

Policy

Advocacy and Lobbying



Advocacy and Lobbying

Adopted:	13/06/2016 Resolution #268
Last reviewed:	24/04/2020
Legal Authority:	Not applicable
Directorate:	City Strategy

Policy:

1. Title

Advocacy and Lobbying

2. Purpose

To establish a framework that sets out how Council will work across the municipality and the region by advocating, informing and partnering with national, state, regional and local stakeholders to meet the needs of the community.

3. Scope

This Policy identifies how Council should engage in advocacy and lobbying activities to assist in establishing partnerships, networking, pursuing and promoting opportunities for the City of Kwinana in line with the Strategic Community Plan. This Policy applies to Council and the Chief Executive Officer and outlines the reporting requirements of these activities.

4. Responsibilities

Mayor

The role of the Mayor includes being a key community leader and the principal spokesperson of the City of Kwinana. The Mayor is to establish partnerships, network and actively promote Council's interests where opportunities arise.

Elected Members

The role of Elected Members is to represent their community, advocate on their behalf to various stakeholders and government bodies and work towards delivering the vision of the City of Kwinana. Elected Members are a valuable link between the community and the local government, and play a key role in communicating messages to the community.

Chief Executive Officer and Directors

The role of the Chief Executive Officer and Directors is to ensure the advocacy priorities have strong business cases, establish and facilitate partnerships with key stakeholders and work with the Elected Members to promote the opportunities within the City of Kwinana.

City of Kwinana City Officers

The role of City Officers is to ensure the advocacy priority areas and implementation of the strategies are well communicated with the community, stakeholders, and the media, ensuring messages are reaching the audiences needed to create change as well as listening to the community and stakeholders around key issues.

5. Policy Statement

5.1 Priority areas

Through the development of the City's Plans, including the Strategic Community Plan and Corporate Business Plan, a number of key priorities have been identified which are recognised as having particular strategic importance for the future of the City.

Key priority areas for advocacy are:

- Affordable housing
- Integrated transport
- Health services
- Mental health services for young people
- Employment and economic development
- Provision of education and teaching facilities
- Managing urban consolidation
- Climate change and environmental sustainability
- Safety and security

5.2 Advocacy and Lobbying Activities

The following advocacy and lobbying activities could include, but not limited to, the following:

1. Breakfast/lunch/dinner with Member of Parliament (State or Federal) or candidate that the City of Kwinana has an interest in networking with to achieve a priority advocacy action.
2. Any event where a key stakeholder will be present that the City of Kwinana can network with.
3. Stationery and advocacy materials that will assist in communicating the priority advocacy actions.
4. Attendance at an event or function where Council can show their support to stakeholders that are aligned to Council's position on issues.

5.3 Application:

Where there is a cost to attend such events, it is recommended that a maximum of two City of Kwinana representatives attend an activity. Given the role of the Mayor, it is expected that they will generally represent the City at such activities. There may be circumstances where there may be more than two City of Kwinana representatives at a fee paying function and this approval will be at the discretion of the Chief Executive Officer.

The following conditions apply:

1. The Mayor will receive requests from Elected Members, and the Chief Executive Officer will receive requests from City Officers, regarding whether the City of Kwinana should be present at an advocacy activity that provides an opportunity to promote a current priority that requires lobbying for support by local, state and/or federal stakeholders.
2. The Mayor and Chief Executive Officer will discuss the benefits of attending and discuss the most appropriate representatives to attend the activity with the Mayor, which in most cases will be the Chief Executive Officer. In the case where the Mayor and/or the Chief Executive Officer are not available to attend or believe another person should represent the City, the Mayor and the Chief Executive Officer will discuss the representatives who will represent the City of Kwinana.
3. Notification to all Elected Members of the intention to attend an advocacy and lobbying activity will be sent via email by either the Mayor or the Chief Executive Officer and will include:
 - a) Date of event;
 - b) Cost;
 - c) Who will be attending from the City of Kwinana;
 - d) Reason for attending and stakeholder/s that will be present; and
 - e) Priority area the activity will address
4. There may be a requirement from time to time to use some of the allocated budget to produce materials to assist with lobbying and advocacy. Where this is required, notification will be provided to all Elected Members of the intention to use funds for this purpose outlining the priority area and when the materials will be used.

6. Financial/Budget Implications

Each financial year Council will set a budget to ensure there are sufficient funds to advocate and lobby for their priorities. During a financial year, where there are insufficient funds to proceed with an advocacy action, Council can approve a budget variation, through its Council Meeting process.

7. Asset Management Implications

There are no asset management implications associated with this Policy.

8. Environmental Implications

There are no environmental implications associated with this Policy.

9. Strategic Implications

The Policy assists in delivering the objectives of the Strategic Community Plan 2017- 2027.

10. Occupational Safety and Health Implications

There are no OSH implications associated with this Policy.

11. Risk Assessment

A risk assessment must be performed as part of the Council Policy review and the information as detailed in the Council report. Risk events and risk ratings will change and it is the responsibility of the relevant Directorate to ensure risk is reviewed regularly.