



# ADVOCACY FRAMEWORK

POLICY NUMBER	DATE POLICY ADOPTED	AMENDMENT DATE & MINUTE NUMBER	POLICY TYPE
02:39:2016	20/12/2016 Minute #: 11.1.1		Corporate
RESPONSIBLE MANAGER	RELATED POLICIES/ LEGISLATION	STRATEGIC PLAN REFERENCE	DATE OF NEXT REVIEW
General Manager		3.1 Advocacy and Leadership	December 2017

<b>PURPOSE</b>	<p>Advocacy means supporting a cause or issue in order to bring about change and help others (Bouloukos 2002). It is a process that requires a collaborative and active approach with key stakeholders and the community to influence changes to policy, processes, ideas and services. Advocacy influences the social and political structures that promote and sustain injustice and inequality (Commonwealth of Australia, 1998).</p> <p>Our advocacy focus is on those projects, policies and services that provide benefits for our community. Issues of advocacy will change in accordance with community needs, and the community will continue to be the main driver of our advocacy priorities.</p> <p>The aim of this framework is to ensure Council provides leadership for the community and advocates on its behalf to improve the economic, social and environmental wellbeing of the Kentish Council area. This advocacy framework is directed by the strategic plan <i>A Strategic Direction 2014-2024</i> which through consultation with community, key stakeholders and businesses, identified the key priorities for Council.</p> <p>Council is committed to working with community to ensure our understanding of current issues. We engage with the community through advisory groups, community meetings, local publication 'The Kentish Voice' and general daily business.</p> <p>This framework strengthens the planning, coordinating and efficiency of key advocacy activities to ensure we achieve the best possible outcomes for the community.</p>
<b>SCOPE</b>	<p>To ensure good governance in relation to matters of advocacy it is important that the Kentish Council clearly outlines its responsibility and accountability. This framework has been developed to guide Council's advocacy efforts.</p> <p>For advocacy to be effective, it is important that Council learn how to identify issues of concern, as well as issues that can prevent the success of advocacy.</p>



# ADVOCACY FRAMEWORK

<b>APPLICATION</b>	This framework relates to all councillors, management and staff.
<b>FRAMEWORK</b>	<p><b>1. About Our Region</b></p> <p>The Kentish municipality covers an area of some 1170 square kilometres extending from South Spreyton to the tip of Cradle Mountain and it embraces the four main regions of Railton, Sheffield, Wilmot and Cradle Valley. The area is a high tourism region, with the natural attractions of Cradle Mountain and Lake Barrington, and the murals within the town of Sheffield are very popular with visitors. Kentish is known as Tasmania's Outdoor Art Gallery.</p> <p>The soils in Kentish are very productive and the rainfall is fairly predictable, consequently the main industry is agriculture; farming of beef, dairy, sheep and cropping. The landscape ranges from lush rural farmland to spectacular mountain scenery.</p> <p>Mount Roland dominates the landscape of the populated areas and watches carefully over the land. Its beautiful rocky outline captures the sunlight and changes throughout the day. Cradle Mountain, one of Tasmania's key visitor attractions, is also located in the municipal area, as is the world standard Lake Barrington Rowing Course.</p> <p>There are a number of small localities throughout the municipality with evocative names like Garden of Eden, Gentle Annie, Paradise, Nook, Nowhere Else, and The Promised Land that are also visitor attractions.</p> <p>In 2014 the Australian Bureau of Statistics estimated the population of the municipal area was 6,481.</p> <p><b>2. Defining Roles and Responsibilities</b></p> <p>Local government have a responsibility for a range of areas, varying from roads, parks, waste, planning, building, community development to health protection and emergency management.</p> <p>In accordance with the <i>Local Government Act 1993</i> Council has the following functions and powers:</p> <ol style="list-style-type: none"> <li>1. To provide for the health, safety and welfare of the community;</li> <li>2. To represent and promote the interest of the community;</li> <li>3. To provide for the peace, order and good government of the municipal area.</li> </ol> <p>In performing its functions, a council is to consult, involve and be accountable to the community.</p> <p>A council may do anything necessary or convenient to perform its functions either within or outside its municipal area.</p>



# ADVOCACY FRAMEWORK

The State Government is responsible for services that are used by the whole state such as education, health, police services and public transport.

