



The State of Public Affairs 2006

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7 March 2006



About the survey

152 practitioners took part online during Feb - March 06

6/10 have more than 10 years' experience

Most (51%) don't belong to *any* PA associations/bodies

70% have qualifications considered relevant to the job

¼ of sample were consultants, ¼ were corporates, ¼ were industry/trade associations, remainder evenly split between govt/NGOs plus academic/think tanks

Slides available in Poll Digest section of our website



Main points

- Budgets have been less buoyant
- But PA practitioners are more optimistic than ever
- Steady increase in measurement of PA progress
- Sense of being more comfortable using the media
- Major turnaround in perceptions of the influence of business over the Commission
- Transparency in policy making is still regarded as inadequate – the Council & Commission scored even worse than last year
- and while the EP & Commission are regarded as accessible, the Council is not



Main points continued...

- EP is expected to continue to grow in influence relative to Council & Commission
- Reviving the Constitution would broadly be welcomed
- Measures such as Impact Assessments are still regarded as too seldom used
- EU expansion is regarded as making lobbying more challenging now than it was a year ago
- Business is seen as having lost influence to NGOs

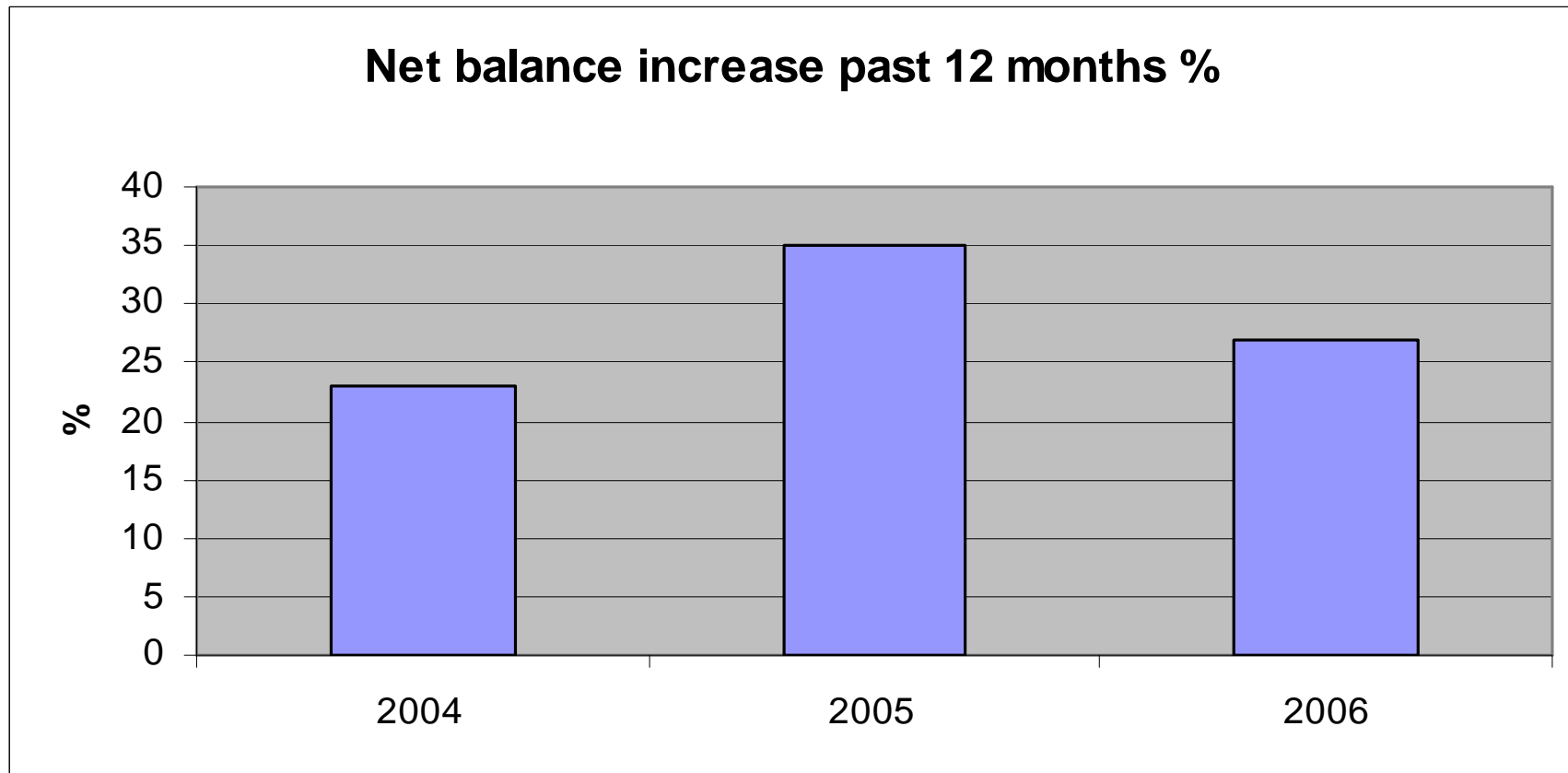


Main points continued...

- There is significant support for mandatory registration
- Respondents are concerned that the Commission will over-react to Abramoff and are bracing themselves for the outcome of Kallas
- US-style lobbying practices are unpopular & regarded as generally ineffective
- ...and respondents want their representatives to work together to provide effective, professional self-regulation.

