



1. Do you find it difficult to keep track of new legislation?
2. Is the burden of legislation costing your business time and money?
3. Would you like legislation amended to allow your business to reach its full potential?
4. Do you need advice on how to influence the policy and law-making processes?

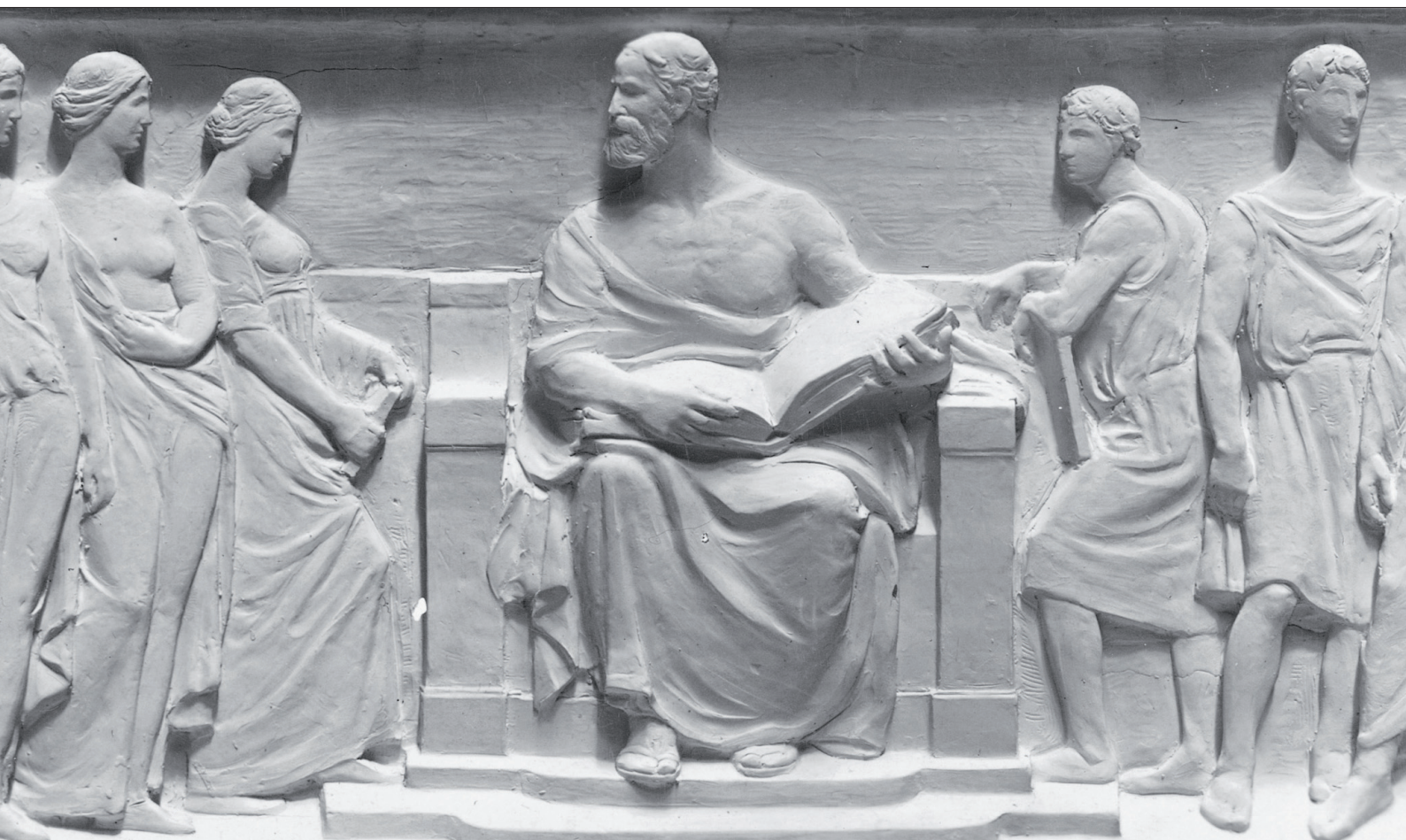
Mason Hayes+Curran – How can we help?

