



Council Policy Manual

WEST WIMMERA SHIRE COUNCIL

COUNCIL POLICY							
ADVOCACY POLICY	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Policy No:</td> <td></td> </tr> <tr> <td>Adopted by Council:</td> <td>19 Apr 2017</td> </tr> <tr> <td>Next review date:</td> <td>April 2020</td> </tr> </table>	Policy No:		Adopted by Council:	19 Apr 2017	Next review date:	April 2020
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Adopted by Council:	19 Apr 2017						
Next review date:	April 2020						
Senior Manager:	Chief Executive Officer						
Responsible Officer:	Chief Executive Officer						
Functional Area:	CEO & Governance						
Introduction & Background	<p>Council is committed to promoting the aspirations of Shire residents to other tiers of government in order to protect the quality life in the Shire by:</p> <ol style="list-style-type: none"> a. Providing evidence based advocacy for improved infrastructure. b. Seeking opportunities to stimulate economic growth and investment in the region. c. Building positive partnerships within the community, region and state. d. Providing leadership and good governance. e. Advocating for improvements and investment across the entire Shire. f. Advocating and developing partnerships with key stakeholders, other tiers of government and government statutory bodies. 						
Purpose & Objectives	<ol style="list-style-type: none"> I. To provide a framework for Council's advocacy efforts. II. To influence decisions by other tiers of Government and other key stakeholders that will have an effect on the Shires residents. III. To utilise community information to create an evidence base for advocacy. 						
Policy Details							
1.	<p>Scope</p> <p>This policy applies to Council and its Officers when establishing and delivering on key advocacy themes and priorities, and how Council resources its efforts to advocate on behalf of the community.</p> <p>The Chief Executive Officer, Mayor and Councillors play a key role in the development and maintenance of political relationships to pursue Council's advocacy on behalf of the community.</p> <p>Council Officers will prepare strategies tailored specifically for each advocacy effort.</p>						



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2.	<p>Advocacy Definition</p> <p>Advocacy is an action intended to influence those who hold governmental, political or economic authority and/or influence to implement public policies, resource allocation and projects to the benefit of residents and businesses within West Wimmera Shire.</p>
3.	<p>Council Plan</p> <p>The West Wimmera Shire Council Plan is pivotal in identifying the issues that matter to the local community.</p> <p>The Plan identifies themes and priorities for how Council directs its resources, and how it uses its voice to advocate on behalf of residents.</p>
4.	<p>Advocacy Principles</p> <p>The following principles reinforce Council's approach to advocacy:</p> <ol style="list-style-type: none"> a. Representative of local need: Council's advocacy actions will be based upon policy and strategic positions adopted by Council, in direct response to the needs of the community. b. Community engagement: Council will inform and engage the community on its advocacy efforts and outcomes. c. Partnerships and Alliances: Council will optimise its likelihood of success by working in collaboration with other organisations with similar aims. d. Outcome Focussed: Council will direct its advocacy towards providing solutions to issues highlighted by the community. e. Council will prioritise its advocacy campaigns on an annual basis in conjunction with the Council Plan review each year.
5.	<p>Successful Advocacy</p> <p>The level of success of an advocacy campaign will be measured by the achievement of objectives within the Council Plan and the degree to which other tiers of Government support community aspirations.</p>
6.	<p>Policy Implementation</p> <p>The Advocacy Policy will be implemented and directed by the Advocacy Procedure, which is signed off by the Chief Executive Officer and Senior Management Group.</p>



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Policy Adopted:	Ordinary Meeting 14/10/99	Minute Book Page 6721	
Policy Reviewed:	Ordinary Meeting 25/07/02	Minute Book Page 10300	
	Ordinary Meeting 06/04/06	Minute Book Page 13682	
	Ordinary Meeting 11/03/10	Minute Book Page 17759	RecFind 16/002617
	Ordinary Meeting 19/04/17	Minute Book Page 35040	RecFind 17/001481