The Federal Government is responsible for services that affect the whole nation like international relations, Medicare and immigration.

## 4. Key Priority Areas

Through the development of the strategic plan 'A Strategic Direction 2014-2024' a number of key priorities have been identified which are recognised as having particular strategic importance for the Kentish municipality. These advocacy priorities were developed from consultation with the community and key stakeholders.

Key priorities for advocacy are:

1. Engage with State, Regional and Local Government bodies
2. Develop and implement the Emergency Management Plan
3. Support the rollout of the National Broadband Network to the Council area and improved phone, radio (eg ABC in Railton) and television coverage in rural area.
4. Seek to expand the range of medical and family services available within the municipality.
5. Advocate and promote the provision of a range of high quality education and life-long learning opportunities in the municipality including retention of schools at Railton and Wilmot.
6. Prepare and submit a list of Council and Community projects to Political parties as part of Federal and State Government election campaigns
7. Support the establishment of a Community Bank for the area.
8. Hold regular meetings with major service providers within the Kentish area (health, police, schools, clubs etc)
9. Advocate for the needs of the Kentish elderly.
10. Actively lobby on behalf of the Kentish agriculture sector.
11. Work with other organizations to lobby for public transport for Kentish.
12. Advocate for the needs of the Kentish youth.
13. Support and respond to the priority needs specifically affecting the Kentish community.
14. Support the retention and upgrading of the Mersey Regional Hospital
15. Support the retention, upgrading and increased flights to Devonport Airport

Councillors, management and community members can raise those items not listed in the strategic plan and these will be determined on a case by case basis at the time.

## 16. Partnerships

In all levels of government, partnerships are integral to getting things done. Council needs to ensure it works hard to establish and maintain key strategic relationships with all key stakeholders.

Council acknowledges the need to partner with others such as national and state government departments, regional and municipal wide organisations, and the community in order to create and sustain a healthy and livable community.



# ADVOCACY FRAMEWORK

## 17. Delivery

The Council will work closely with the key partners in each of the priority areas to identify and collaboratively action opportunities for change.

### Mayor and Councillors

The role of the Mayor includes being a key community leader and principal Council spokesperson. They are to establish partnerships, network and actively promote the Council's interests.

The Mayor and Councillors are responsible to represent their community and advocate on their behalf to various stakeholders and government bodies. They are a valuable link between the community and the Council, and are key to facilitating communication with the community. Their role is to represent all community members, creating a viable and sustainable future for all.

### General Manager

The role of the General Manager is to advocate Council's key priorities, establish partnerships with key stakeholders and promote the opportunities within the municipality to others. The General Manager also provides advice and reports to the Council and regularly gives timely and accurate information on the Council's policies to the community.

### The executive team and officers

The Council's managers and officers are responsible for informing the general manager/ managers of issues of advocacy, building partnerships with other managers and officers in other organisations to support the implementation of the strategy and work with community members to understand their needs and communicate Council's progress with key priority areas.

### Local and regional stakeholders

The role of the stakeholders is to advise the Council of key issues within the municipality and support the Council in advocating on key priority areas. Key stakeholders include local organisations, business and community members.

## 18. Evaluation

Monitoring and evaluation provides an opportunity to learn from our experiences and to seek to improve over time. It is a critical part of any program or activity and issues of advocacy are no different. Challenges exist within an advocacy context about what the measures of success should be.

### RELATED COUNCIL DOCUMENTS

This framework should be considered in the context of the following Statutory Authority:

- Section 20(1)(b) of the *Local Government Act 1993*
- Council's Strategic Plan *A Strategic Direction 2014/2024*