

FINDING YOUR SWEET SPOT.

Delivering a strategic narrative for growth.

WE DRIVE OUTCOMES FOR OUR CLIENTS AND COMMUNITIES.

GRA Partners is Western Australia's most trusted government relations, market research and strategic communications counsel.





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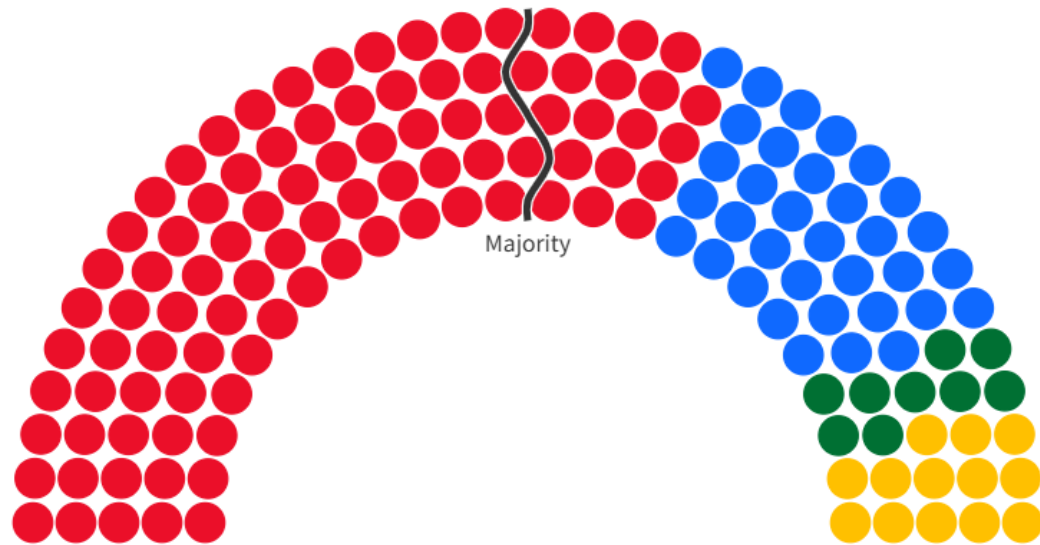
**DELIVERING A STRATEGIC
NARRATIVE FOR GROWTH.**

FEDERAL OVERVIEW.