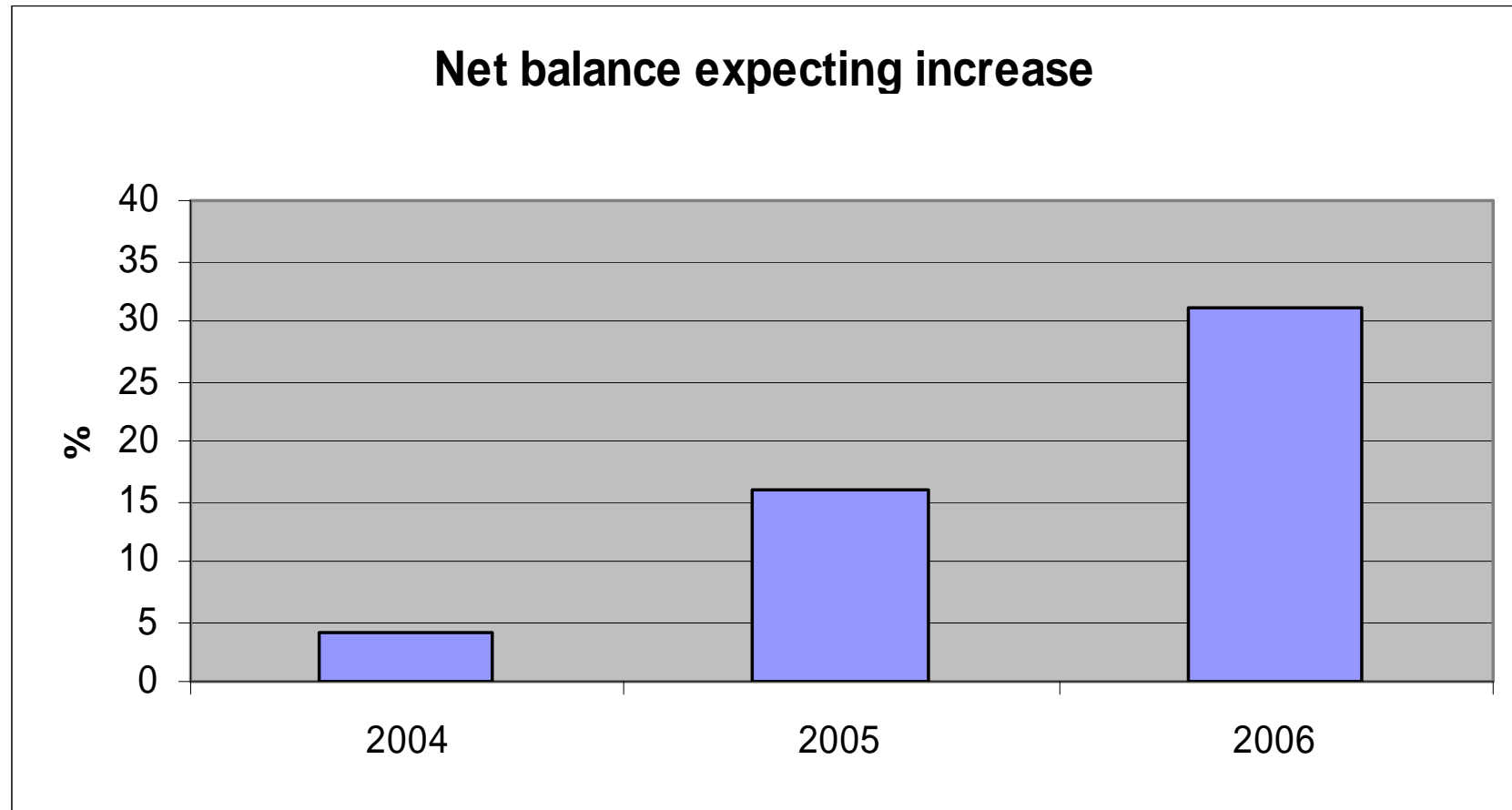


Budget increases have slowed



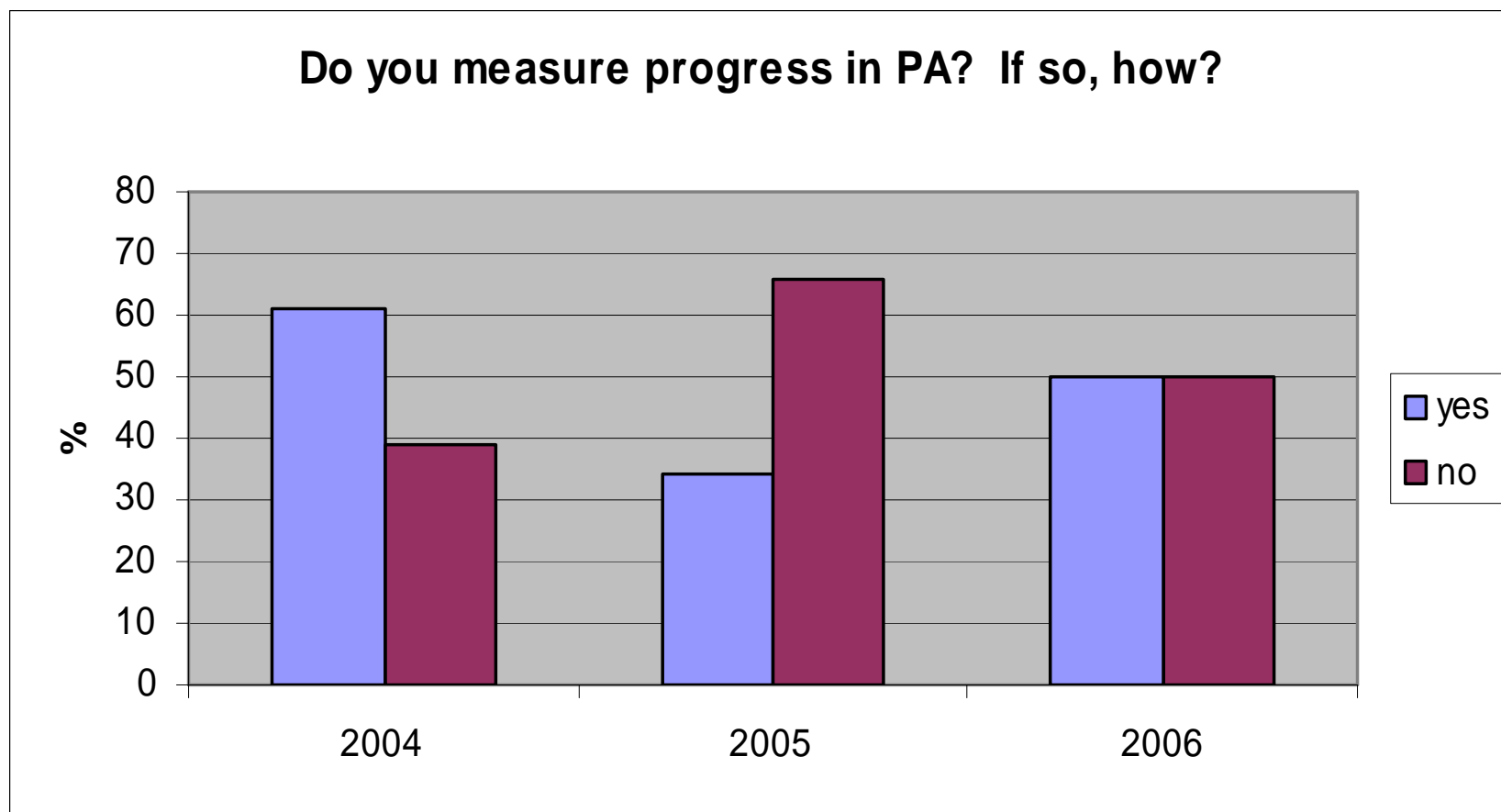


...but optimism is higher than ever



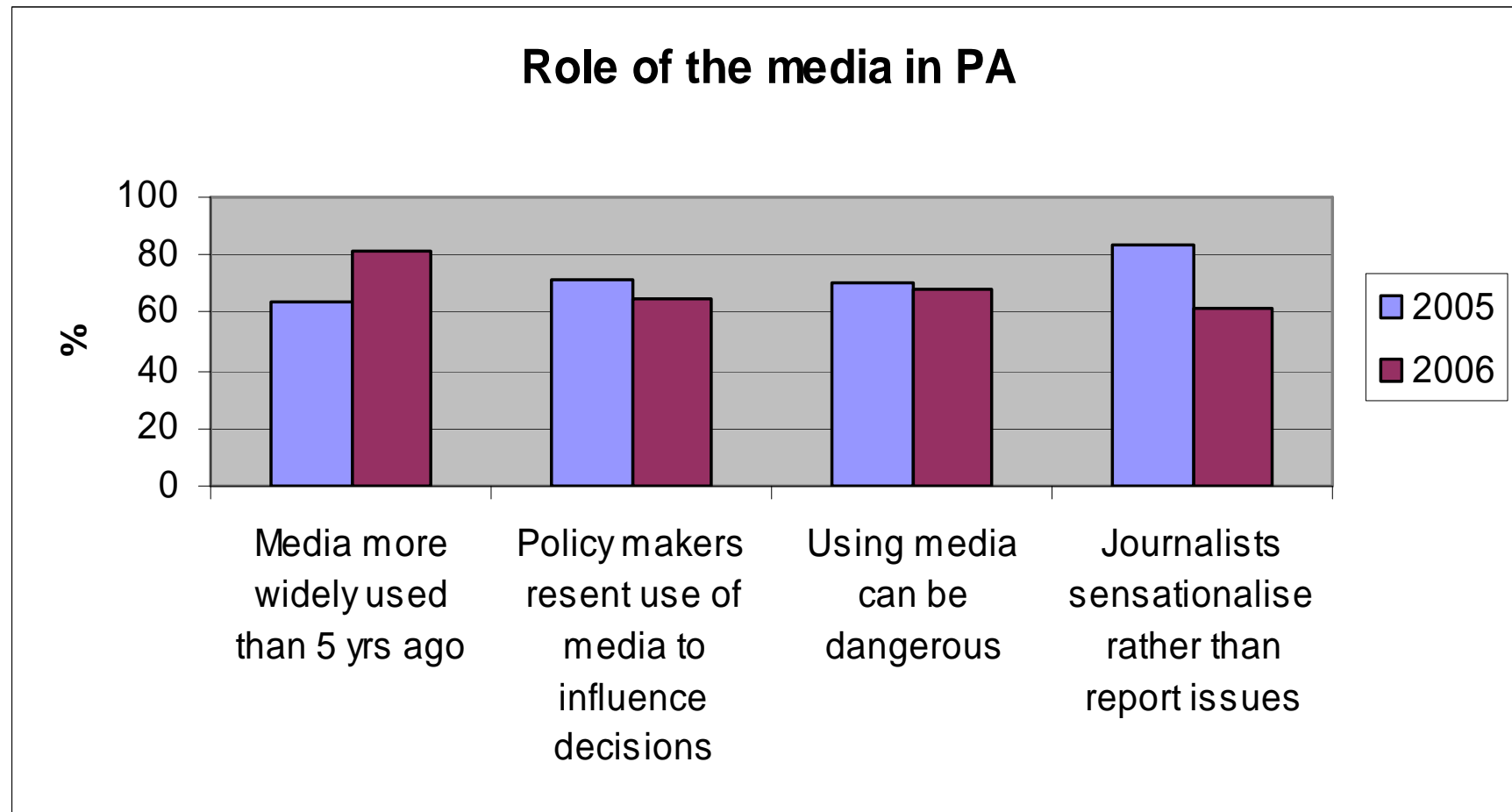


More claim to measure PA



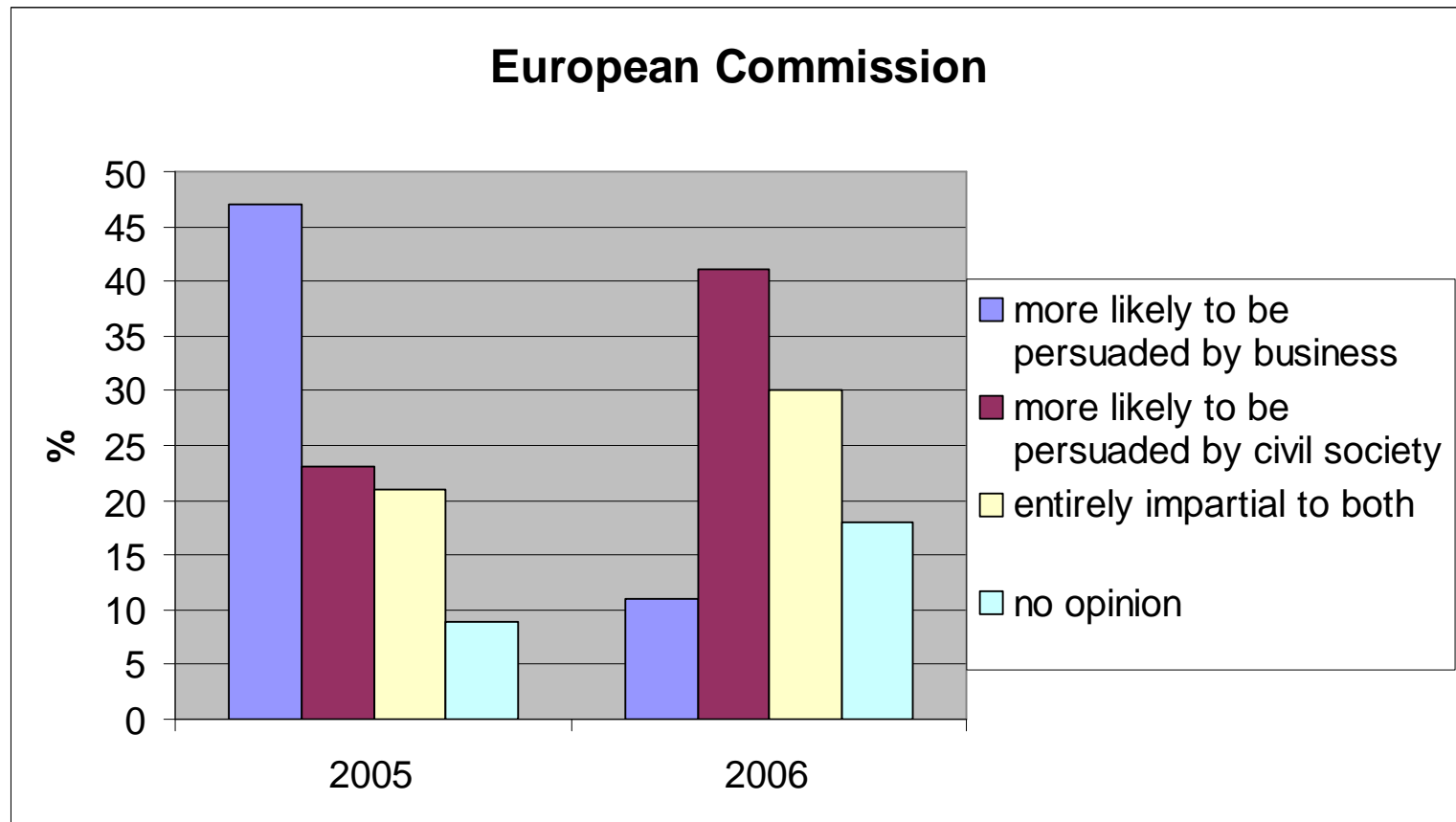


A greater sense of ease in using the media



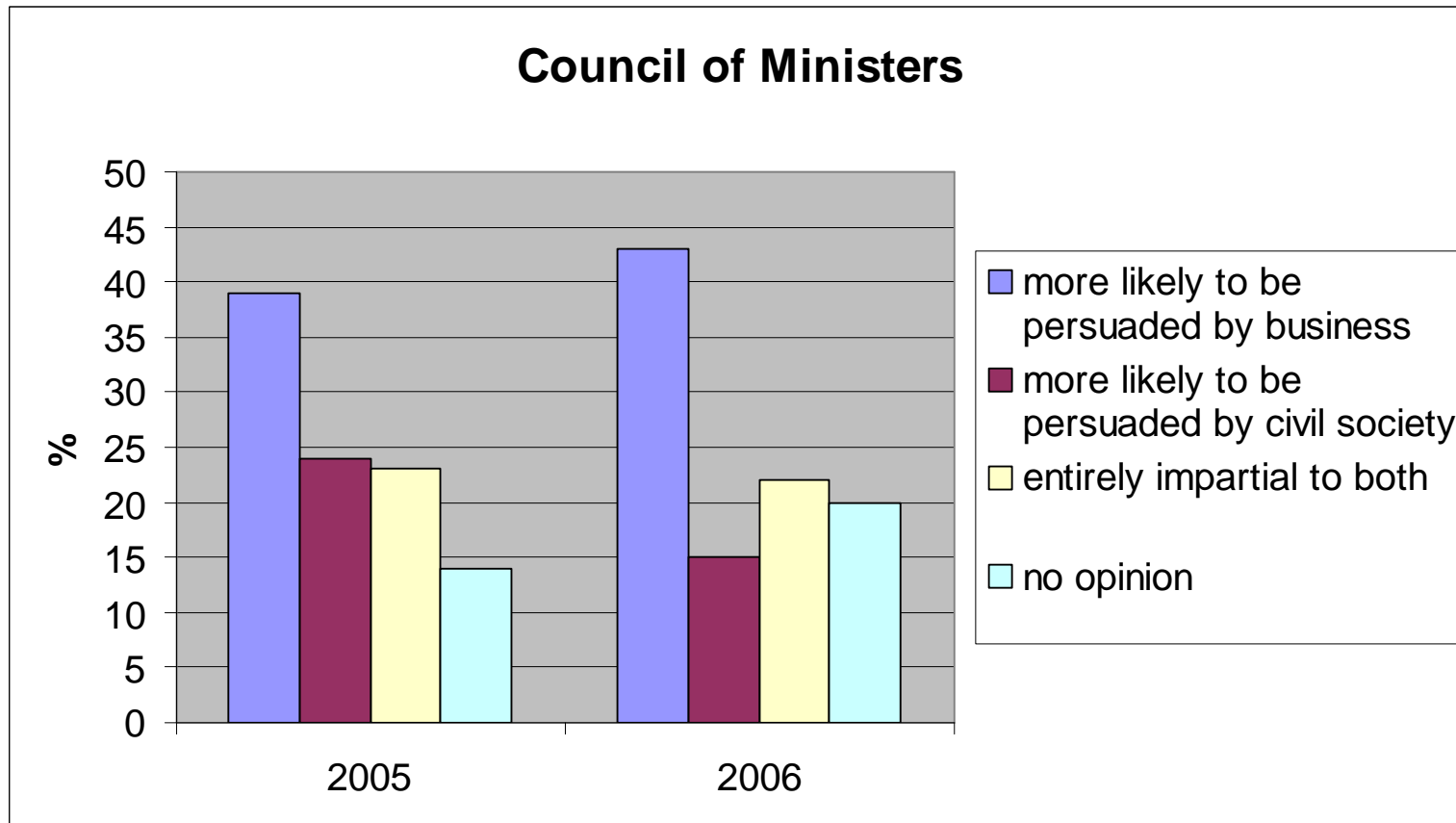


Business has lost out massively to civil society



