



# WORKSHEET

## Identifying Government priorities and your allies

The following worksheet aims to identify the political landscape in which your project exists. Take some time to research the questions and as you can learn more about the people, policies and Departments that influence the area in which you are working.

The following worksheet will enable you to identify:

- The local, State and Commonwealth context of your project and area of work
- The current politicians who influence decisions about your project and area of work
- The key policies and programs that relate to your project and area of work
- Key identities to link with and commence the formation of relationships
- Key words to use in your funding applications

## Political context

### Where do we fit?

Take a moment to consider your funding needs, and how they fit within the broader context of your organisation

First your organisation as a whole (if you have an organisation), and then your current funding needs within the following concepts:

1. How do you best describe the main target market of your organisation? (i.e. men, families, women, regional Australians) \_\_\_\_\_  
\_\_\_\_\_
2. How do you best describe the main target of your current funding needs? (i.e. men aged 15-24, regional Australians living in xyz area...) \_\_\_\_\_  
\_\_\_\_\_
3. Considering that target market, what government department covers that within the Local, State and Commonwealth Departments that are relevant for you? \_\_\_\_\_  
\_\_\_\_\_

### How to find the relevant Department (local government):

4. Traditionally, most Local Governments will have departments relating to administration, planning, environment, community services, economic development, tourism – sometimes overlapping. Which one is most relevant to your project and organisation? \_\_\_\_\_
5. Who is the head of that Department? \_\_\_\_\_

### State Government

Google your target market (e.g. families, environment) and type + then the state you are operating within and then + Department. This formula *should* lead you to the relevant State Department. If not, try again with a search on (your state) ministry.

6. Which Department is the most relevant to your target market? \_\_\_\_\_  
\_\_\_\_\_
7. Who is the Minister of the relevant Department \_\_\_\_\_  
\_\_\_\_\_
8. Who the Parliamentary Secretary of the Department \_\_\_\_\_  
\_\_\_\_\_

9. Make a list of any government bureaucrats (people who work within the Department – noting that they will change regularly). \_\_\_\_\_

---

---

---

10. Go to LinkedIn – don't have an account? Make one. And send connection requests to the people you've found. (circle) DONE / NOT DONE

11. Visit the relevant Department's website DONE / NOT DONE

12. Read recent media releases of the Minister in charge of the Department. What did you learn? What is the current focus? \_\_\_\_\_

---

---

13. Consider the key words, key ideas and policy / program names that are being discussed right now

---

---

---

14. Take some time to think through how this relates to your entity / program \_\_\_\_\_

---

---

---

15. List the buzz words and ideas on a piece of paper and put that front and centre, you're going to need this moving forward \_\_\_\_\_

---

---

Commonwealth Government: Repeat the abovementioned steps replacing your state for Commonwealth or Australia

16. Which Department is the most relevant to your target market? \_\_\_\_\_

17. Who is the Minister of the relevant Department \_\_\_\_\_



---

18. Who the Parliamentary Secretary of the Department \_\_\_\_\_

---

19. Make a list of any government bureaucrats (people who work within the Department – noting that they will change regularly). \_\_\_\_\_

---

---

---

20. Go to LinkedIn – don't have an account? Make one. And send connection requests to the people you've found. (circle) DONE / NOT DONE

21. Visit the relevant Department's website DONE / NOT DONE

22. Read recent media releases of the Minister in charge of the Department. What did you learn? What is the current focus? \_\_\_\_\_

---

---

23. Consider the key words, key ideas and policy / program names that are being discussed right now

---

---

---

24. Take some time to think through how this relates to your entity / program \_\_\_\_\_

---

---

---

25. List the buzz words and ideas on a piece of paper and put that front and centre, you're going to need this moving forward \_\_\_\_\_

---

---

---

**Other entities****Who else is working in your 'space' ?**

24. List other not for profits who are currently creating influence surrounding your target audience

---

---

---

---

25. Are there any government agencies working in the area of your target area? What do they currently care about? What are they doing right now? \_\_\_\_\_

---

---

---

26. Who are the movers and shakers in your area ? How can you link with them? How can you incorporate them in your work?

---

---

---

---