

Building leadership in public management and policy



the Australia and New Zealand
School of Government

Policy Design and Delivery Influencing Public Behaviour



ANZSOG Executive Workshop

Course leader

Professor Kent Weaver
Georgetown University, USA

Enquiries

Executive Education
T +61 3 8344 1984
executive.education@anzsog.edu.au
www.anzsog.edu.au



Message from the Dean

Thank you for considering ANZSOG's Executive Workshop as part of your professional development.

Participating in an ANZSOG initiative is about meeting the educational requirements of future public sector leaders. Each workshop is tailored to the specific needs of our Government partners. By taking part, participants are introduced to a range of valuable knowledge and skill sets, analytical thinking, and decision-making that aim to strengthen their ability in their role and in turn the community.

I invite you to take a closer look at ANZSOG by taking part in our executive workshops where we strive to bring out the best, in the best.

Professor Allan Fels, AO

Of the many special features of the School, I am proud of the life-long learning experience participants gain to help drive change – that in turn brings about better policy implementation and service delivery.

ANZSOG Executive Workshop

Policy Design and Delivery: Influencing Public Behaviour

Who should attend?

The workshop will be valuable for senior and middle level managers throughout the public sector. The course is designed to benefit those who hope to change or influence the behaviour of citizens or organisations in the pursuit of policies and programs. In particular, managers and senior policy analysts with responsibility for compliance will find the course very useful.

Those who are involved in the design or implementation of policy – whether in the fields of public health, social welfare, environmental control, emergency management, business regulation or other areas of compliance – will be suitable participants.

Learning approach

Excellence in teaching and learning is central to ANZSOG's mission. ANZSOG's executive workshops provide a stimulating and intellectually rigorous learning experience. The workshop includes guest presentations by leading practitioners and interactive discussion throughout. Consistent with ANZSOG's teaching approach there will be a number of local and international case studies taught and workshopped during the course.

Participants will develop projects to understand reasons for non-compliance and consider alternative strategies to address these problems.

The program

Why do people continue to begin to smoke, even in countries where there are well-organised anti-smoking programs, including ghastly pictures on cigarette packages prominently displaying the ill effects of smoking? Why do individual citizens respond differently to flood evacuation orders in Queensland, and bushfire evacuation procedures in Victoria? Why have single parents in the United States varied in the degree to which they have responded to increased work incentives and work requirements? Why do normally law-abiding citizens and companies fail to comply with demands made by government for specific behaviours?

This executive workshop examines specific cases of compliance problems from a variety of policy sectors and countries. It draws upon social psychology, behavioural economics, law and political science to understand reasons for compliance or non-compliance. It focuses on analysing why the targets of public policies frequently fail to act in the way that program designers intend and want, and understanding alternative approaches that program designers and implementers can use to increase compliance.

In addition to traditional factors influencing compliance such as getting the incentives right and monitoring and enforcing consistently, the course will also focus on insights derived from behavioural economics and cognitive psychology, and on additional barriers to compliance such as a lack of resources and peer influences. It will also explore problems such as dealing with target populations that are diverse in terms of their willingness and ability to comply, or that need to coordinate their behaviour if policy objectives are to be attained.

Throughout the course, there will be a strong emphasis on analysing case materials.

Participant benefits

At the end of the program participants will be better equipped to:

- understand some of the drivers behind compliance and non-compliance with government policies
- identify the most efficient solutions to theoretical policy problems
- identify likely obstacles in making proposed solutions work in practice
- develop organisational capacity to overcome obstacles
- harness the power of evidence in policy making for behaviour change
- explore the roles of public communication and education in building compliance.

‘This workshop focuses on analysing why the targets of public policies frequently fail to act in the way that program designers intend and understanding alternative approaches... to increasing compliance’.



Course leader

Professor Kent Weaver

Kent Weaver joined the Georgetown Public Policy Institute as Professor of Public Policy in 2002 after 19 years at the Brookings Institution. Before coming to Brookings, Prof Weaver taught in the Political Science Department at the Ohio State University for two years. He received his Ph.D. in Political Science from Harvard University.

Prof Weaver’s major fields of interest are comparative and American social policy, comparative political institutions, and the politics of expertise. He is particularly interested in understanding how political institutions, past policy choices and the motivations of politicians interact to shape public policy choices. Prof Weaver is the author of *Ending Welfare As We Know It* (Brookings, 2000), *Automatic Government: The Politics of Indexation* (Brookings, 1988) and *The Politics of Industrial Change* (Brookings, 1985).

