



Influencing Policy/Industry Negotiation





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What does “Influencing policy” mean?

“Policy” is a continuum of formulation, implementation, evaluation and adjustment of a course of action

GOOD POLICY: ADAPTS TO CHANGING CONDITIONS, PRIORITIES AND NEEDS



Influencing Policy – how to be successful

- **Credibility, responsibility and leadership**
- **Trust through relationships**
- **Good communication**
- **Stakeholder support**
- **Knowledge, expertise (local, regional, national)**



Influencing Policy – who does it well?

- Food and Agriculture Organisation (FAO)
- World Health Organisation (WHO)
- World Trade Organisation (WTO)
- The World Bank
- International Monetary Fund (IMF)



Influencing Policy – In agriculture

- Taxes
- Trade: Disputes, restrictions, regulations
- Resources: Use of land, water, inputs
- Biosecurity: Health, welfare
- Workplace relations



Influencing Policy – Doing it well

- Technical skills – economics
- Human factors – participation, ownership, timing and capacity building.

Skills such as NEGOTIATION is required



Negotiation – what is it?

A process where a group of people come to a common agreement about a matter that interests all people in a group

WHEN DID YOU LAST NEGOTIATE?



Negotiation – Its about the preparation

- Assume the person has as much (or more) knowledge
- Do homework to narrow any knowledge gap
- Be realistic as to what can be achieved
- Have one, or a series of goals in mind
- Consider alternatives in the process if not successful (Marsh v Baxter)



Negotiation – Its about the process

- How should the negotiation be held?
- Where and when should it be held?
- Who makes opening statement? (strength/weakness)
- Address the crucial issues at outset, fact finding
- How long will it last? If continuing, what are next steps?
(Doha)



Lucerne Australia – Case Study

- Australian Pesticides and Veterinary Medicines Authority
- Proposed ban of “Diuron”, a broad-spectrum herbicide
- Our goal and objectives
- Doing the homework
- Undertaking the process
- Reaching an outcome



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