



Lobbying: Evil, or just
misunderstood?

Nōnāianeī.
(Today)

What is a **lobbyist**?

The **why**

Lobbying in **Aotearoa**

aka New Zealand

A bold approach: **lobbying
for transparency**



IN DEPTH / MATE, COMRADE, BROTHER

Lobbyist Holly Bennett is lobbying her own colleagues to be more accountable to the public

8:43 am on 28 March 2023



Guyon Espiner, Investigative reporter, In Depth
[@GuyonEspiner](#)



www.lobbyist.nz

Drafted by Awhi.

Designed for transparency.

Delivered for democracy.

Are you missing out
hidden opportunities?

Yeah, probably 🤔

Budget **2025**

What **next**?

A final thought.

Looking for New Zealand's most transparent lobbying firm?

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