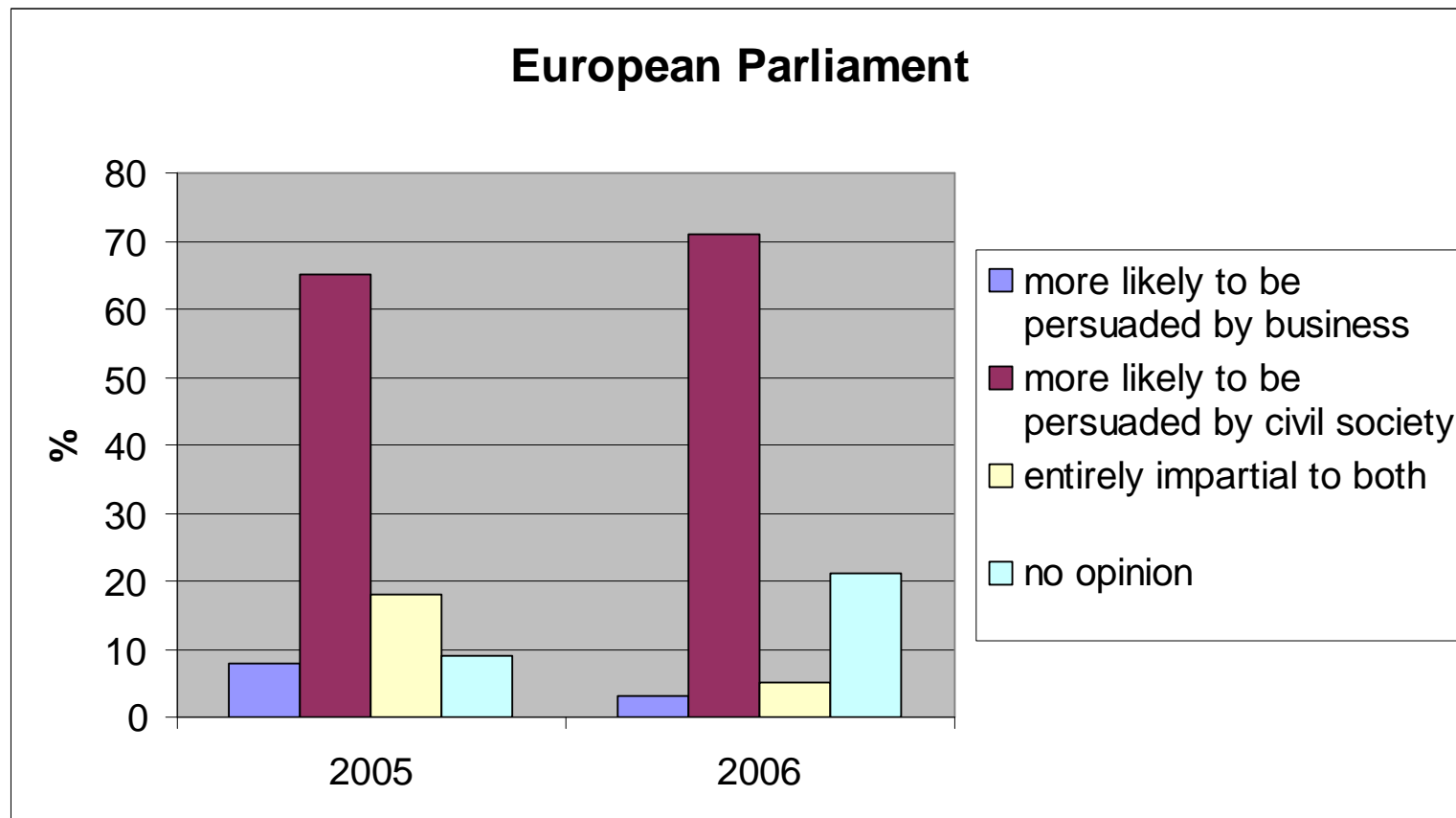


But the Council is regarded as even more strongly influenced by business





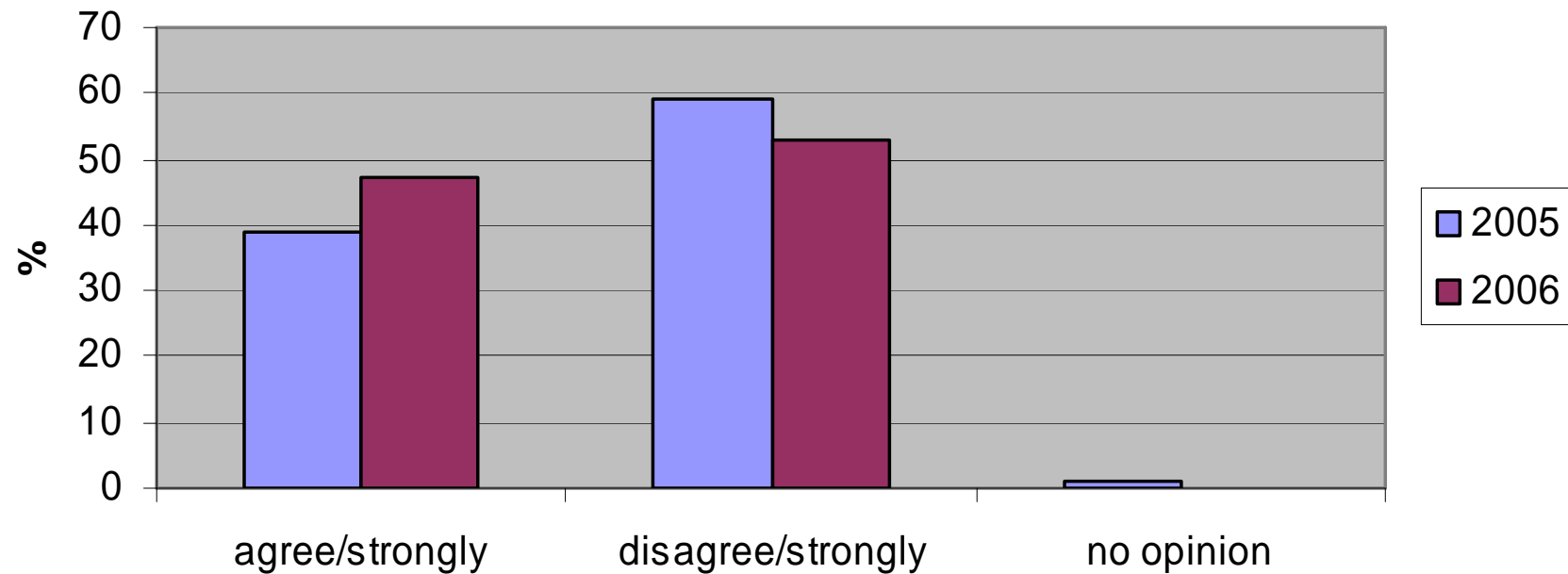
Civil society remains strongest influence on EP





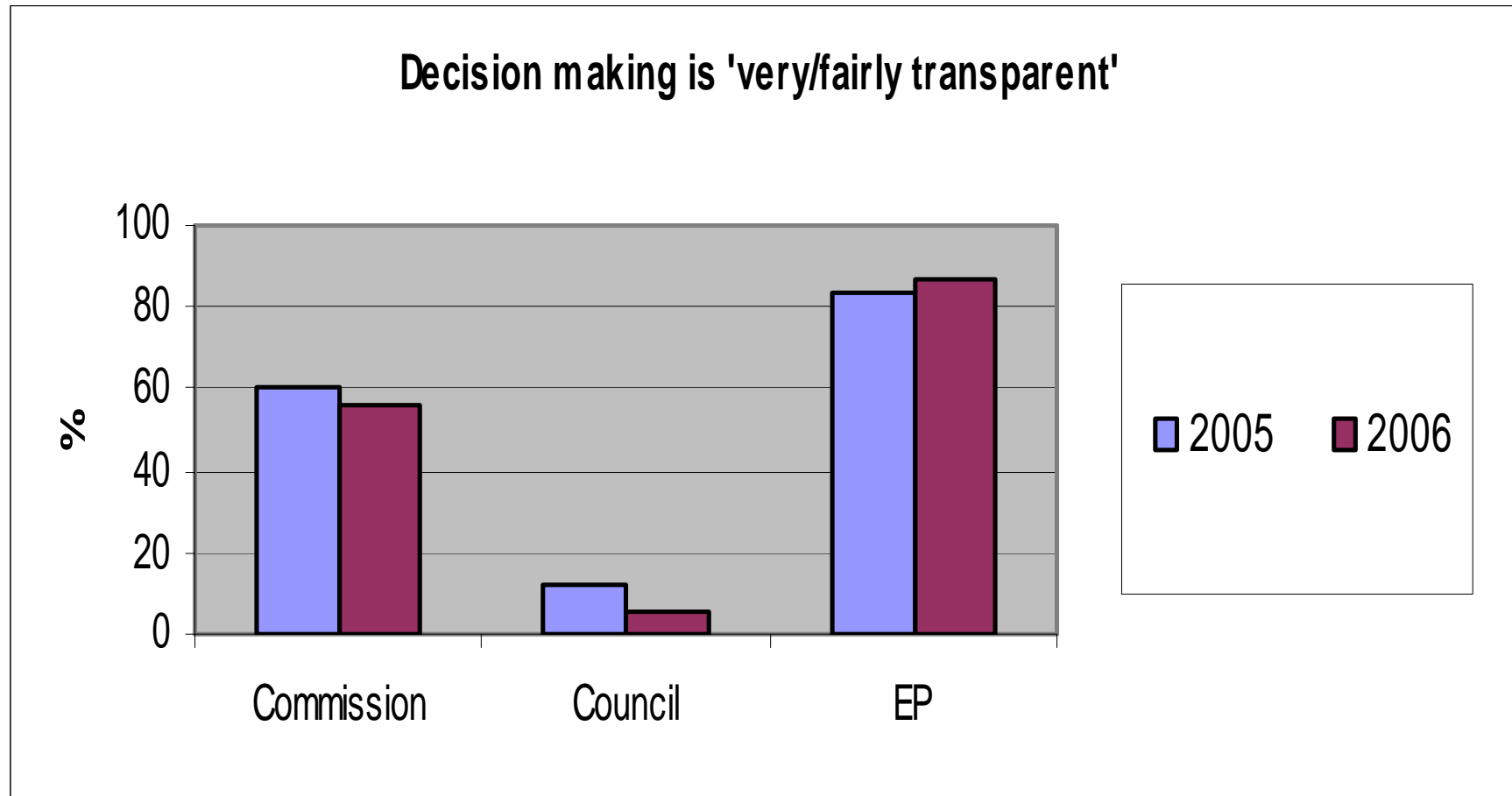
Policy development still not regarded as transparent

"On the whole, the process of policy development within EU institutions is sufficiently transparent"



