important for developing a firm’s capabilities to enter new industry sectors.

**Industry development**: Most participants regarded advocacy activities to be very important for developing the industry’s collective capabilities to improve its current activities.
Industry value-adding: Most participants regarded advocacy activities to be very important for developing the industry’s collective capabilities to undertake new higher value activities.

Institutional development: Most participants regarded advocacy activities to be very important for improving or establishing a more favourable economic, political and/or social operating environment for individual firms and the industry.

Participants were asked which of five advocacy activities the industry association undertakes.

Summary advocacy

Advocacy activities are aimed at establishing and maintaining a beneficial operating environment for the industry. Industry associations lobby government, contribute to government enquiries and sit on government advisory boards to promote the needs of its members and the industry. The industry association presents as a collective, a united face with greater persuasive power than companies could exert individually. Industry associations also play an important role in communicating policy to members and providing member feedback to government.

In this survey, advocacy was recognised as a moderately or very important strategy for achieving all industrial development goals. Over 90% of participants responded that their industry associations conducted each of the advocacy activities, with almost all responding that they conduct analysis of government and opposition policies and providing communication links between government and members. Slightly fewer reported participating on government or industry bodies. This may be accounted for because such bodies do not exist for those industries, or because larger peak bodies fulfil those roles. Ten percent responded their industry association does not lobby government to develop beneficial policies. This may be because their associations are members of peak bodies that lobby on their behalf.