

Advocacy

Policy scope

This policy provides direction for the City of Fremantle's advocacy initiatives, to outline roles and responsibilities and to support the Mayor and Elected Members, the Chief Executive Officer and city officers in their efforts to achieve positive changes to public policy or resourcing for the local community.

This policy applies to Council and City officers when planning and delivering advocacy initiatives and deciding how the City of Fremantle resources its efforts.

Elected Members play a key role in the development and maintenance of political relationships to support the City's strategic priorities and advocacy efforts.

City officers support the development and maintenance of the City's advocacy program and assist to determine priorities and approach.

Policy statement

Advocacy is the process of influencing others to create change. For the City of Fremantle, advocacy is primarily aimed at State and Federal governments for projects, funding, services and infrastructure outside our own capacity or control.

The City is committed to advocating on behalf of the community on a wide range of issues, initiatives and services to improve the quality of life for our residents and achieve our vision of creating a destination city.

Advocacy can take the form of making a submission, meeting with decision makers, collaboration with other councils and peak bodies, consultation, media and communications strategies and public campaigns.

The City of Fremantle 2015–25 Strategic Community Plan is the overarching document that sets out the Council vision for achieving the key priorities and commitments on issues that matter to our community.

This Advocacy policy, and associated advocacy positions and actions/initiatives, is built from the issues and foundations of the Strategic Community Plan and reinforced by the City's Freo 2029 Transformational Moves blueprint. The Advocacy policy will be a further catalyst for defining the themes and priorities for how the City of Fremantle uses its voice on behalf of residents.

Implementation

Advocacy reference group

To assist the City of Fremantle in its advocacy efforts, an internal reference group will act as a link between Council and City officers to ensure the City of Fremantle's advocacy priorities are supported at both a strategic and operational level.

The reference group will meet regularly to:

- advise the CEO on advocacy priorities
- assist the CEO to review and approve materials supporting and promoting advocacy efforts and
- provide a forum for reporting on progress.

Advocacy program

Advocacy positions will be established according to two main categories:

- core and
- campaign.

Core advocacy positions are those that align with an existing position of Council and its advocacy principles (as outlined in this policy) and can be resourced and advanced within operational budget.

For core advocacy, the City will prepare position statements, develop support materials, identify key stakeholders and possible funding opportunities, establish and maintain relationships with other levels of government/agencies and facilitate opportunities to advance these positions.

Campaign advocacy positions are those that sit outside of existing resourcing or budget requirements and/or require a further commitment by Council. These are where the nature of the project requires complex technical materials, extensive community engagement or further detailed research and analysis.

While the nature of advocacy requires a fluid and agile approach to capitalise on opportunities that arise, the reference group will refer advocacy positions that are above and beyond core activities to Council for direction.

Advocacy principles

The following principles reinforce the City of Fremantle's approach to advocacy:

Representative of local need – actions will be based upon policy and strategic positions adopted by Council, established via an evidence base either developed by Council or sourced from other agencies.

Leadership – the City will lead through advocacy on behalf of our community on key issues to protect and enhance the City of Fremantle, with an emphasis placed on working with advocating to State and Federal Governments.

Transparency – the City will be open and transparent in our advocacy objectives, activities and priorities.

Partnership and alliances – the City recognises that successful advocacy will depend on working in collaboration with other agencies and organisations with similar aims. As such, we will look to partner on issues of joint importance and concern with a variety of local, state and national stakeholders.

Outcome focused – the City will seek to position its advocacy as providing solutions to problems, issues or concerns through the development of options that are proactive and innovative.

Relationships with other levels of government

Government at all levels – State, Federal and Local – has the common objective of enhancing the wellbeing of communities. Given we rely on funding and support from both levels of government, the City recognises the importance of maintaining strong relationships with all sides of politics. As such, the City will ensure that it develops and maintains regular engagement with other levels of government, including Ministers, local members and department officials.

Monitoring and evaluation

The City will review and confirm advocacy themes and priorities through:

- bi-monthly meetings of the advocacy reference group
- ongoing community engagement
- continuing work in the development of new and review of existing policy and strategy that guides service delivery.

Resources and budget

Funding will be set aside in the City's operational budget to enable development of base materials to support advocacy efforts including, but not limited to, fact sheets, media statements, publications, photography/videography and minor events.

City officers' time will be allocated within existing resourcing to support core priorities as agreed by the CEO and advocacy reference group.

Any advocacy activities that involve a greater level of resourcing/budget (i.e. major campaigns, community activations etc) will be referred to Council for direction.

Definitions and abbreviations

Nil.

Responsibility and review information	
Responsible officer:	Manager Communications and Events
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