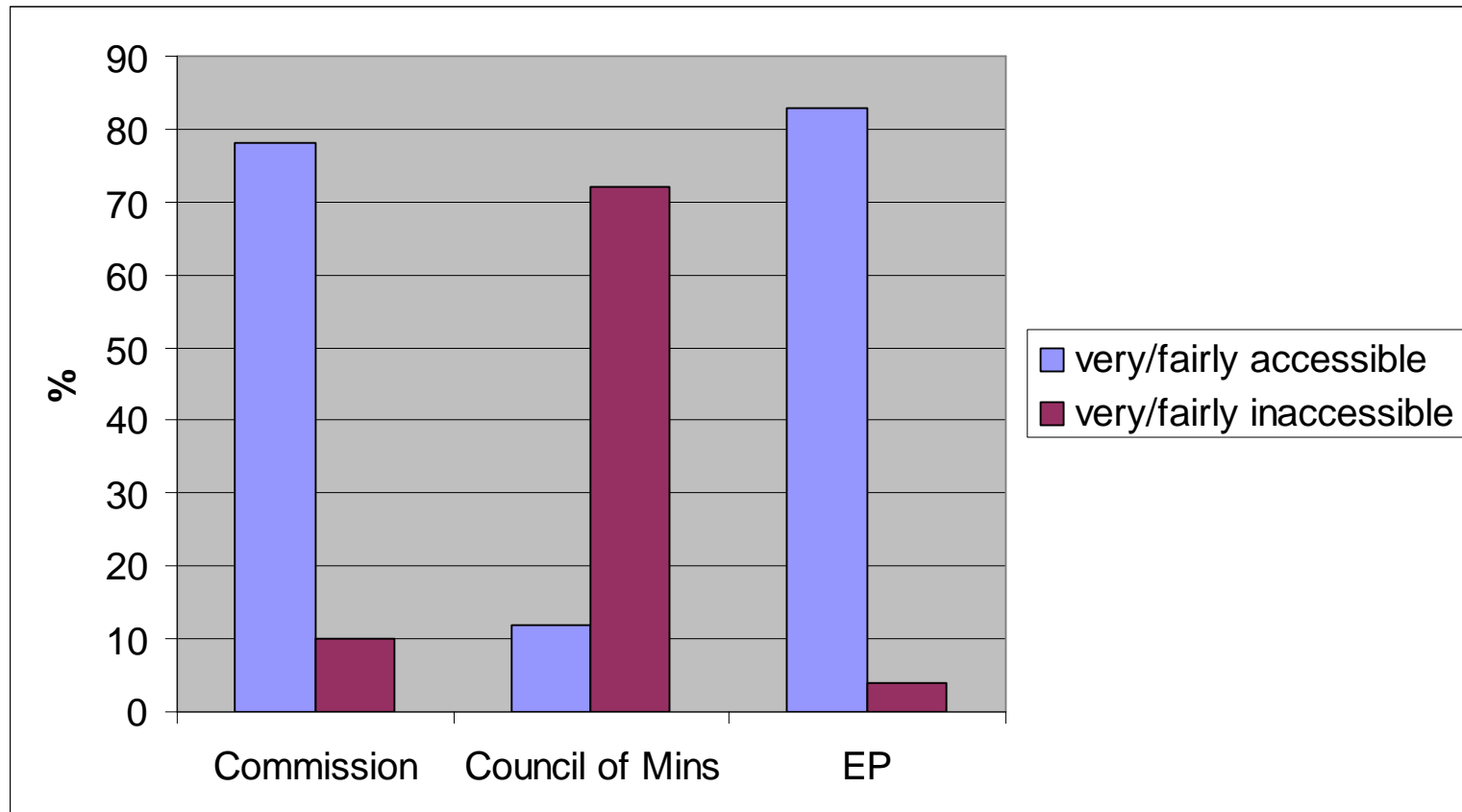


Huge variation in perceived transparency



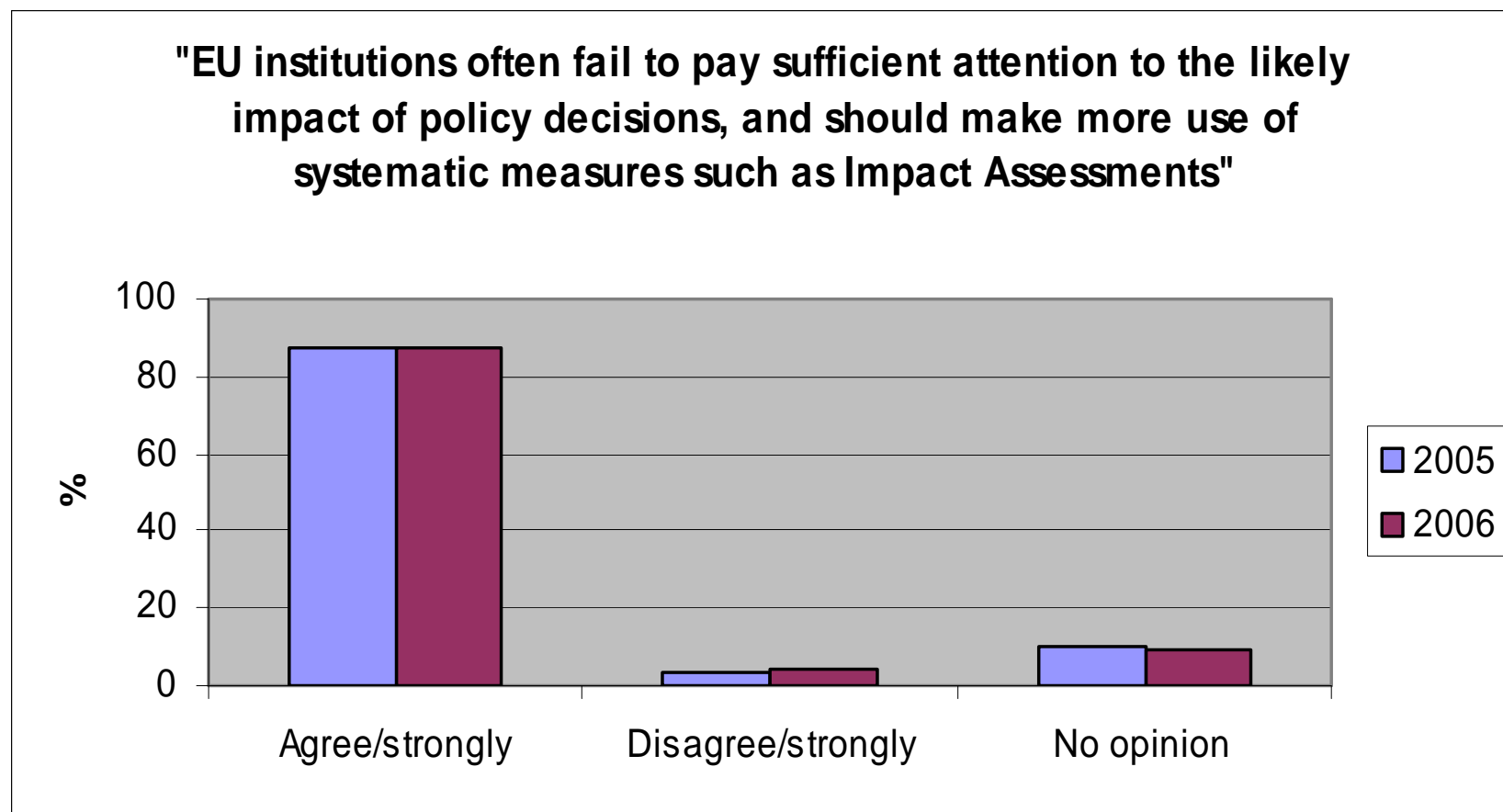


...and accessibility



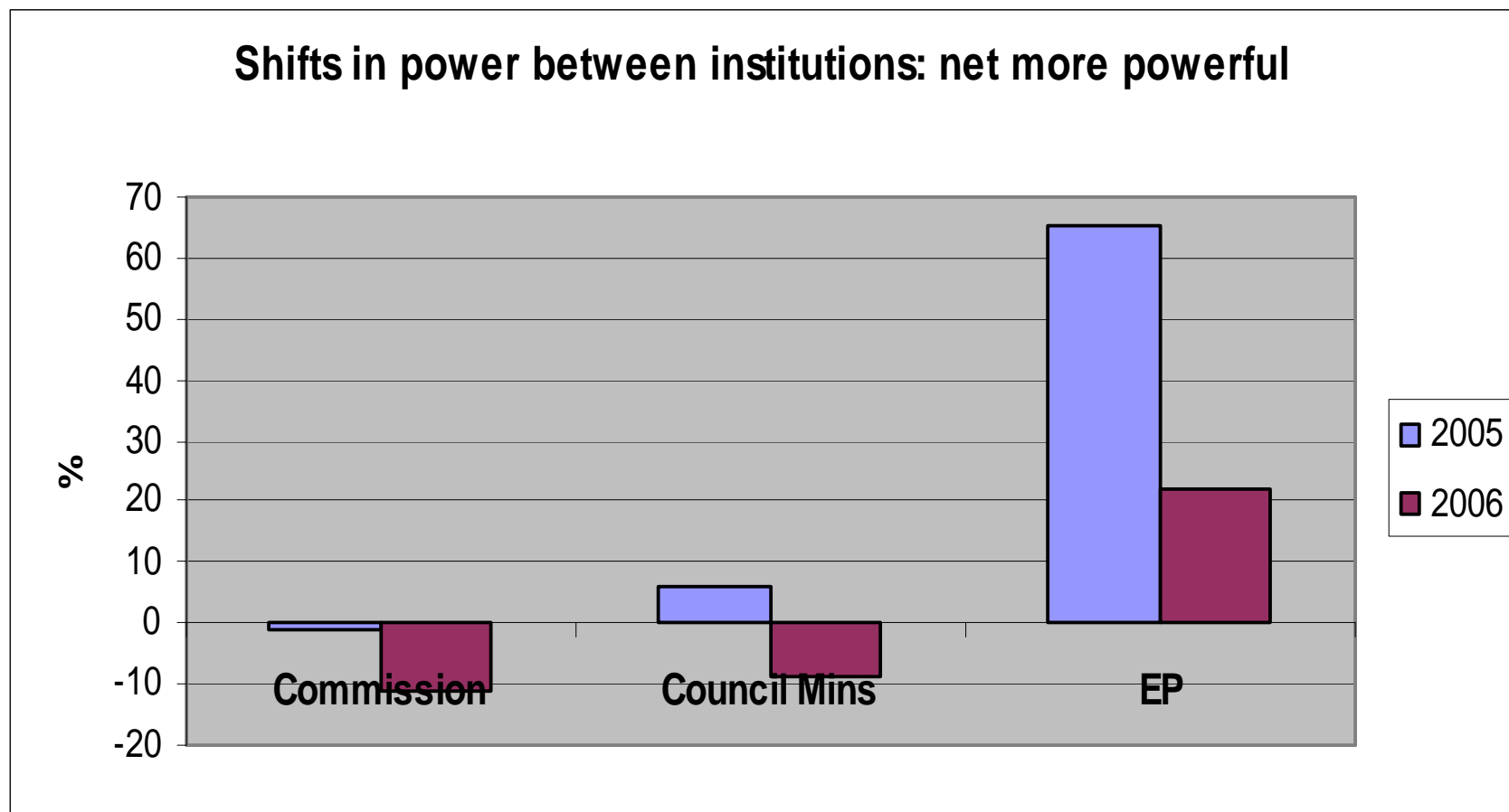


EU policy making could be improved



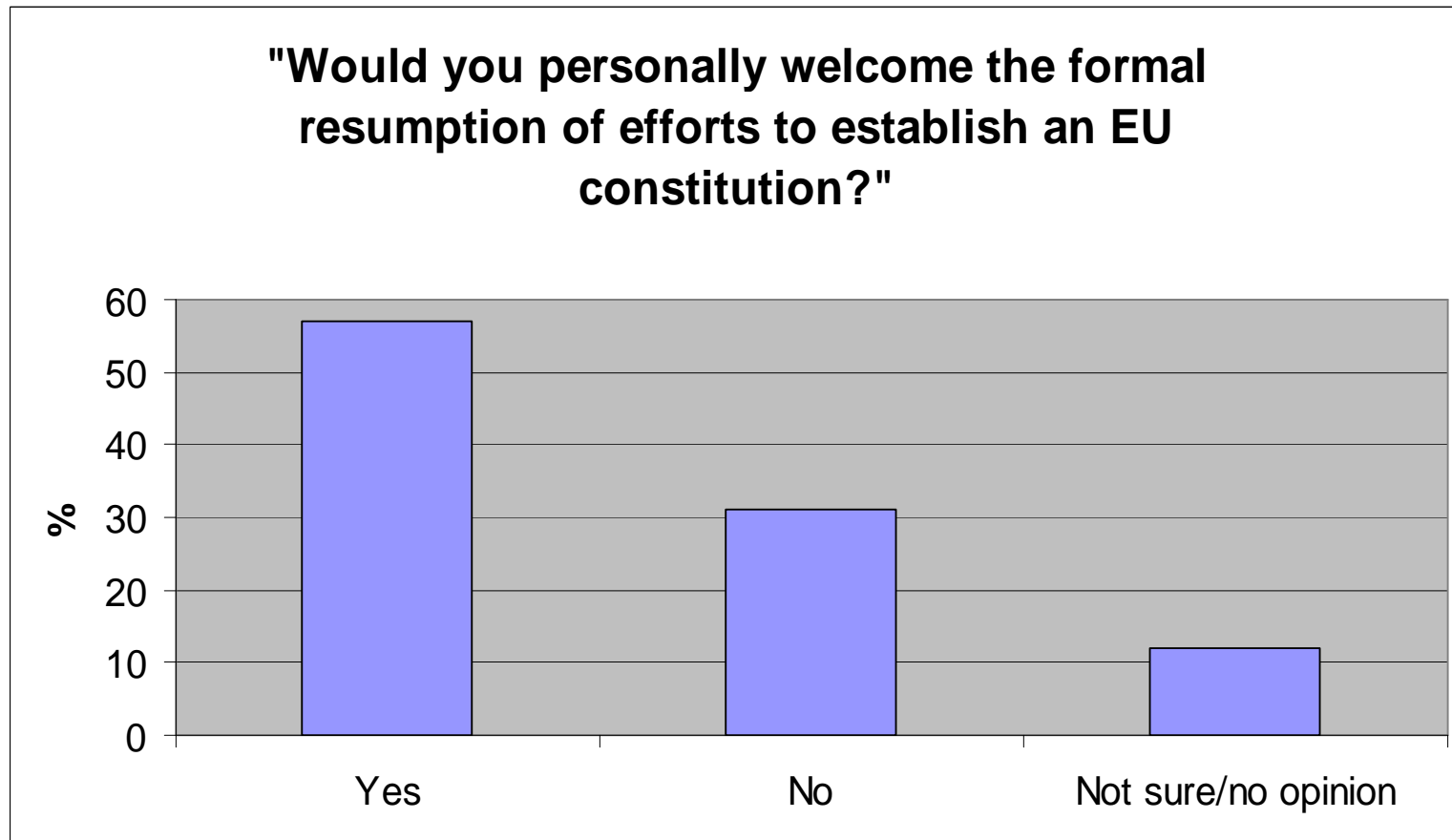