2025 Election

A Historic Labor Majority



The Next Three Years

The Coalition's Long Road



The 2028 Campaign

ALP surplus of 18
Coalition shortfall of 33

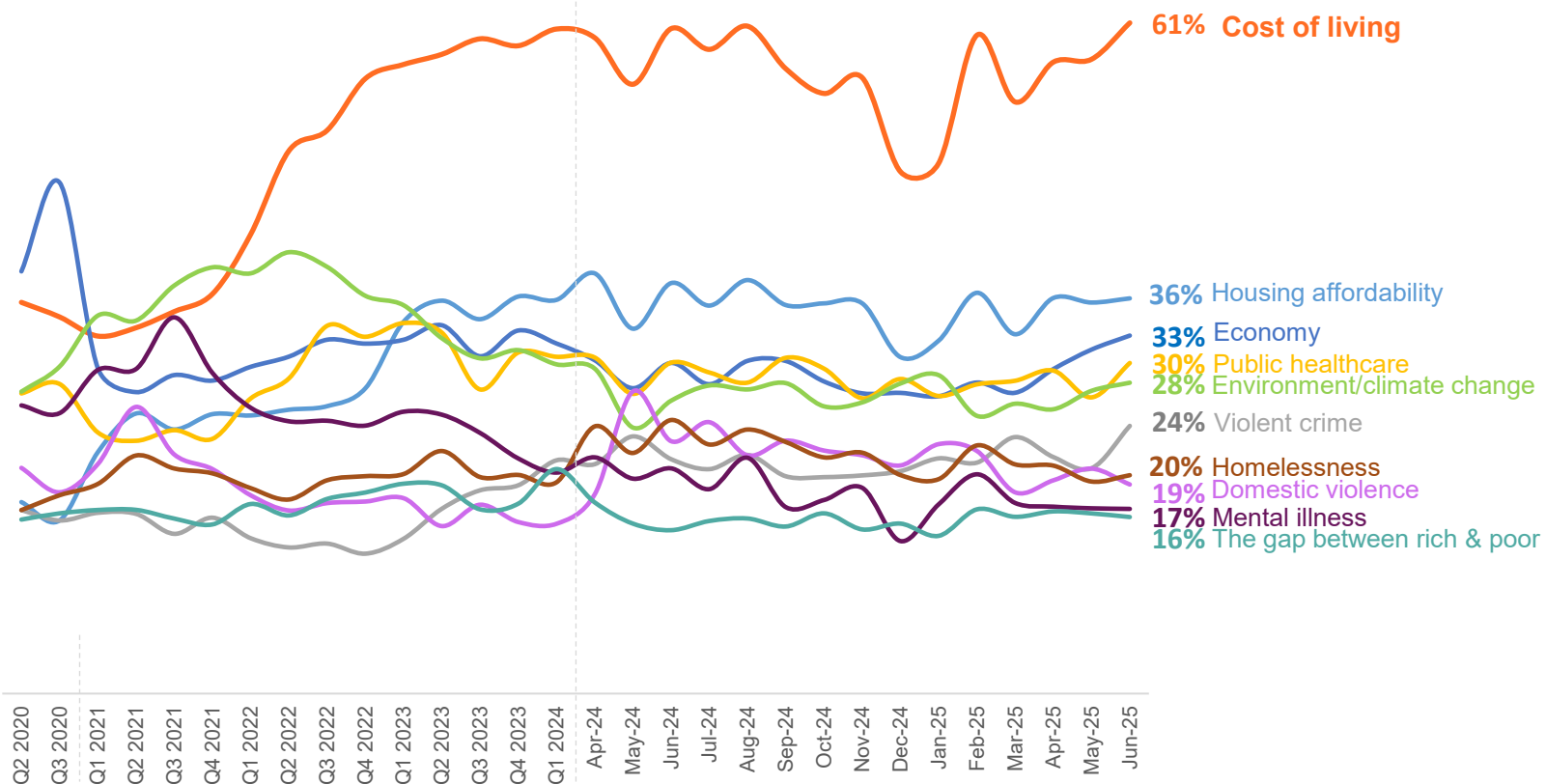
Precedent Breaking



CURRENT PUBLIC SENTIMENT.

Cost of living, housing affordability and the economy are the Australian public's current top priorities.

