



# *'Get What You Want! Strata Lobbying 101'*

**LOOKUP STRATA WEBINAR**

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Disclaimer

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## Let's Define Our Terms

- *'...any attempt to influence the decision making of a government or opposition representative in the exercise of their official functions on behalf of a third party, for a fee or other reward'*

(Source: Office of the Queensland Integrity Commissioner)

- ***Persuasion – whether for, or against, something (or, someone)***



## Busting Lobbying Myths

- You can't do it
- It's crass
- It's 'only' strata
- It'll never work
- There's no point



## Biggest Lobbying Mistakes

- Poor planning
- No focus or clarity - confused messaging
- Getting personal
- Leaving it too late



## Lobbying – Committees

- Getting contentious things done
- Passing high-threshold motions
- Engagement and communication
- *Example: the Town Hall Forum*



## Lobbying – Caretakers (and Strata Managers)

- Contract extension or enhancement
- Alleviate pressure
- Strategic alliances
- Legislative limitations
- *Just because you can do it, does that mean you should do it?*





## Lobbying – Owners

- Getting approval for requests (e.g., improvements)
- Changing and removing committee membership
- Gathering support
- Raising awareness
- *You'll need to make yourself known to other owners – who may not like it!*



## Lobbying – Elections

- Promoting yourself
- Promoting someone else
- To rebut, or not rebut?
- *Elections outcomes and long memories often go hand in hand*



## Lobbying Tips:

1. Keep Your Eyes Open and Expectations Real
2. Have a Clear and Singular Objective
3. Pick Your Allies
4. Get the Messaging Right
5. Don't Go It Alone



Questions?  
Comments?

## ***Reach out***

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