R-PP 1: Policy Influence Strategy

Preparation of a cross-sector, multi-partner Regional Influence Strategy for high level influence over policy and decision making within and beyond the region.

This strategy delivers on these Regional Themes	Biodiversity	Biosecurity	Coastal Systems	Sustainable Industries	Water
	✓	✓	✓	✓	✓
This strategy delivers on these Strategic Outcomes	Supportive, policies, plans and regulations	Collaborative, adaptive planning and action	Traditional Owner Benefits	Sustained and diverse resourcing	Community stewardship, values and action
	✓			✓	✓

Outcome	A collaborative, multi-partner, cross-sector (possibly cross-regional) policy influence strategy results in: ▪ Policy makers accessing and making appropriate use of the information (including science/evidence) that is available through resources such as the Wet Tropics Plan for People and Country. ▪ Increased awareness of policy makers about the environmental, cultural, social and economic benefits of managing our landscapes well. ▪ Policies at local, state and national levels that strongly support NRM, and are well implemented. ▪ Increased resourcing (cash and non-cash) for NRM as a result of improved policy and planning.
Justification	Providing well targeted, strategic, relevant and credible information to policy and decision makers in a cohesive and collaborative way will have more influence on the future support for NRM than many voices saying a similar thing in different ways. Providing feasible and appealing solutions and options will empower policy makers to take measures for improved NRM outcomes. This collaborative approach will also maximise the opportunities that a range of partners already have on influencing decision makers.
Key steps	1) Undertake a review of current policies (at all levels) identifying effectiveness (strengths and weaknesses), and also cases where the policies are sound but not being implemented well, as the basis for the strategy. 2) Identify and engage with strategically placed planners and policy makers to find out what they need to know, and how it can be most effectively packaged in order to be influential (*the right people at the right time on the right topic*). 3) Identify the key information (data/science/evidence/mapping/case studies) that will inform policy makers and make it easily accessible in one spot – make sure it is well packaged. Case studies can be powerful. Innovative and appropriate ways of packaging cultural values will also be critical. 4) Identify the most appealing and compelling places in the landscape in which to invest, and package it well for policy makers/funding agencies (including cost/benefit– the impact and long-term costs of 'doing nothing' and the implications of trade-offs).

Feasibility considerations	✓ Existing partnership arrangements are already in place, including relationships with policy makers. ✓ There is the opportunity to 'sell' this strategy within the existing partnerships, demonstrating the importance and value of this work. ✗ Is there really enough motivation to change and do things differently? Do policy makers really want to do a better job at looking after the future of our landscape? ✗ Political nature of policy – responding to squeaky wheels and operating within the short policy timeframes. ✗ Requires real leadership to get traction with this strategy.

Local Landscape Projects	Local Landscape Project	Location
	NC11 Lobbying for Policy Change	Northern Cassowary Coast
	SC1 & SC6 Policy Advocacy	Mission Beach area, Southern Cassowary Coast