Top 10 issues for Government to act on

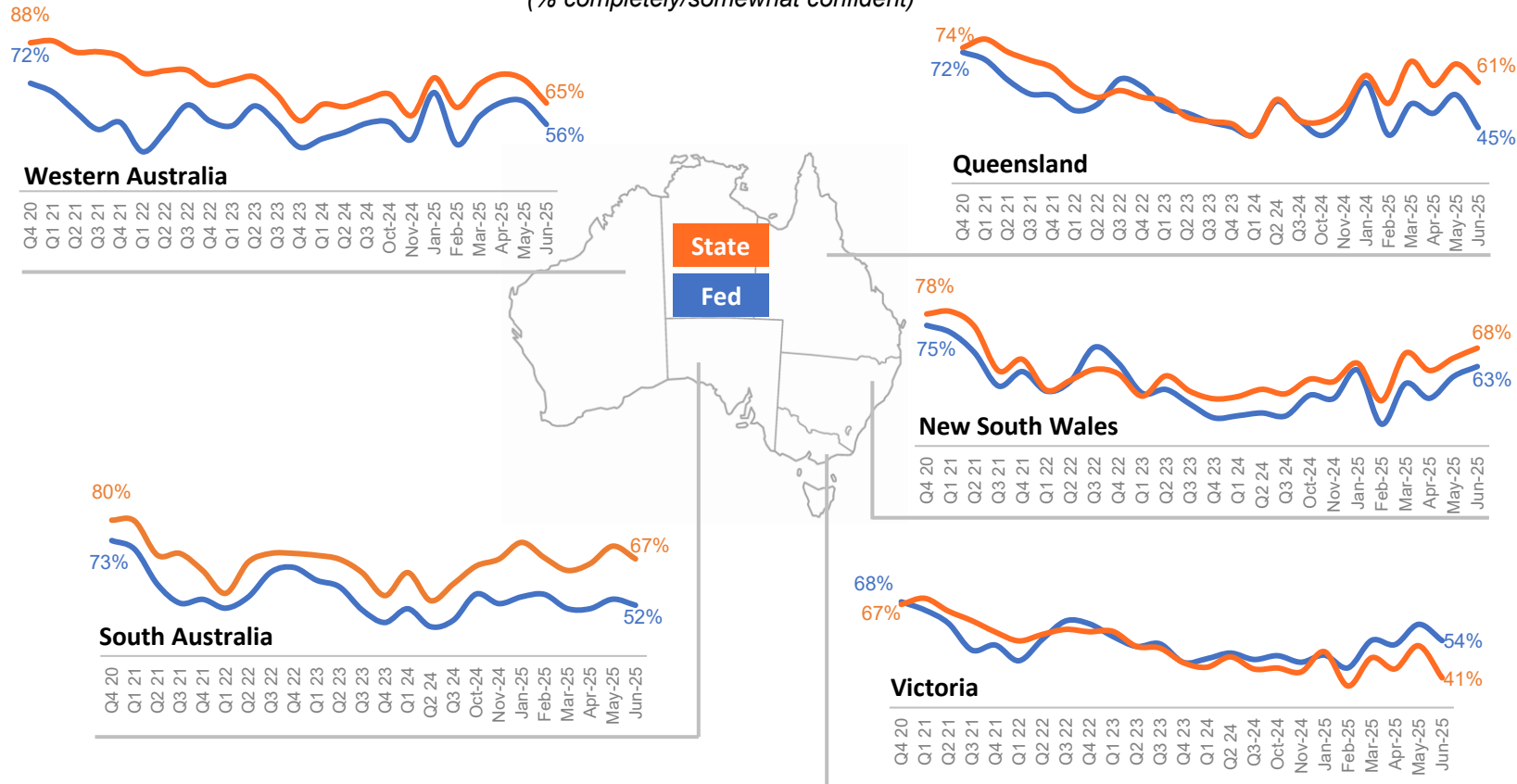


AUS  LIA NOW

Q16a. Which of these do you believe are the five (5) most important things for government to take action on straight away?
All respondents, n=c. 4,000-14,000 per quarter, n=c. 1,000-2,000 per month. NSW, n=513; VIC, n=636; QLD, n=407; SA, n=142; WA, n=207.

In general Australian's hold more confidence in the State over Federal Government, except in Vic.

Confidence in Government (% completely/somewhat confident)