Power perceived to continue shifting to EP



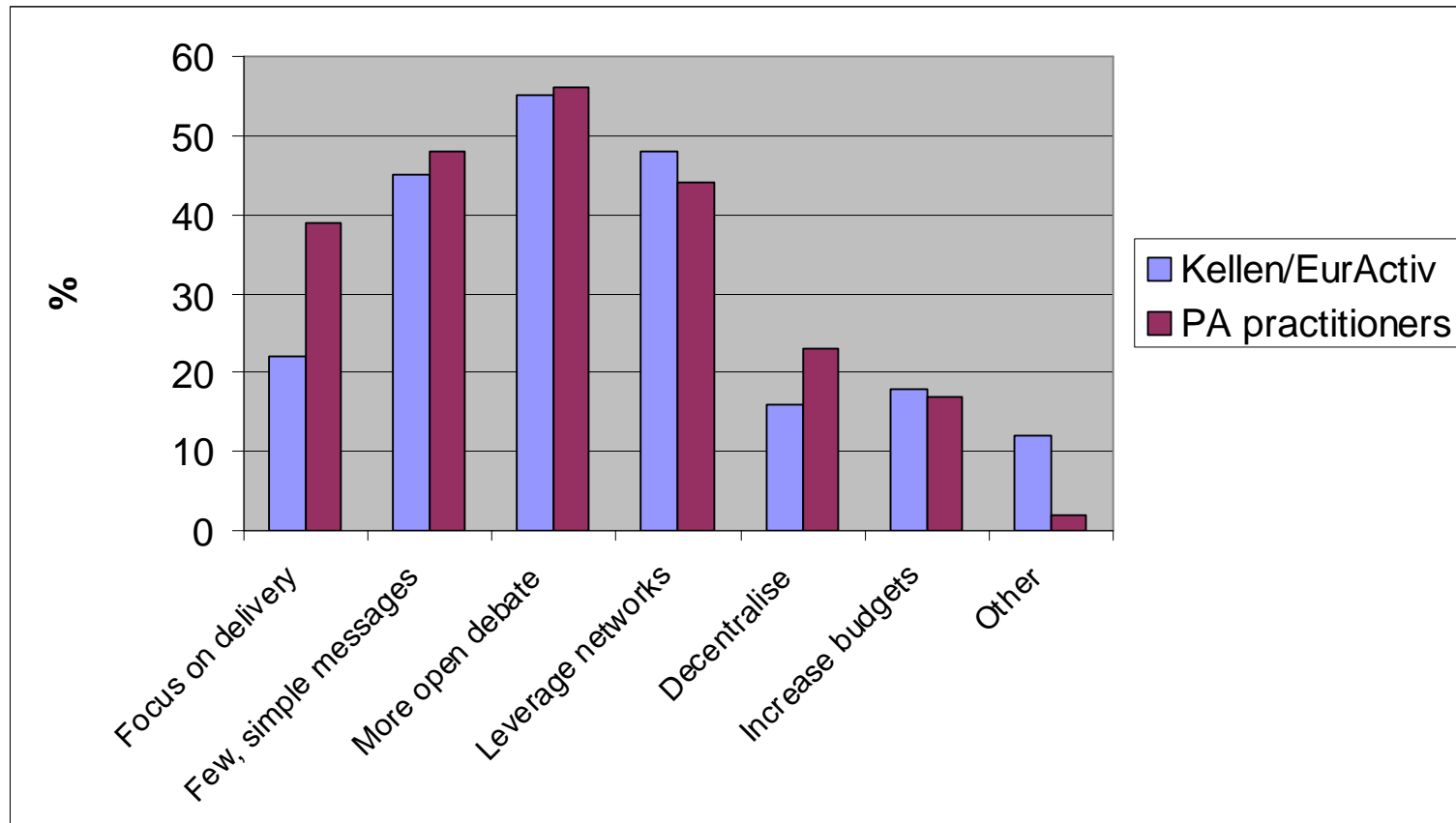


Generally positive attitude towards Constitution



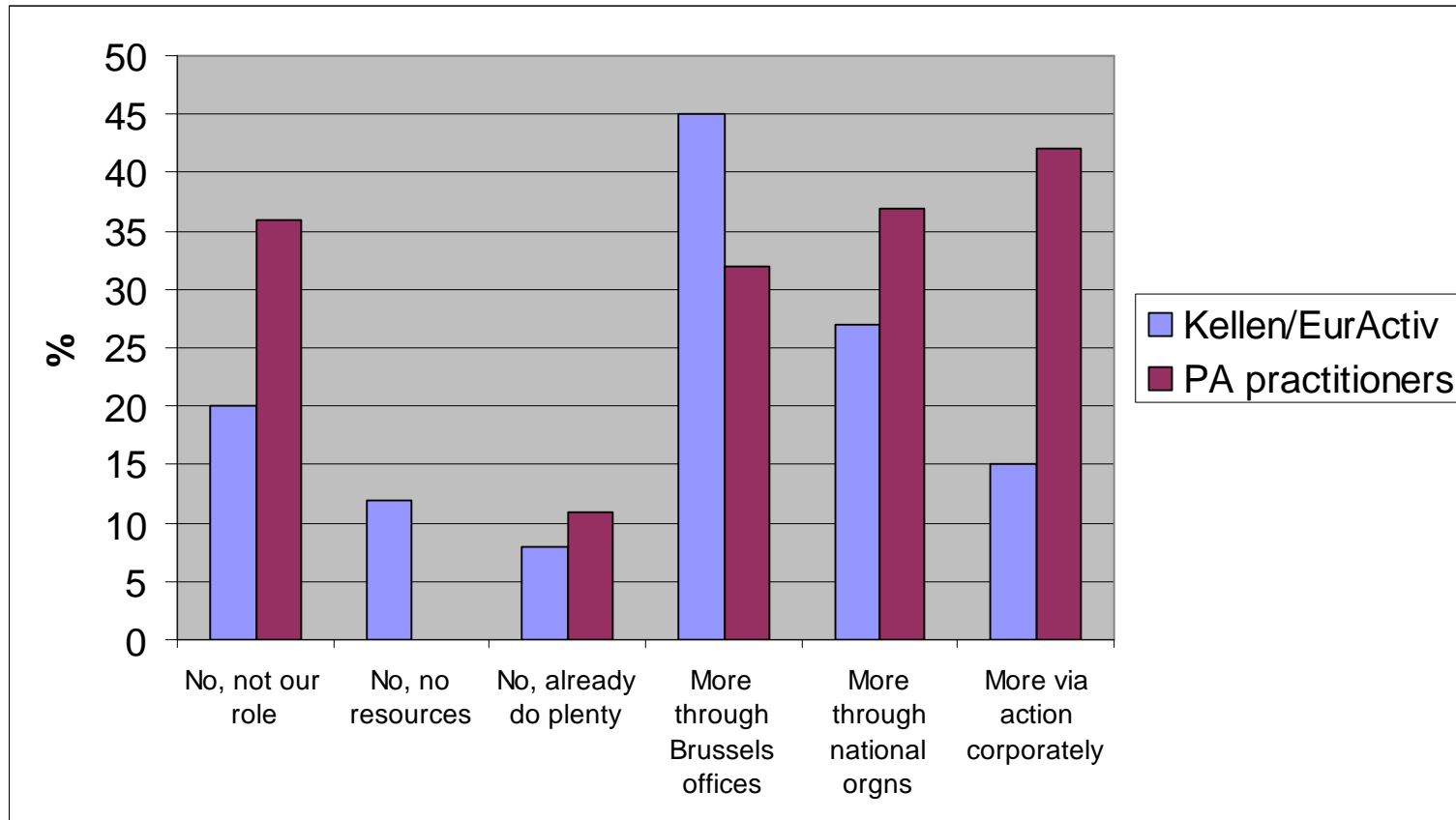


How institutions could improve communication



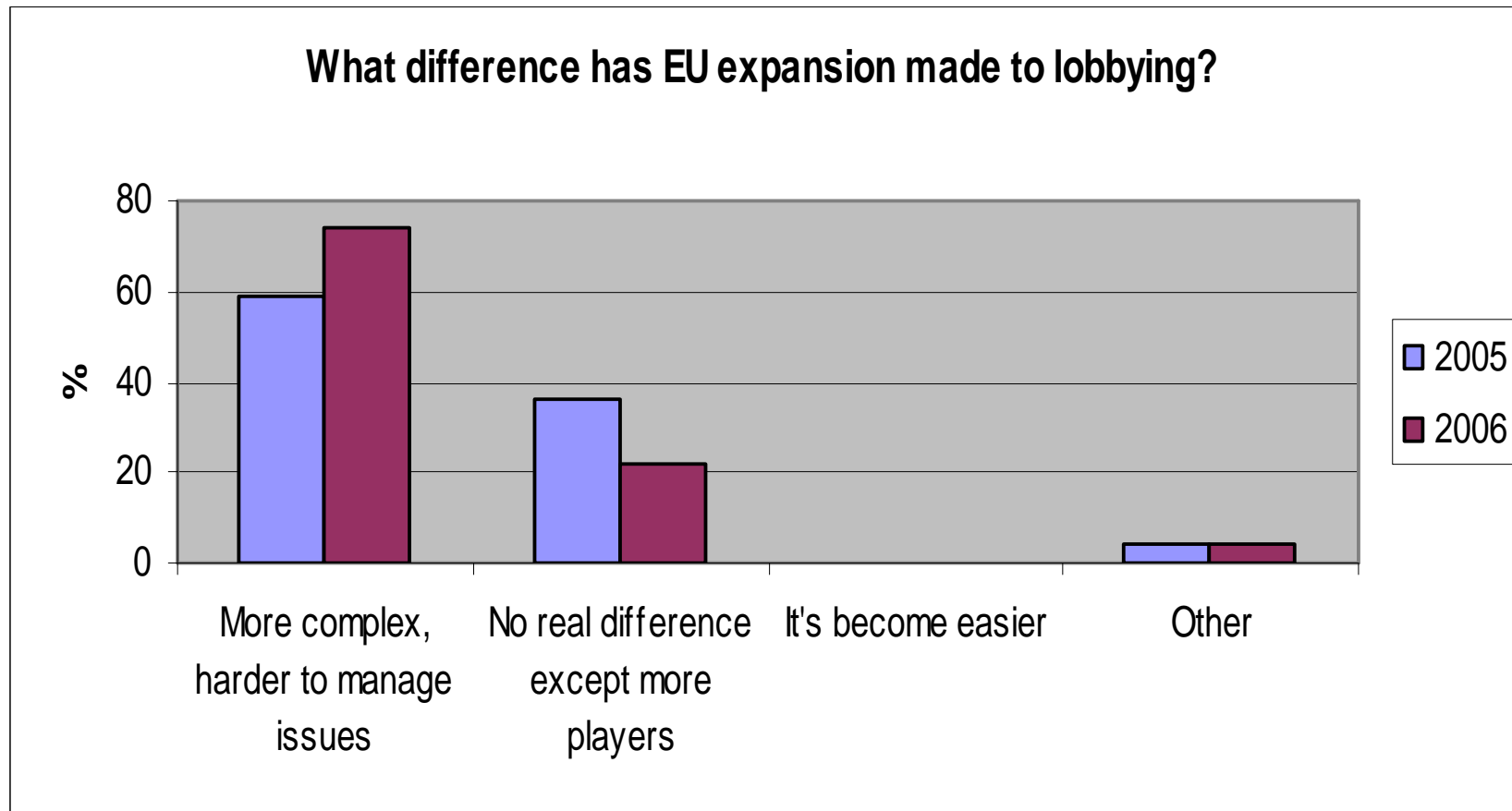


Can the professionals help?



