

4.14 Advocacy

Objective

This policy creates a framework for lobbying and advocacy activities supporting the Shire's strategic directions. It is designed to facilitate a more effective, consistent, targeted delivery of the Shire's messages, with specific plans developed to address predetermined key priority issues.

This policy applies to Councillors and staff.

Background

Advocacy is speaking, acting or writing for, and on behalf of a person or group. It is an active process in support of a specific outcome. The sole purpose of advocacy is to seek to influence policy-making, investment or service provision. This definition raises three key questions, the answer to which collectively provides the policy framework for this Advocacy Policy:

- What influence are we trying to achieve?
- Who are we trying to influence?
- How are we trying to influence them?

In other words, effective advocacy needs to:

- Clearly identify the key issues and desired outcomes;
- Have clearly articulated unambiguous messages;
- Target the appropriate influencers or decision-makers; and
- Use appropriate and effective methods to deliver the message.

Policy

1. Clearly identify the key issues and desired outcomes

Council must provide the public with opportunities to participate at key stages in the Shire's projects and to comment on matters which affect them via:

- An annual Community Survey.
- Annual Electors Meeting to be held each year.
- Councillors 'meet and greet' monthly at the Newman Shopping Centre.
- Ad-hoc community forums organised to gain public feedback and input on broad and specific issues relating to the Council.

Council must ensure the proper planning and provision of services to the Shire's customers:

- Key issues will be identified in the Strategic Community Plan, Corporate Business Plan and other Shire plans. These plans must be reviewed and updated in accordance with legislative obligations.
- Policy Manual to be updated to ensure each Policy is directly referred back to the Councils

Strategic Plans.

- Agenda items should reflect the objectives of Councils Strategic Plans.

Council must develop criteria for determining which matters it will advocate and lobby for:

- Council may only advocate and lobby for those matters that do not conflict with Council's objectives.
- Council shall advocate and lobby for the greatest benefit for our communities.
- In doing so, Council shall consider the most important social, economic and environmental factors that influence our local quality of life and prosperity.

2. Have clearly articulated unambiguous messages

Elected Members and Council staff should use plain English when advocating and lobbying for matters:

- Communications Policy.
- Formal Communication Policy – Elected Members

3. Target the appropriate influencers or decision-makers

Council must ensure it targets the appropriate influencers or decision-makers so as to achieve the desired outcomes:

- The Shire of East Pilbara shall maintain a close relationship with other local governments in the Pilbara to give a greater voice to the Pilbara region, and to attract increased investment opportunities for the benefit of Pilbara communities.
- Develop and maintain a database of key stakeholders.

4. Use appropriate and effective methods to deliver the message

Elected Members and Council staff must use appropriate and effective methods of communicating with key stakeholders to ensure the correct message is delivered:

- Communications Policy.
- Formal Communication Policy – Elected Members.

Authorisation Details

References:	<i>Communications Policy</i> <i>Formal Communication Policy – Elected Members</i>		
Authorised by:	Council		
Date:	23 May 2014	Item No.	9.2.4
Review/Amendment Date		Item No.	
Next Review			
Responsible Directorate	Chief Executive Officer		
Responsible Officer	Manager Strategy & Partnerships		
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