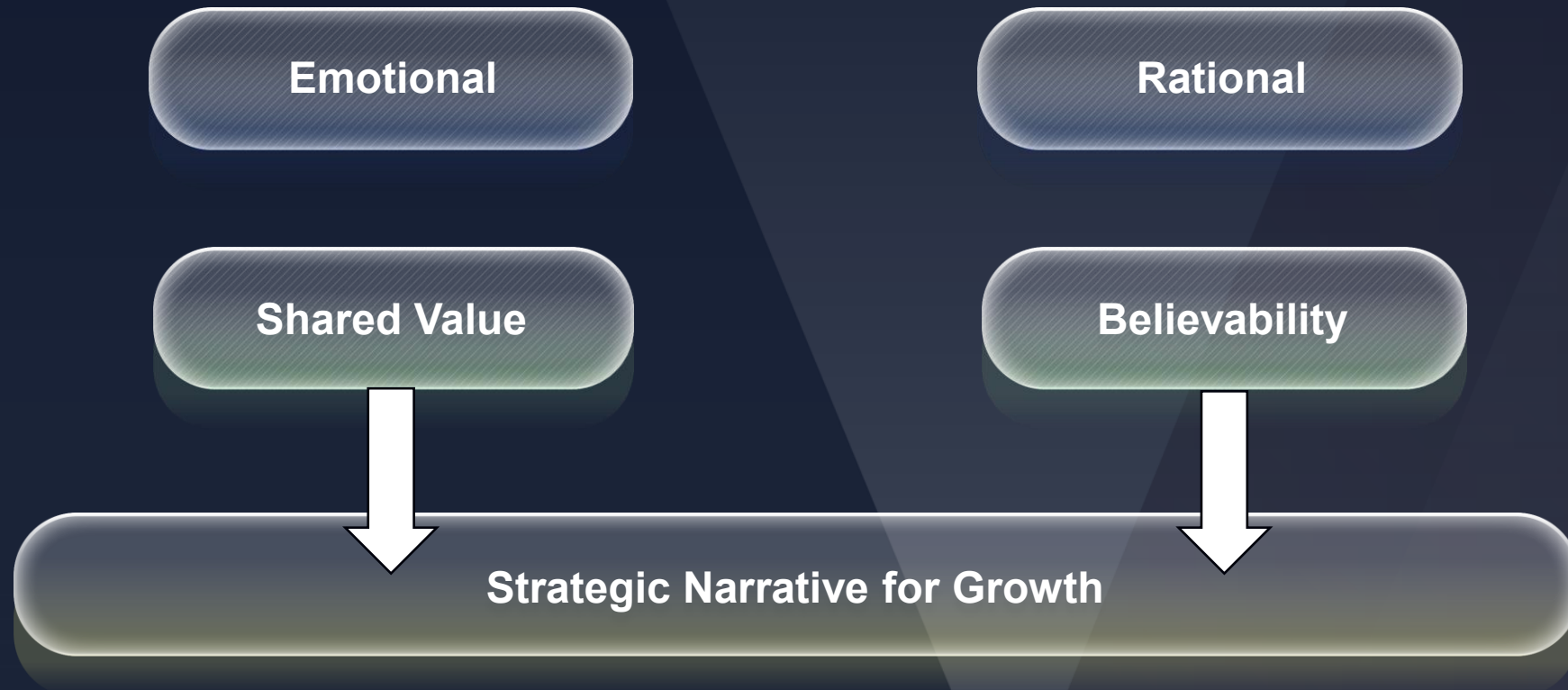
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**UNDERSTANDING YOUR AUDIENCE IS
KEY.**

**KNOWING THE 'WHAT', UNLOCKS THE
'HOW'.**

HOW TO GET FUNDING.

ALL PEOPLE ARE DRIVEN BY EMOTIONAL AND RATIONAL FACTORS.





What
Government
wants

What
Council
wants

What
Community
wants





SO WHAT DOES GOVERNMENT WANT?