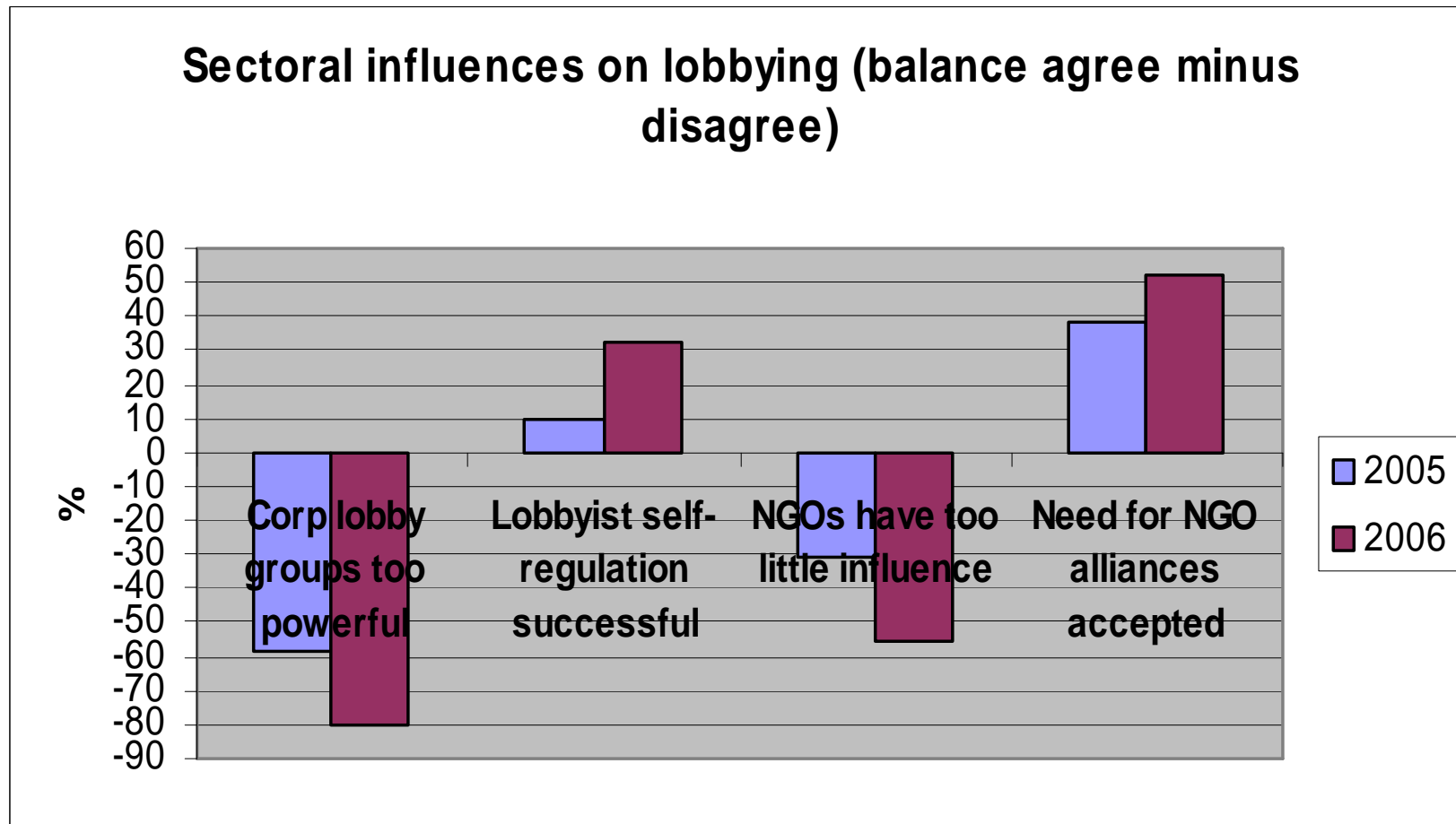


Expansion has made lobbying more challenging



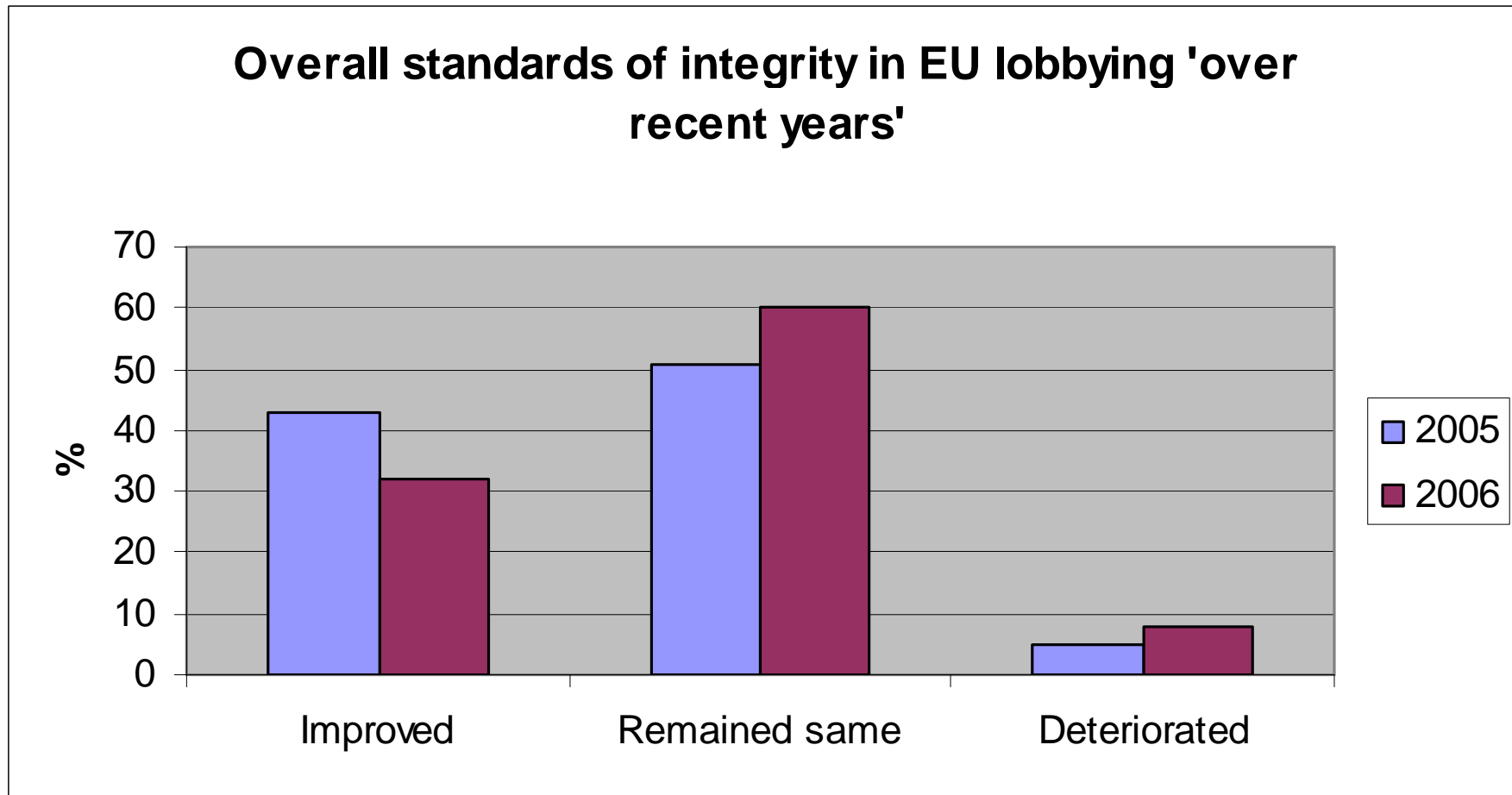


Business seen to share influence with NGOs



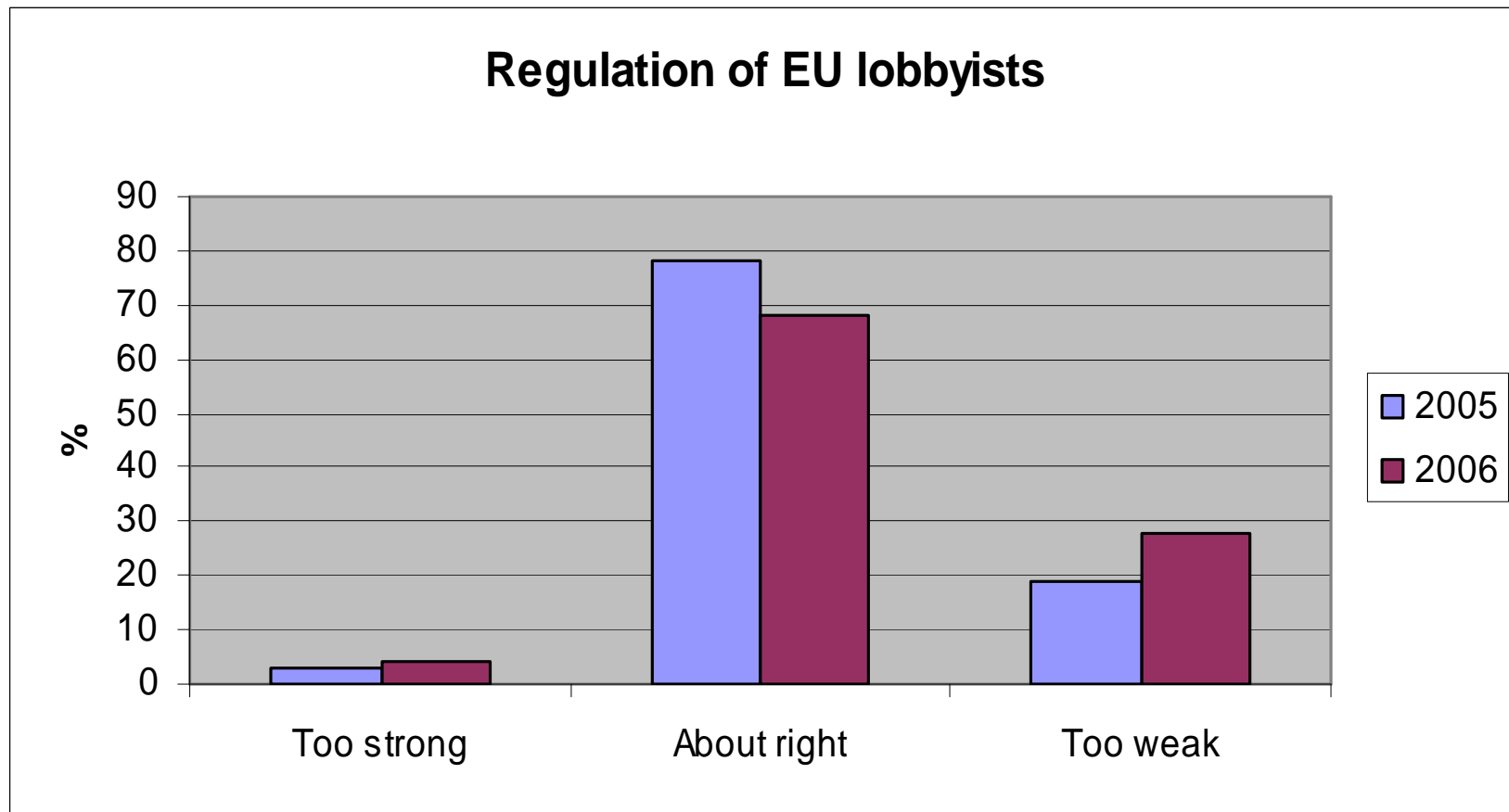


Standards are perceived to be static or declining



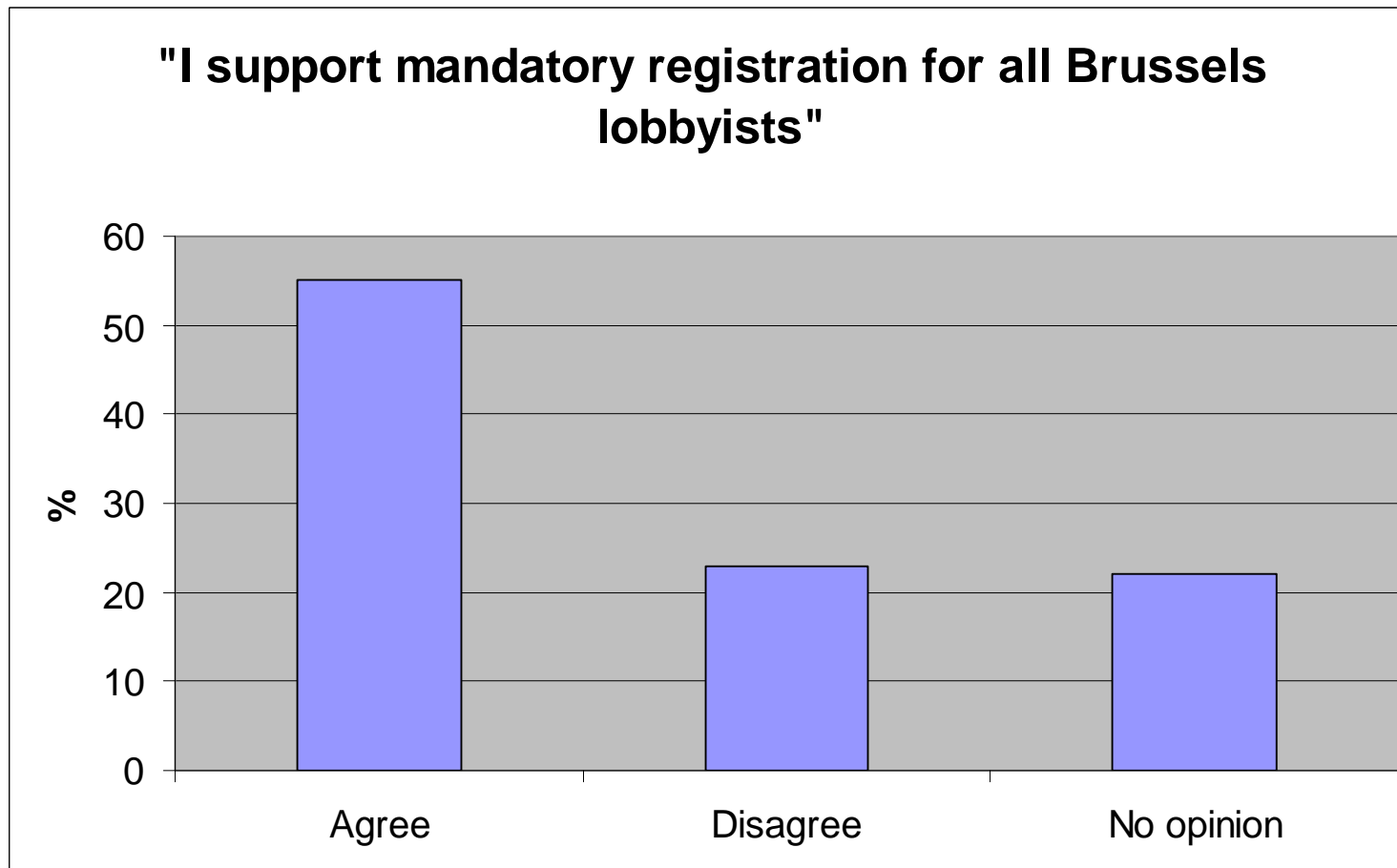


...which is mirrored in perceptions of regulation



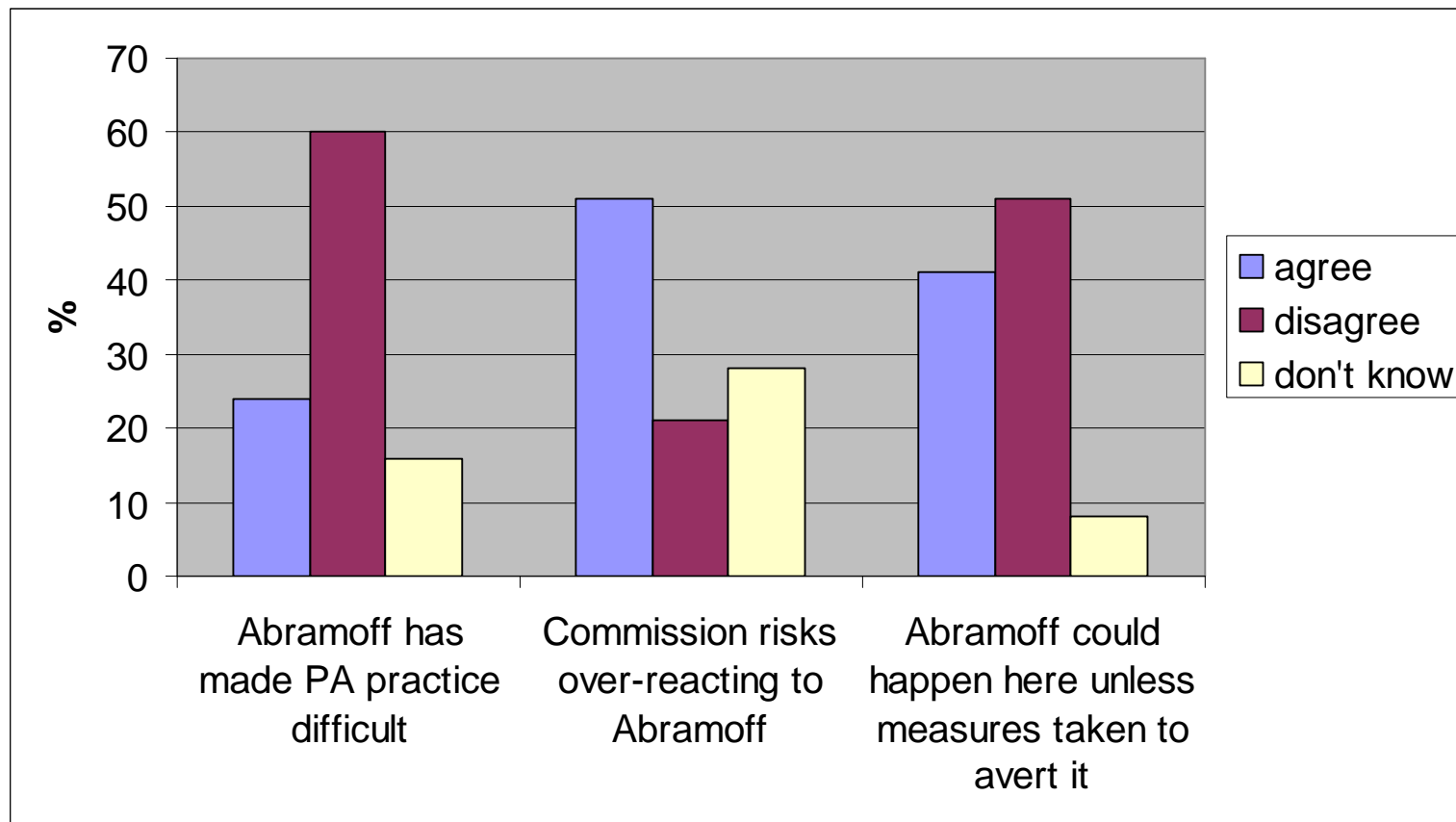