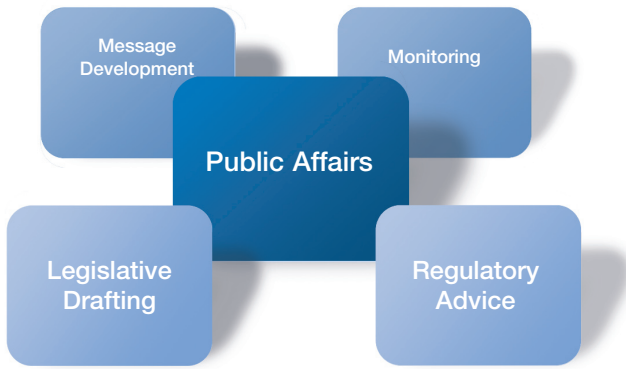
Today's modern economy requires a vast amount of legislation which, at its core, is designed to protect the interests of individuals, companies, and society as a whole. In recent years, however, many factors, such as the growth of the Irish economy, the European Union (E.U.) and the globalisation of industry have all led to increased levels of legislation.

Whilst designed for the greater good, much of this new legislation has imposed an extra burden on many organisations. From increased administration, through to rising compliance costs, many businesses are having to ensure that their structures and practices are in line with the latest legislative requirements. Approximately 40 Acts, as well as an additional 900 Statutory Instruments, are made each year in Ireland alone.

Many organisations are unsure of how to tackle these issues and would like to find a way to contribute to shaping the future legislation which is likely to affect them. In light of this, Mason Hayes+Curran has established a public affairs practice which is designed to address these concerns and ensure that clients are fully aware of impending legislation and the recourse that is available to them.

The public affairs team is comprised of legal professionals with experience of working in legal practice, as well as in government and industry. They understand the legislative process and how changes in legislation can impact on business. The team can audit the expanse of legislation that is affecting a client and frequently advise on the different ways in which policy and legislative change may be brought about using a variety of approaches.





Message Development

Whilst clients know the pertinent issues that impact on their business, they often have concerns about how to communicate their message in the most effective manner.

The public affairs team works closely with clients who are seeking legislative change, so that together, they can design and implement an appropriate legislative strategy. In this way, the team can ensure that the relevant message is tailored to your business and reaches the right target audience.

One of the key priorities for the team is to secure the right opportunities for clients to participate in the legislative and policy-making processes. To do this, they work closely with clients to get to the heart of the issues, and to understand the types of changes that need to be made.

Monitoring the Political Environment

It can be difficult for an organisation to ensure that it is on top of existing legislative and regulatory requirements, never mind trying to keep abreast of the latest developments emerging in the Dáil, Seanad and across all of the twelve Government departments. The public affairs team constantly monitors these developments to allow you to concentrate on running your business. With many new laws and policy initiatives emanating from Europe, the monitoring service can also cover current and future developments at E.U. level.

The team can provide you with regular updates which would serve as an early warning on policy and legislative developments likely to affect your business. Not only that, they can also advise you on the best way of trying to make sure that future legislation is more favourable to your business.

Legislative Drafting

Legislation can often be confusing and inaccessible. The public affairs team provides assistance to clients seeking to influence legislative language in a way that is favourable to their business interests.

The team can prepare and arrange for the tabling of draft amendments to legislation, supported by reasoned arguments for their acceptance. In addition to seeking to amend legislation, they can draft Private Members' Bills, draft statutory instruments, and transpose E.U. Directives.

Regulatory Advice

As a complementary service to assisting in shaping, or re-shaping, legislation, the team can also prepare manuals on new or existing legislation, and advise on how it is likely to affect your business. These can serve as consolidated guides on how compliance can best be achieved.

Political and regulatory priorities change from time to time. As well as providing clients with legal analysis in the area of legislative affairs, the public affairs team can also advise clients on current political priorities and legislative procedures.

The public affairs team can also assist companies setting up in Ireland, who require political briefings and localisation advice, in order to assist the development of their commercial activities.

Conclusion

Public affairs can be a complex area. With legislative and policy changes being driven by the twelve government departments, and the increasing influence of the E.U., many organisations find it difficult to keep track of all of these changes, and how they will impact upon their business. Quite often, it is too late before organisations realise the extent to which these changes will impact upon them.

That is why the facility to detect the emergence of new policies and legislative proposals is so important. However, it is equally important to participate in the shaping of policies and laws that will ultimately affect your organisation.

The Mason Hayes+Curran public affairs team has the necessary experience to ensure that your organisation makes the best possible impression on those at the heart of the policy and law-making processes. We recognise that no two organisations' needs are the same and that how a message is expressed is often as important as the message itself. With this in mind, we are uniquely positioned to combine our legal skills with our governmental, public sector and legislative experience to deliver your message in a way that policy-makers and legislators will understand.

To find out more about the public affairs team and how their services can be tailored to meet your needs, please do not hesitate to contact us.