What
Government
wants

Government's Second Term Objectives



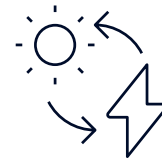
Cost of Living Relief



Strengthening Medicare



Housing



Renewable Energy and Climate Action

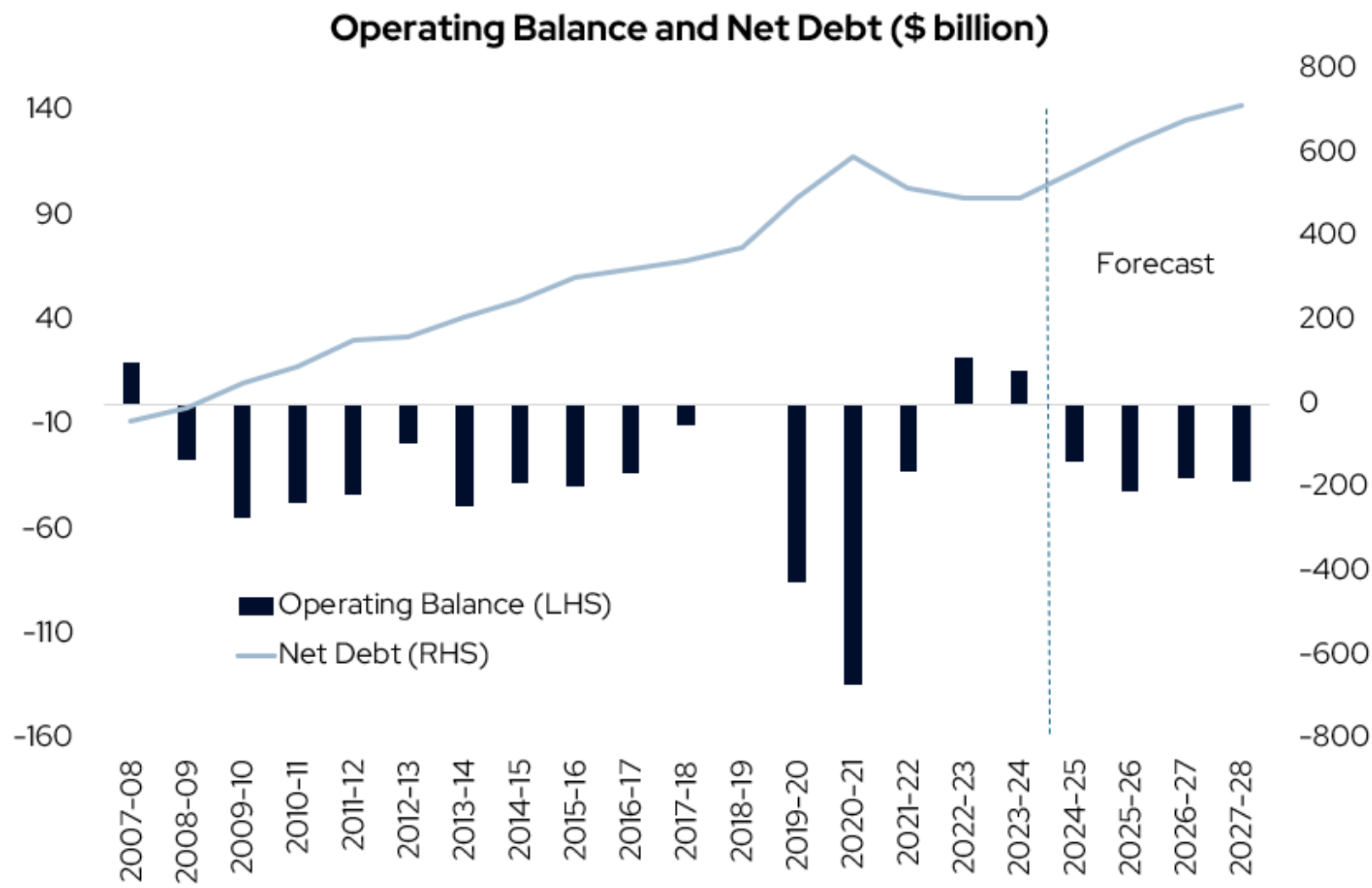


Job Creation and Skills Development



“No one held back, no one left behind”

State of the Finances



“The best way to think about the difference between our first term and the second term

*...[is] the first term was **primarily inflation without forgetting productivity,***

*the second term will be **primarily productivity without forgetting inflation**”*