He has served as co-director of the Welfare Reform & Beyond Initiative at Brookings, which sought to build a better understanding of social science research findings among policymakers. He is currently completing a book on what the United States can learn from the experiences of other advanced industrial countries in reforming their public pension systems. He is also writing another book on how states have implemented welfare reform legislation in the United States.

Professor Weaver teaches courses on complying with public policy, policy implementation and the welfare state, comparative policy and the American policy process.

Other presenters include:

Peter Thompson, ANZSOG Fellow/Director, Centre for Leadership

Rob Moodie, Nossal Institute for Global Health, University of Melbourne

George Argyrous, ANZSOG Senior Lecturer, Evidence-Based Policy Making

Ian Johnston, Adjunct Professor, Monash University Accident Research Centre

Bill Bowtell, Director, HIV/AIDS Project, Lowy Institute for International Policy.

‘Kent had a relaxed delivery style which I liked. His material was easy to follow and well structured’.

-2011 workshop participant

Workshop fees

Non-residential—\$A3,750 including GST
Residential—\$A4,500 including GST

Non-residential

Price includes tuition fees, all course materials, all meals during the daily program, course dinners as well as required breakfast sessions.

Residential

Price includes all of the above, as well as a three night accommodation package.

ANZSOG Alumni receive a 15% discount.

How to register

Online

Search ‘ANZSOG - Policy Design and Delivery: Influencing Public Behaviour’.

Email

Complete and email the registration form to: executive.education@anzsog.edu.au

Fax

Complete and fax the registration form to: +61 3 9650 8785

Indicate your preferred payment method.

Enquiries

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About ANZSOG

ANZSOG, the Australia and New Zealand School of Government, is a consortium of governments, universities and business schools dedicated to delivering tailored programs that meet the real world challenges of public sector managers.

With its unique structure, ANZSOG's programs are drawn from its networks of inter-government jurisdictions and its access to leading international academics and practitioners. The programs feature a dynamic mix of innovative, world-class professional development, education and training in the craft of public administration, policy and management.

ANZSOG has three flagship programs: Executive Programs and Workshops, the Case Program and the Research Program.

ANZSOG's Executive Programs and Workshops offer a post-graduate qualification and a range of executive courses that aim to strengthen the leadership and management capability of future public sector leaders.

- Executive Master of Public Administration is a two-year part-time graduate program for middle management sponsored by the participants' department. The program is taught by leading academics and practitioners from Australia and New Zealand; past presenters have included Prime Ministers, Premiers and chief executives of government departments.
- Towards Strategic Leadership is a unique program that blends personal leadership development with public sector focussed content. This two-week residential program is presented by a range of local and international presenters and is aimed towards people who are moving from tactical into strategic leadership roles in government, i.e. people facing senior executive responsibilities for the first time.

- Executive Fellows Program is a three week residential program tailored at the executive level and is also sponsored by the participants' respective departments. ANZSOG sources world experts to develop the strategic leadership and managerial skills of senior public sector executives.
- The Executive Workshops are conducted throughout the year and offer middle-to-senior managers customised courses that meet specific educational needs identified by ANZSOG government partners.

The Case Program is responsible for producing original case studies based on real public sector situations that are used for teaching purposes in the School's executive programs. The case library offers over 100 quality, topical cases in public sector management development. They focus on current events and issues in Australia, New Zealand, Commonwealth Nations, the Pacific and South Eastern Asia.

The Research Program aims to develop innovative, cutting-edge research into public administration, policy and management. The program's distinctive approach favours networked, collaborative research that delivers practical solutions and outcomes for governments whilst offering a number of research activities such as public lectures, conferences and publications.

Along with ANZSOG's programs, the School holds a number of collaborative initiatives with its partners and key national and international networks that provide a platform for policy development, research and analysis.

For further information about the School's programs, activities and forthcoming initiatives please visit our website www.anzsog.edu.au

ANZSOG

PO Box 230 Carlton South
Victoria 3053 Australia
T +61 3 8344 1990
F +61 3 9650 8785
ACN 102 908 118
ABN 69 102 908 118
www.anzsog.edu.au

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