



An Australian Government Initiative

Pitching Northern Queensland Opportunities

NQ Local Government Association Conference
Palm Island
4th August, 2015

Presented by
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In 10 minutes...Advocacy tips for priority projects



IT'S COMPETITIVE OUT THERE
Often competing with
564 Councils, 600,000 NFPs, businesses



Failing to plan = Planning to fail

- **Have a project plan** with all your answers ready – what issue or opportunity is being addressed, overview and the who, what, how, when, why questions answered, outputs, outcomes and benefits, budget, business case, risk management – and answer the hard questions you will get asked
- **Have an advocacy plan**
 - Identify stakeholders and level of engagement required and desired outcome from each
 - Actions to be taken
 - Documents to be presented

Advocacy Tip 1 - Putting yourself in their shoes

- Understand your “customer’s” issue or opportunity
- What are their needs, policies, goals, hot buttons
 - Jobs, productivity, Northern Australia, disadvantage, lifestyle
 - Satisfying Shareholders, Board, CEO, Manager



Deputy Prime Minister the Hon Warren Truss MP

Infrastructure Australiaits audit of nationally significant infrastructure....the development of Infrastructure Australia's 15-year plan of infrastructure priorities. This Plan will guide our investment decisions into the future.

However as Infrastructure Secretary, Mike Mrdak, told the Dialogue there is also a need not just to focus on the dollars to be spent but also **to accurately convey the impact of the problems we are trying to fix, and the benefits of fixing those problems and pinch points.**

11 March, 2015



“Jobs are my government’s number one priority and we’re serious about putting Queenslanders back to work.”

13 April, 2015

The Hon Annastacia
Palaszczuk MP
Premier of Queensland



Advocacy Tip 2 – alignment and partnerships

- Demonstrate shared interest and alignment in addressing the issue or opportunity
 - Federal, State, Local governments
 - Stakeholders– eg RDA, LGAQ...
 - Community
- Support this with evidence
 - Statistics (ABS, QGSO), Reports, Surveys, Plans

White Paper on Developing Northern Australia Policy Direction Goals

- 1. Simpler land arrangements to support investment**
- 2. Developing the north's water resources**
- 3. Our business, trade and investment gateway**
- 4. Infrastructure to support growth**
- 5. A northern workforce for growth**
- 6. Good governance for northern Australia**

White Paper on Developing Northern Australia - Action Summary - Infrastructure

- \$600 million for priority road projects in northern Australia including consideration of the Great Northern Highway, Arnhem Highway, Flinders Highway, Barkly Highway, Hann Highway, the Outback Way and the Tanami Road.
- \$100 million to improve cattle supply chains through a northern Australia beef roads fund; using CSIRO modelling and livestock transport and beef industry experts to identify investment and deregulation priorities.
- \$5 million for analyses of freight rail projects in northern Australia, with an initial focus on a pre-feasibility study, including a high level cost benefit analysis, of the proposed Mount Isa to Tennant Creek railway.
- \$39.6 million to upgrade airstrips and subsidise air services in remote Australia.

White Paper on Developing Northern Australia - Action Summary - Infrastructure

- \$5 billion in concessional loans for projects through the Northern Australia Infrastructure Facility.
- \$3.7 million to develop an infrastructure pipeline with the jurisdictions to provide investors information on potential infrastructure needs so more can be built sooner and cheaper.
- Establish a business stakeholder group to develop a plan for improving aviation and surface transport connections in northern Australia.
- \$75 million for a new Cooperative Research Centre on Developing Northern Australia located in the north, with an initial focus on agriculture, food and tropical health.

Advocacy Tip 3 – the solution

- What your solution will deliver
 - Quantitative outcomes
 - Qualitative outcomes
- Reference a third party cost benefit analysis -
eg direct and indirect jobs, community
benefits

Advocacy Tip 4 – the project details

- **What** is your proposal – the 3 minute pitch
- **How** will it proceed - Governance, structure, milestones
- **Who** will be involved - Leadership, management, engagement, \$
- **When** can it start, how long will it take
- **Why** this proposal will succeed and make a positive difference
- **How much** will it cost

Advocacy Tip 5 – the closer

- Clearly articulate what you are seeking and when and seek a response
- Clearly define the benefits to stakeholders
- The Takeaway – the 2 pager
- The details
- Agree on next steps

Coming Up

- Bridges Renewal Programme Round 2 – due 31 August (Note: Criteria 1 and 2)
- Heavy Vehicle Safety and Productivity Programme Round 5 (expected late 2015)

RDA can assist with feedback on past applications and tips for strengthening future applications in regard to productivity, economic and community benefits

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