Productivity and Economic Reform



**Economic
Reform**
Roundtable



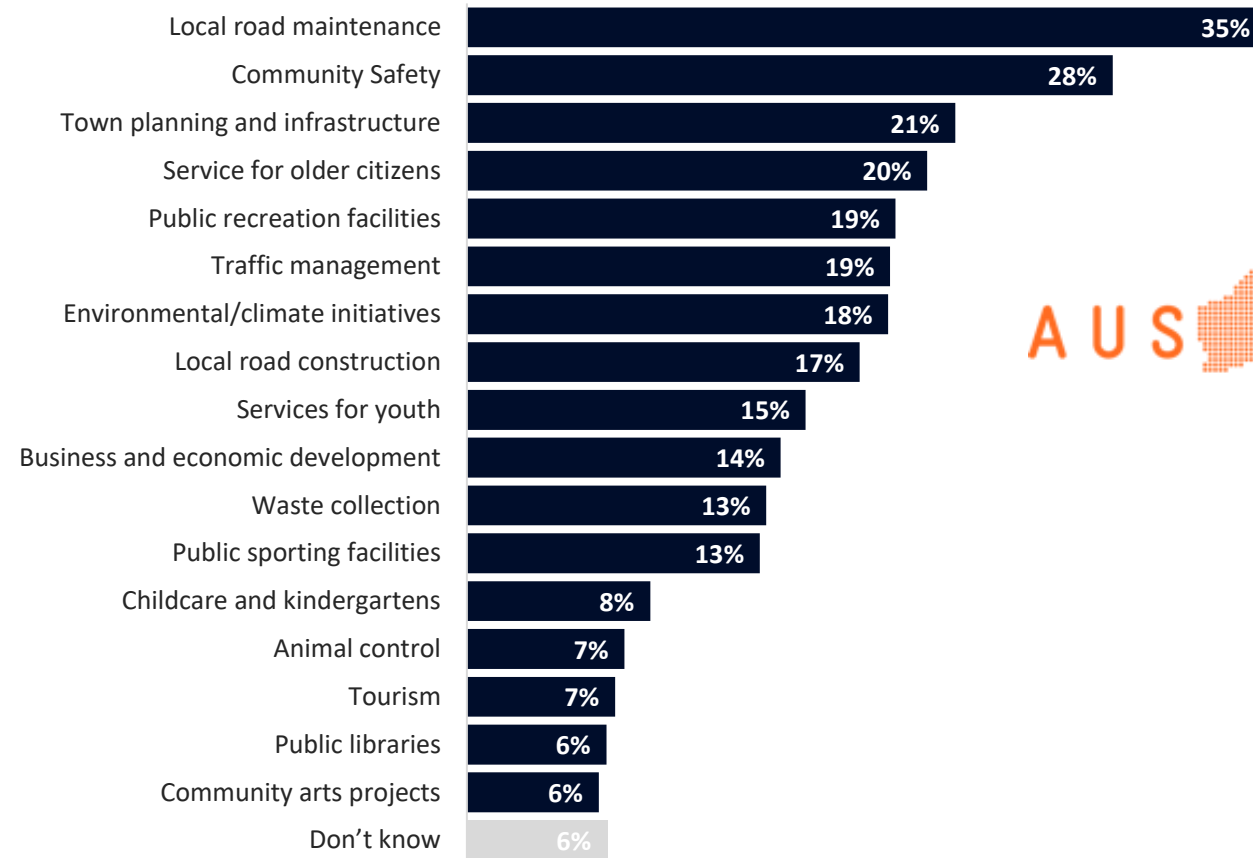
AND WHAT DO AUSTRALIANS WANT FROM THEIR LOCAL COUNCIL?