And support for mandatory registration



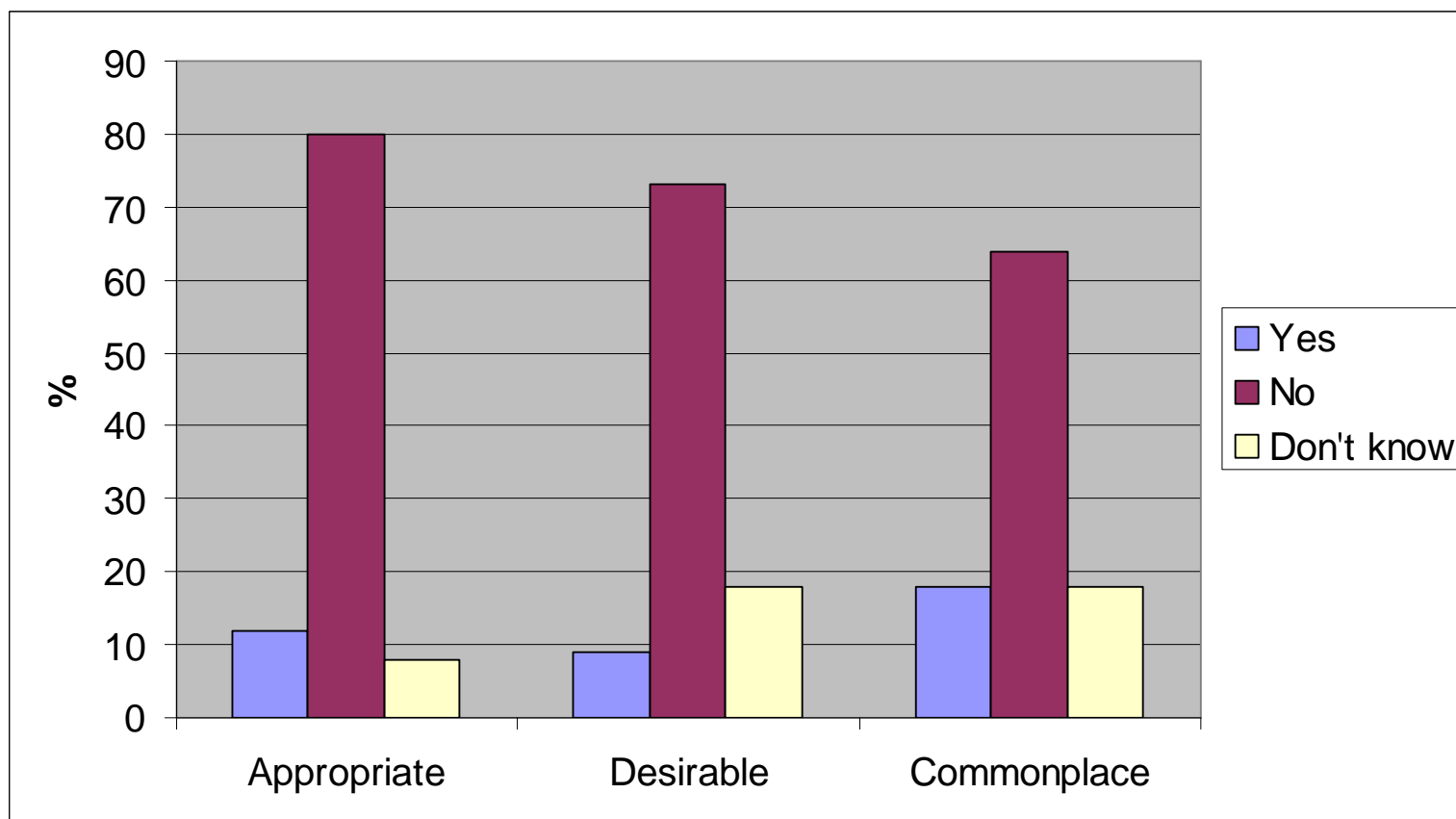


The post-Abramoff climate



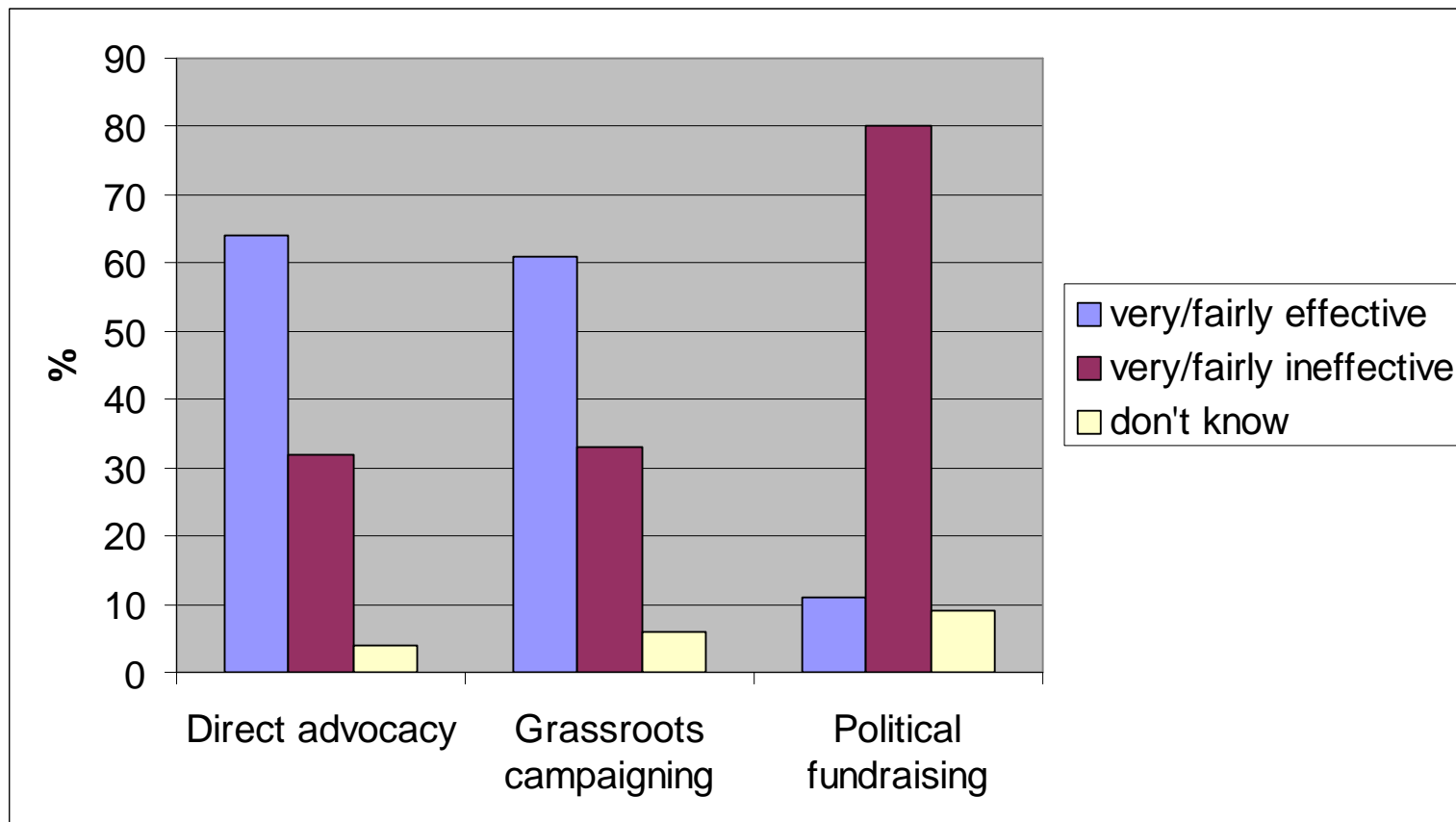


US-style lobbying practices in the EU are:



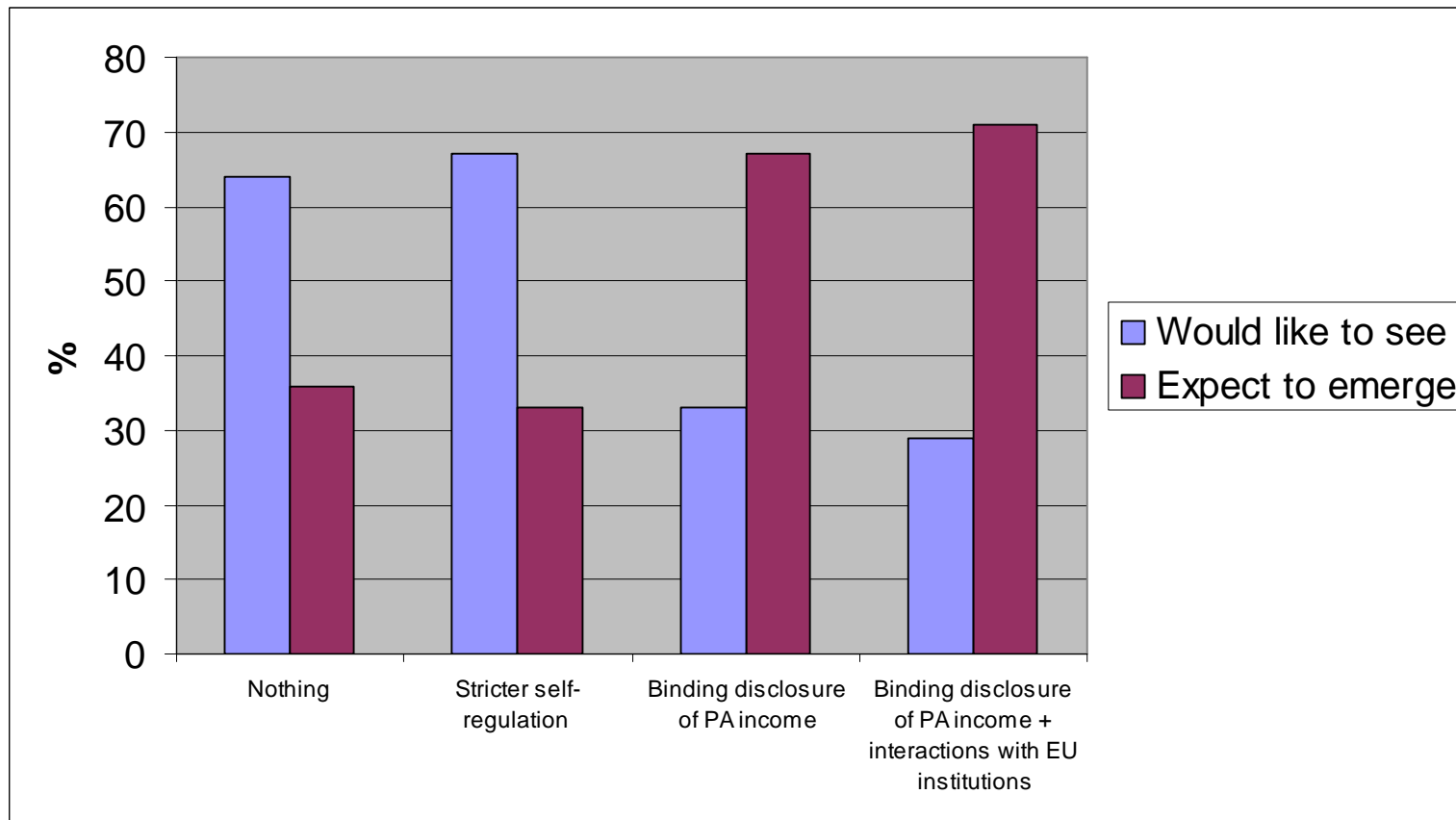


Perceived effectiveness of US-style practices





Expectations of Kallas



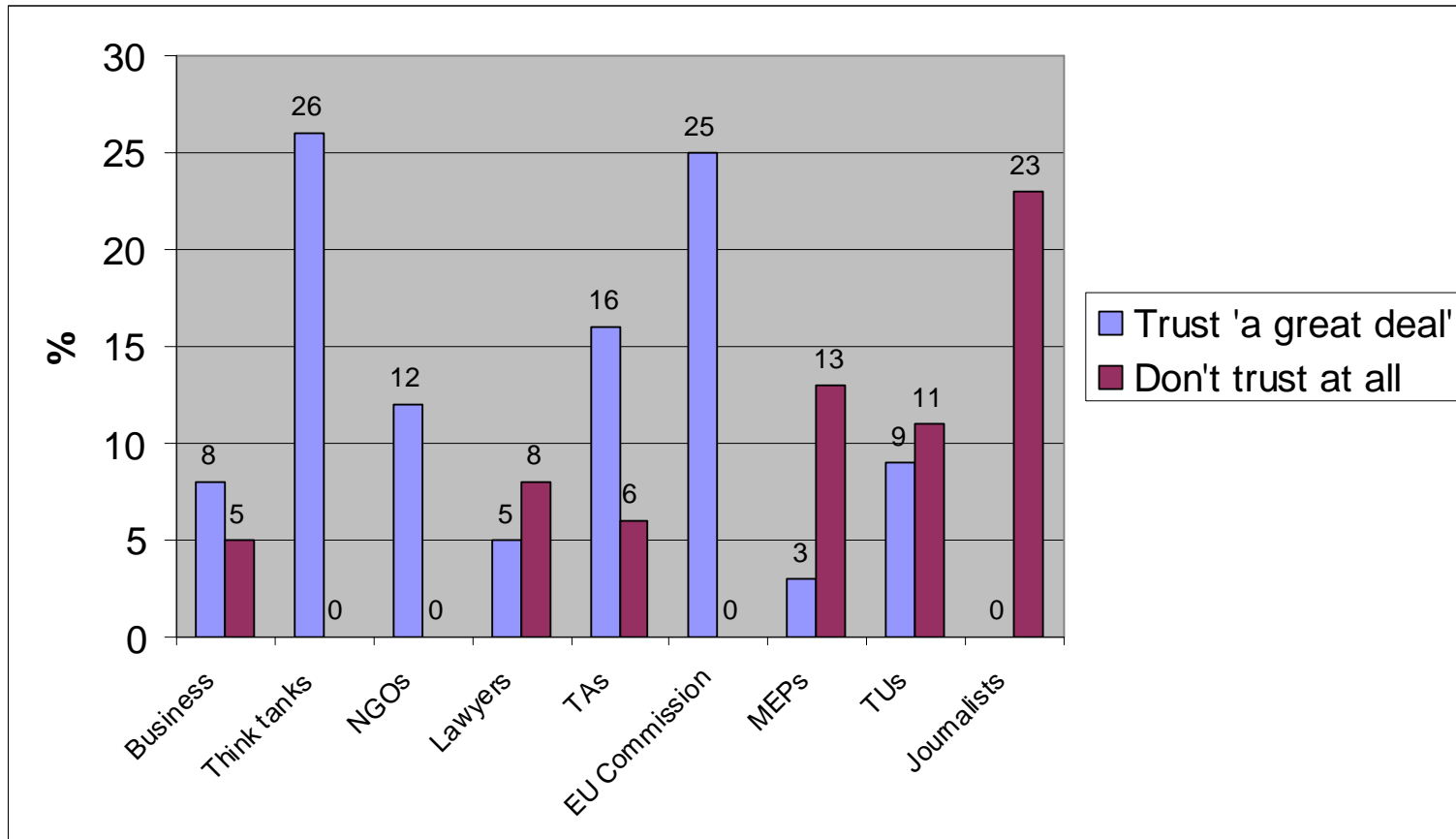


What should representative bodies be doing?

- Be more transparent
- Use models eg APPC Code of Conduct
- Standardise codes
- Work together more
- Agree & enforce minimum standards of behaviour
- Put together a joint or common professional development standard
- Use lobbyists' professional talent to create a self-regulatory framework which will be effective
- Nothing except resisting further regulation



Beware shady characters





Thank you to all participants!

For full data visit:

www.communicateresearch.com