

## Federal Government Advocacy & Budget Influence Workplan

Timing	Focus Area	Key Questions	Priority Actions	CEO / Executive Focus
<b>July– August</b>	<b>Strategic Reset &amp; Planning</b>	<ul style="list-style-type: none"> <li>- What does the budget reveal about government priorities?</li> <li>- What assumptions were right or wrong?</li> <li>- What do we want to influence next?</li> <li>- Where can we credibly shape reform?</li> </ul>	<ul style="list-style-type: none"> <li>- Debrief budget outcomes</li> <li>- Define advocacy priorities for next 12–18 months</li> <li>- Align priorities to mission and strategy</li> <li>- Identify sector collaborators and coalitions</li> <li>- Map external policy opportunities</li> </ul>	<ul style="list-style-type: none"> <li>- Strategy sessions with Board and Executive Team</li> <li>- Coalition-building conversations</li> <li>- Set advocacy success measures</li> </ul>
<b>September</b>	<b>Early Engagement &amp; Intelligence Gathering</b>	<ul style="list-style-type: none"> <li>- What problems is government trying to solve?</li> <li>- What themes are emerging?</li> <li>- Where are the pressure points?</li> </ul>	<ul style="list-style-type: none"> <li>- Begin early conversations with: Ministerial advisors, Departmental officials, Portfolio staff, Policy stakeholders</li> <li>- Gather policy intelligence</li> <li>- Test initial advocacy concepts</li> </ul>	<ul style="list-style-type: none"> <li>- Focus on listening, not pitching</li> <li>- Refine positioning based on government priorities</li> </ul>
<b>October– December</b>	<b>Submission Development</b>	<ul style="list-style-type: none"> <li>- What evidence supports the case?</li> <li>- What implementation pathway is realistic?</li> <li>- What outcomes matter to government?</li> </ul>	<ul style="list-style-type: none"> <li>- Draft state and federal pre-budget submissions</li> <li>- Build: Evidence base– Financial asks– Implementation pathways– Measurable outcomes</li> <li>- Stress-test recommendations</li> </ul>	<ul style="list-style-type: none"> <li>- Ensure submissions focus on solutions, not complaints</li> <li>- Prepare concise messaging for different audiences, including members, beneficiaries. media, social media</li> </ul>

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January	<b>Submission Finalisation &amp; Recovery</b>	<ul style="list-style-type: none"> <li>- Are submissions clear and actionable?</li> <li>- Is the ask simple to understand?</li> </ul>	<ul style="list-style-type: none"> <li>- Lodge federal pre-budget submissions</li> <li>- Confirm stakeholder follow-up plan</li> </ul>	<ul style="list-style-type: none"> <li>- Take a strategic pause and reset before advocacy intensifies</li> </ul>
February–April	<b>Active Influence Window</b>	<ul style="list-style-type: none"> <li>- Are messages resonating?</li> <li>- What objections or barriers are emerging?</li> <li>- What needs refining?</li> </ul>	<ul style="list-style-type: none"> <li>- Conduct meetings and follow-ups Refine advocacy messaging</li> <li>- Develop concise two-page briefing papers</li> <li>- Continue stakeholder engagement</li> </ul>	<ul style="list-style-type: none"> <li>- Maintain visibility with advisors and officials</li> <li>- Keep asks concise, practical, and implementation-focused</li> </ul>
March	<b>Political &amp; External Environment Monitoring</b>	<ul style="list-style-type: none"> <li>- Are state elections, reviews, or inquiries affecting timing?</li> <li>- Is this the right moment to push or pause?</li> </ul>	<ul style="list-style-type: none"> <li>- Monitor state political cycles and reviews</li> <li>- Adjust advocacy timing if required Identify emerging opportunities or risks</li> </ul>	<ul style="list-style-type: none"> <li>- Particularly important for state-based organisations</li> </ul>
Budget Day	<b>Relationship Building &amp; Visibility</b>	<ul style="list-style-type: none"> <li>- How can we strengthen long-term relationships?</li> <li>- What future conversations should begin now?</li> </ul>	<ul style="list-style-type: none"> <li>- Attend budget-related events strategically</li> <li>- Connect with MPs and Senators</li> <li>- Bring clients or members where appropriate</li> <li>- Position future priorities</li> </ul>	<ul style="list-style-type: none"> <li>- Recognise that major decisions are already made</li> <li>- Use the moment to deepen relationships, not expect immediate influence</li> </ul>

With thanks from [Watt Advocacy & Communications](#).

Click the link to listen to the [podcast episode](#) from The NFP CEO with Louise Yabsley of Watt Advocacy & Communications.