What
Community
wants

Roads and safety were key investment priorities for the public across Australia

Three areas Australians want their local council to invest in



Priority areas differed across states

Top areas they want their local council to invest in by state

	WA	NSW	VIC	QLD	SA
1.	Community Safety	Local road maintenance	Local road maintenance	Local road maintenance	Service for older citizens
2.	Service for older citizens	Town planning and infrastructure	Community Safety	Community Safety	Local road maintenance
3.	Environmental/ climate initiatives	Public recreation facilities	Traffic management	Town planning and infrastructure	Community Safety
4.	Local road maintenance	Environmental/ climate initiatives	Local road construction	Service for older citizens	Environmental/ climate initiatives
5.	Services for youth	Traffic management	Public recreation facilities	Traffic management	Public recreation facilities

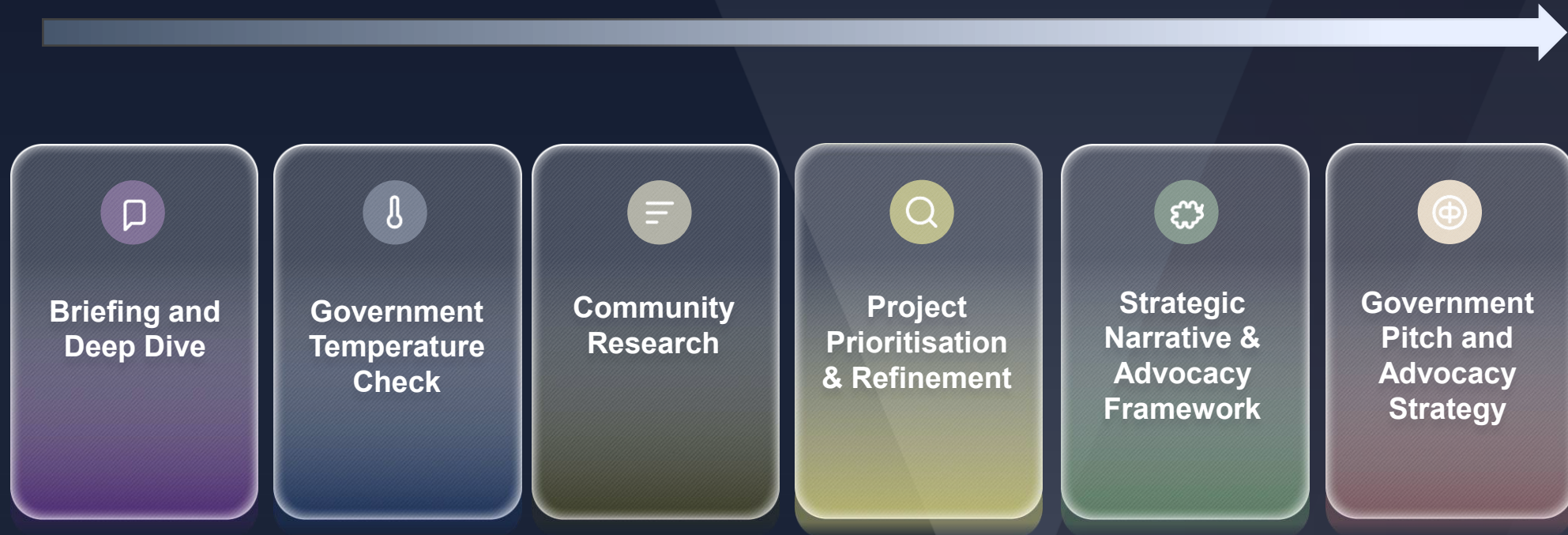
**BRINGING THE
INSIGHTS AND
EVIDENCE TOGETHER
INTO AN AUTHENTIC
NARRATIVE.**



STRATEGIC ADVOCACY FRAMEWORK.

Purpose	The purpose of your proposition			
Vision	The ultimate vision			
Key Insight	What we know about our audiences that will make our unifying idea compelling			
Unifying Idea	The one thing we need to say to get our audience over the line			
Strategic Pillar Themes	Pillar 1	Pillar 2	Pillar 3	Pillar 4
Pillar Evidence	Business case	Community research results	Etc	Etc
Strategic Narrative	Brings together all of the above This is your elevator pitch that everyone from elected member through to administrative staff can speak to			

ADVOCATING FOR FUNDING IS AN ITERATIVE STRATEGIC PROCESS.



THANK YOU!

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GOVERNMENT RELATIONS AND STRATEGIC COMMUNICATIONS