

# Primary case study

## Critical Issues & Influence

### Brief

Primary works closely with Anex to manage government and community opinion around injecting drug use and associated public health issues.

Anex relies on Primary to be its public affairs conduit to the Australian and State governments, disparate stakeholders, lobby groups, funding, media and the broader community in support of its advocacy, research and conference program.

### Results

- ✓ Primary has worked with Anex since 2005
- ✓ Primary successfully positioned Anex's advocacy issues within the media and onto the Australian government's national drugs agenda during the Australasian Amphetamines Conference in 2006
- ✓ Primary managed a comprehensive and influential media campaign to Anex's issues agenda
- ✓ Primary secured the attendance and support of the Australian and state governments
- ✓ Primary leveraged the UNODC's support of Anex's advocacy agenda and attendance at the Anex conference
- ✓ Anex secured recurrent funding from the Australian Government due to Primary's advocacy program in 2006 and 2007
- ✓ Primary positioned the link between drugs and mental health through a comprehensive national media program



### Strategy

The range of strategies depends on Anex's advocacy and lobbying requirements and includes:

Conference strategic communication programs:

Primary develops a six month program to support Anex's annual conference objectives

Primary provides strategic counsel to Anex in support of its ongoing government advocacy and stakeholder program

Primary provides general copywriting and editing resources for major publications and government communication

Anex relies on the Primary team to provide additional support to handle media, community and stakeholder interest. The team also provides counsel on managing issues over the longer term



Dr John Herron – Chair ANCD, Jeremy Douglas - UNODC, Gino Vumbaca - ANCD