



the Australia and New Zealand  
School of Government



THE AUSTRALIAN NATIONAL UNIVERSITY

PUBLIC LECTURE SERIES 2006

# BLITZING THE 'VILLAINS' OR HELPING THE 'COMPLIANT'?

## The challenge of client focus in regulatory agencies

### Professor John Alford

ANZSOG

Wednesday 24 May, 5:30pm

The Shine Dome, Gordon Street, Acton

This lecture is free and open to the public.

Refreshments will be served after the lecture.

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It seems puzzling that more and more regulatory agencies are applying a client focus to those whom they regulate. This seems to run counter to the understood purpose of regulation, which is to compel people to comply with their obligations.

In this lecture, Professor John Alford will argue that a client-focused approach is not only compatible with a regulatory role, but also facilitates it. He will outline the reasons for compliance other than punishment, including people's intrinsic or social motivations, and their ability to do what is required. Professor Alford will propose that a client focus helps distinguish between different degrees of compliance, and to apply the appropriate motivators while safeguarding against wilful non-compliance.

This is the first in a series of five public lectures for 2006 by ANZSOG and ANU. The next public lecture will be on 26 July.



John Alford is Professor of Public Sector Management at ANZSOG, having previously been at the Melbourne Business School, and a manager in the Victorian Government. He teaches in ANZSOG's Executive Master of Public Administration and short courses, and directs the Executive Fellows Program.

He has published on strategic management in the public sector, performance monitoring in government organisations, contracting and partnering, and client-organisation relationships. He is co-author of *The Governance of Australia's Courts* and co-editor of *The Contract State: Public Management and the Kennett Government*. He gained his MBA and PhD from the University of Melbourne.