

Be professional

Meet formal requirements

- Include name and address, contact details, date
- Meet due date

Know your audience

- Who is the decision-maker? Are they the one you really need to convince?
- Have they made any public announcements on the issue that you need to address?

Write to your audience

- Contact person or Head of Agency
- One page Ministerial brief (with appendices)
- Letter that reflects Ministerial and departmental templates (issue, background, comment, recommendation)
- Terms of Reference
- Council considerations under s 79C of the *EP&A Act 1979*

Be punctual

- If you need more time, ask for it
- If you don't get it, do what you can

Be persuasive

Write calmly

Write clearly and concisely

- Avoid stream-of-consciousness
- Use sub-headings, bullet points etc
- Do Executive Summary/Summary of Recommendations, where appropriate

Provide evidence

- Observations and physical evidence
- Scientific or technical evidence
- Document evidence
- Attach relevant supporting documents

Make yourself a large target

- Quality of the submission
- Number of submissions
- Consider other avenues to make your case

- Eg # 1 joint submission with other organisations
- Eg # 2 follow up phone calls to Councillors
- Eg # 3 part of campaign strategy with

Be engaging