GOVERNMENT RELATIONS

Government relations is infrastructure, not an event

The most effective public-sector engagement is built steadily, transparently and well before it is needed.

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Many organisations treat government engagement as something to arrange when a licence, approval or dispute is on the table. By then, the conversation is transactional and the organisation is asking for something without having established why it should be trusted.

START WITH MUTUAL INTEREST

Public institutions have mandates, priorities and constraints. Engagement that begins by understanding those — and showing how a project supports shared objectives such as employment, skills or investment — is engagement that tends to last.

BE CONSISTENT AND TRANSPARENT

Regular, well-documented communication builds credibility. So does clarity about who represents the organisation and on what basis. Transparency is not only an ethical baseline; it is a practical advantage.

PLAN FOR CHANGE

Officials move, priorities shift and policies evolve. A durable government-relations approach is institutional rather than personal, so that relationships survive changes on both sides of the table.

MEASURE WHAT MATTERS

Define what good looks like: clearer regulatory pathways, earlier visibility of policy change, or more productive working relationships. Then review it, as you would any other strategic programme.

> *This is a discussion note. All Tekalo engagement with public institutions is conducted in line with applicable laws and ethical standards.*

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