

The New Advocacy (TNA) - What does it mean?

Whilst successful advocacy must always contain the ingredients of a good network of contacts and a deep knowledge of the system of government, there are other factors which are now essential to effective advocacy. The complexity of issues at the government policy interface can no longer be dealt with by the old rules and processes of lobbying.

At the heart of the new advocacy is a mixture of behavioral and technological change together with a systems approach to consulting.

At the behavioral level trusting relationships and close collaboration are essential between client and advocate. This will occur incrementally by the consultant constantly exceeding the expectations of the client and by delivering targeted outcomes in a professional and cost-effective manner.

As well as a good network of contacts, the new advocacy requires digital networks which bring the client into the consultant's project network. This enhances trust and facilitates collaboration.

New ways of creative thinking to address issues through:

- surveys
- scenario planning
- visual mapping techniques

Finally, advocacy does not occur in a vacuum and a systems approach to issues should be adopted to ensure that actions contribute to the broader aims and priorities of the client.