



Public policy for community organisations webinar

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The program – three parts

1. Where does policy come from?
2. Methods of policy analysis
3. Points of influence and policy brief

We'll stop for questions end of each part and conduct a few polls as we go



What is public policy?

- Expression of political will of a govt
(Bridgman and Davis, 2012, 5th ed)

OR

- What govts choose to do or not to do – note option of ‘do nothing’

Who decides?

- Ministers, Cabinet and depts – policy, services, administer laws, regs and finances
- Parliament – laws, regs, annual budget
- Courts & tribunals – law enf, civil claims



Where does public policy come from?



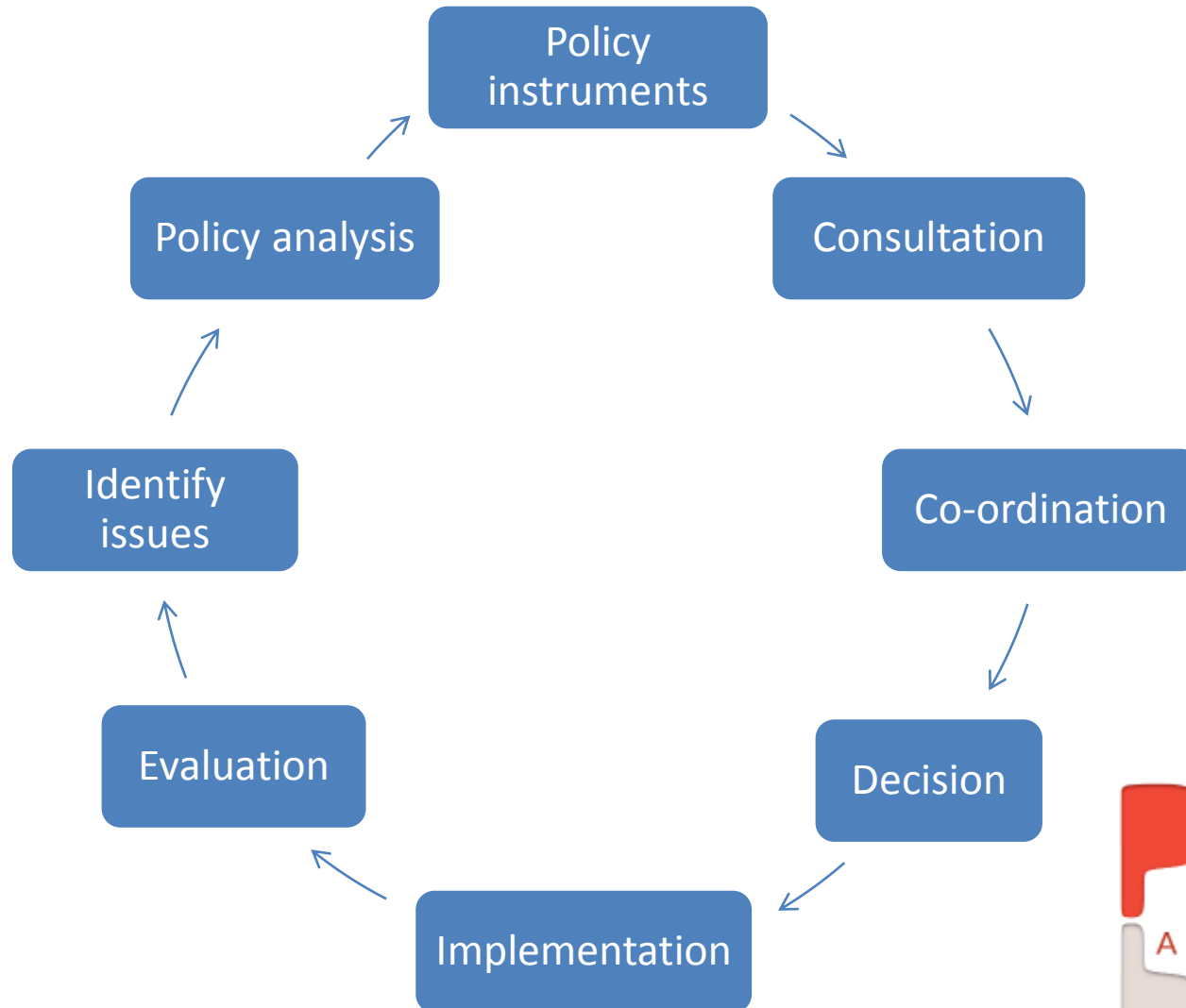
Public policy – a world of ideas

- competing ideas, complex, chaotic
- public servants balance many factors to offer best options to MPs



