

TARGET GROWTH COMPETITIVENESS COMMITTEE



- Lobby Programme 2007 - 2008

Kayanne E. Taylor, Attorney at Law
Lobbyist, TGCC
1 876 978 7755 ext. 2104
1 876 394 4880 direct



Outline

- Contract obligations – PSDP
- Lobbying principles
- Lobbying strategy
- Lobbying tools
- Deliverables
 - Lobby Manual
 - Exposing TGCC members to principles for lobbying



TGCC Objectives

- To be an effective and consistently innovative agitator of strategies aimed at both macro and industry levels in order to ensure competitiveness of national industries.
 - Monitor competitiveness at all levels
 - Execute competitiveness measurement, analysis, benchmarking and advice
 - Create linkages with agents that impact areas of competitiveness with a view to integrating common activities and synchronizing schedules
 - Implement work activities designed to ascertain and disseminate information, stimulate national dialogue on competitiveness



TGCC Target objectives

- Should be achieved by targeting the following competitiveness programmes:
- Public sector competitiveness (laws and administrative procedures)
- Institutional competitiveness
- Enterprise competitiveness (and industry productivity)
- Labour force competitiveness



PSDP

- Specific objectives:
 - To develop and employ a lobby strategy that will leverage the policy guidance and recommendations among key stakeholders
 - Based on empirical studies, surveys and strategic planning

Primary goal:

- To sensitize all key stakeholders to the importance of addressing competitiveness bottlenecks – identified by the private sector
- Convincing lobby targets to prioritize these issues



Results expected

- Produce a manual which guides the lobbying activities of the TGCC
- Expose all TGCC members to the principles of lobbying as defined within the manual
- Implement a lobby strategy which results in the adoption of at least 6 policy recommendations, which have emanated from either the research agenda or other means



Other means?

- Public awareness
- Public dialogue
- Civic engagement with target groups
- Membership
- On-going dialogue
- Partnerships (MSB, JCCP, UTECH, Think Tank, UWI, PFP, etc)



Methodology

- Three stages/phases:
 - Analysis
 - Target setting & scheduling
 - Implementation:
 - Public engagement
 - Public awareness
 - Information dissemination
 - Periodic Briefings by Lobbyist
 - EVALUATION – Lessons learned
 - STRATEGIC PLANNING



GENERAL PRINCIPLES FOR LOBBYING

- Effective lobbying requires a co-ordination of two kinds of lobbying activity:
- **INSIDE LOBBYING** – takes place inside parliament: includes a skilful mix of-
 - Meeting with lawmakers and Staff
 - Providing analysis and information to Committees and Ministers
 - Submissions to Parliament (Sub-Committees)
 - Negotiating with policy makers and other lobby groups

GENERAL PRINCIPLES FOR LOBBYING



- Outside Lobbying. Any effective lobbying campaign requires sustained activity outside of Parliament.
- Outside Lobbying aimed at shifting the policies and pressure around the issues.
 - Media activity: news conferences, editorials, news releases
 - Local Lobbying visits to Legislators/Ministers/Senators
 - Building broad and diverse coalitions
 - Letter writing campaigns
 - Grassroots activity such as workshops, seminars, retreats, rallies



Public awareness and Research Agenda

- An effective and aggressive public awareness campaign is critical for the success of the Committee's lobbying efforts
- Public awareness campaign must be synergized with the lobby programme
- Research findings & Advocacy should be delivered within the framework of a targeted communications strategy



Lobbying Tools

- Research Summaries
- Website – Virtual database on competitiveness, linking all the competitiveness initiatives
- Legislation matrix (virtual; link with Legs & Regs)
- Knowledge management tools
- Strategic planning to penetrate national planning & decision-making cycle
- Networking
- Targeted letter writing, editorials, newsletters



Lobbying Tools 2

- Public awareness:

1. Television programme "Profiles of Jamaica or Profiles of Success"

- 6 month period, 30 minutes television interview show. Selecting companies or individual competitiveness success stories. Sharing tools and philosophy for success. Young entrepreneurs. Innovation. Established companies.
- Tell the story of leveraging specific tools/technology

2. Radio Programme on competitiveness – 5 – 10 minutes



Features of an effective lobbying strategy for the TGCC

- Purpose: to persuade decision makers to do what you want.
 - Targets:
 - Champions
 - Allies
 - Fencers
 - Mellow Opponents
 - Hard Core opponents
- NB. For each lobby issue you identify persons in each grouping above and develop different strategies, using the lobbying tools – to persuade them to do what you want.



Features of an effective lobbying strategy for the TGCC

- Focus:

- All lobbying activity will maintain strategic focus on the specific project targets identified by the Committee in its Implementation Plan – as defined from time to time
- Based on the TGCC's aim to co-ordinate the country's move toward building a globally competitive business environment, the Lobby Programme is geared primarily at first increasing public awareness on competitiveness issues

- Priority:

- Influencing positive changes in the government's role in removing the bottlenecks to competitiveness



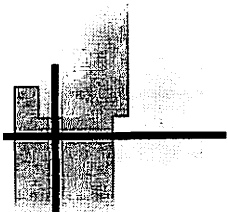
Where are we today? Do we still agree on initial Project Targets?

- A 10% increase in labour productivity
- Top 10% ranking in “extent of bureaucratic red-tape” (18th in 2005)
- Top 30% ranking in “efficiency of the tax system” (42nd in 2005)
- Top 40% ranking in organized efforts to improve competitiveness (51st in 2005)
- Top 40% ranking in pay and productivity (62nd in 2005)
- Top 40% ranking in efficiency of legal framework (54th in 2005)



Lobby Issues & Themes

- FOCAL POINT: Define the Competitiveness Challenge – “productivity adjustment over time leading to capital formation driven by our tacit knowledge” (James)
- Labour & Productivity*
- Innovation and Intellectual property rights protection & enforcement
- Fast tracking specific enabling Legislation:
 - Data Protection; Cyber Crimes
 - Tax reform and Incentives Regime



Target Sectors – Are we picking winners?

- **Winners:**
 - Creative and cultural economy
 - Manufacturing & agro-processing
 - Services
 - ICT
 - Tourism

12 Pillars of Competitiveness – Porter

- Institutions
- Physical Infrastructure
- Macro stability
- Security
- Human capital
- Goods market efficiency
- Labour market efficiency
- Financial market efficiency
- Technological readiness
- Openness and market size
- Business sophistication
- Innovation



Policy Advocacy

- Work breakdown structure
- CABINET → Development Council → TGCC → TGCC-Secretariat → Key Stakeholders:
- Underpinned by research, public awareness and PPP, advocacy



To be Concluded

- Sign off at TGCC Strategy Retreat, Saturday, February 17, 2007

Contact: Kayanne E. Taylor
Lobbyist
ktaylor@psdpjamaica.com