



20 January 2012

Ms Christine McDonald  
Secretary  
Senate Standing Committee on Finance and Public Administration – References Committee  
Parliament House  
Canberra

Dear Ms McDonald

**Submission to Inquiry into the operation of the Lobbying Code of Conduct and the Lobbyist Register**

Profile Management Consultants (PMC) is a leading boutique strategic advisory and government relations firm, with offices located in Canberra and Sydney. Our clients include prominent Australian and international companies, such as Macquarie Group, Freehills, Grocon, Metcash, Thales, MacMahon Construction, and Lend Lease Infrastructure Services.

We offer the following comments to the Senate Committee in response to its request for submissions.

- The content of the Lobbying Code of Conduct is appropriate as it currently stands and we offer no suggestions to amend it.
- We have found that compliance with the requirements of the Lobbyist Register is not unduly onerous, and indeed the website for the Register operates both effectively and quickly.
- We are concerned, however, that there are commercial organisations such as legal firms, accountancy firms, and other professional services firms, which regularly promote the interests of their clients directly to the Australian Government at the political and/or senior officials levels, but which are currently not required to be listed on the lobbying register. We believe this is an oversight that should be corrected. Indeed, we consider that in many cases these professional services firms operate effectively as competitors to our firm and to other firms such as ours.

PMC strongly supports the Lobbying Code of Conduct and the Lobbyist Register. We believe these are important mechanisms for ensuring transparency and accountability in the relationships among Australian Government representatives, firms such as PMC, and our clients.

We have no difficulty with this submission being made public, and we would be pleased to provide evidence at a public hearing.

Yours sincerely

Ian Knop AM  
Chairman and Managing Director

Level 1, The Realm 18 National Circuit Barton ACT Australia 2600 |  
Level 12, 7 Macquarie Place Sydney NSW Australia 2000 |

[www.profilemanagementconsultants.com.au](http://www.profilemanagementconsultants.com.au)