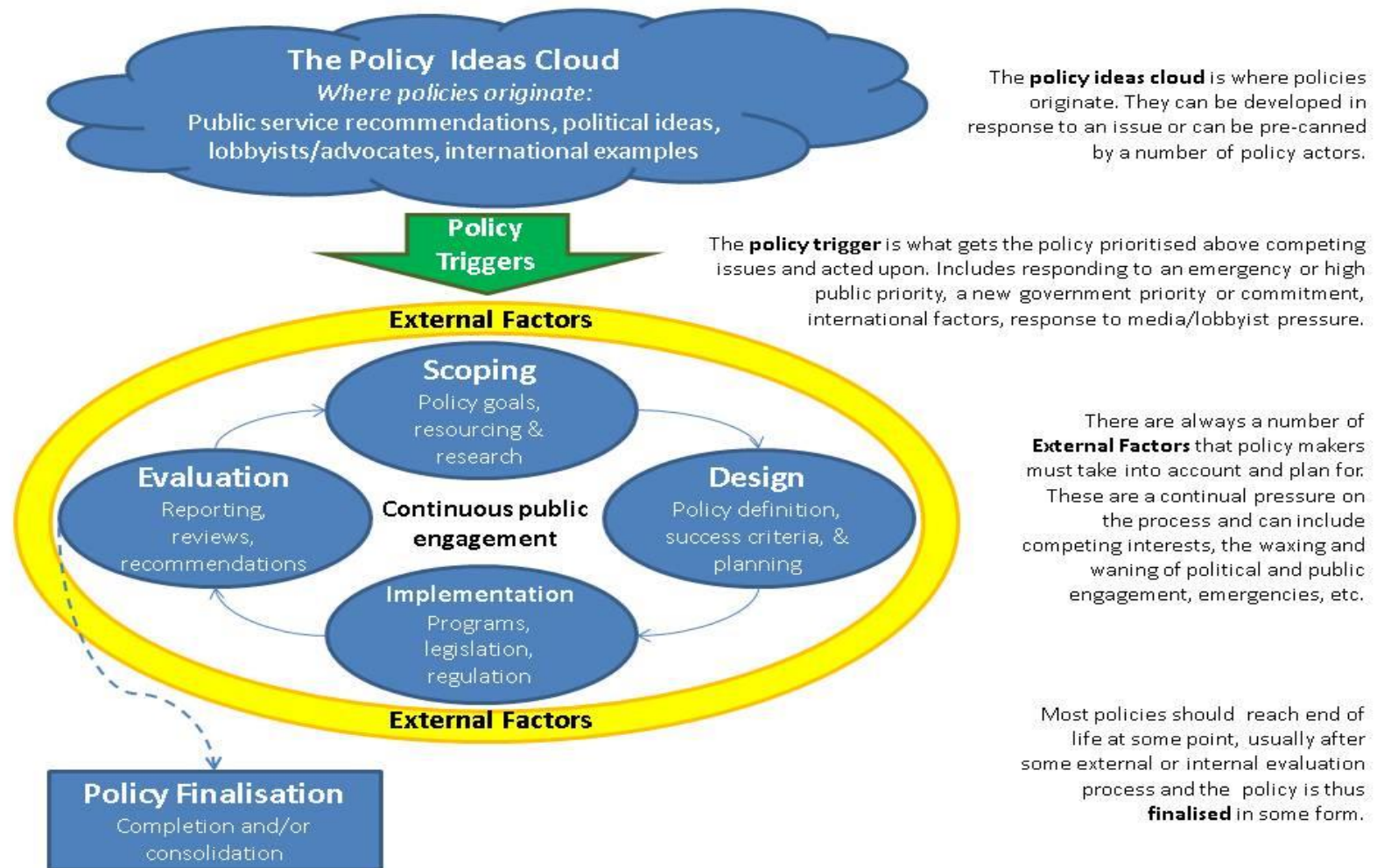
The Australian Policy Cycle

Bridgman and Davis, 1998-2012



The policy ideas cloud

Pia Waugh - open government and open data ninja



Questions?



Public policy methods

- Problem/issue definition
- Option analysis
- Evidence based policy
- Cost-benefit analysis
- Stakeholder engagement
- Performance measurement



Case study 1 – evidence & stakeholders



- proposed \$7 price on all GP visits
- short notice to stakeholders
- research on benefits of encouraging GP visits
- Health Dept admits lack of analysis
- Medicare co-payment policy ‘implodes’

Case study 2 – accessible housing design in Victoria

- **Issue definition** – unfair cost on all housing *or* help ageing in place for all
- **Option analysis**
 - planning *or* building reg
 - prescribe features *or* 3-5 most costly to retrofit
 - review national & int'l regs
- Cabinet **cost-benefit analysis**
- **Timing** – state election!



How do NFPs and NGOs contribute?

- unique information
- voice for unrepresented
- political sensitivity
- skills and resources?
- one of many ideas

QUESTIONS?



How points of influence are changing

Public policy processes	Analysis and consultation methods evolving
Lobbying Ministers and MPs	<ul style="list-style-type: none">- minor parties- online petitions
Public inquiries and Royal Cn's	More opp's, less resources
24 hour news cycle & social media	Everything moves faster; still need a story!
New business models	Challenging role of govt and business

Public inquiries



- Different types
- Choosing to make a submission
- Short and to the point unless ...
- Be original and quotable

The policy brief

- Less than 2 pages, preferably 1
- Recommendations first, then issues
- Say only what's necessary, not everything you know
- Distinguish **fact** from **opinion**
- Risks and benefits, public attitudes



Recap and questions

- A competition for ideas
- NGOs contribute to evidence, issue definition, options, cost-benefit
- Short, sharp policy brief

Questions?



Further resources

- Althaus, C, Bridgman, P and Davis, G. 2012, *The Australian Policy Handbook*. Sydney, Allen and Unwin, 5th ed
- Pia Waugh, <http://pipka.org/2014/07/08/essays-improving-the-public-policy-cycle-model/>
- Australian Policy Online – <http://apo.org.au/>
- US guides to writing policy briefs
 - Research to Action <http://www.researchtoaction.org/2013/07/how-to-write-actionable-policy-recommendations/>
 - Policy writing tips, Duke University - <http://guides.library.duke.edu/content.php?pid=18392&sid=501621>

Some leading Australian policy think tanks:

- The Australia Institute <http://www.tai.org.au/>
- The Grattan Institute <http://grattan.edu.au/>
- Institute of Public Affairs Australia <https://www.ipa.org.au/about>
- The Climate Institute <http://www.climateinstitute.org.au/staff.html>

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