

Council Policy

Council Policy Name: Advocacy Policy

Responsible Directorate: Office of the CEO

Version: Adopted

1. PURPOSE

1.1. The purpose of this Policy is to highlight and facilitate the strategic importance of the City establishing relationships with Federal and State Governments for the purposes of maximising funding opportunities and the promotion of the City of Busselton.

2. SCOPE

2.1. This Policy is applicable to activities undertaken for the purposes of establishing partnerships and relationships at State and Federal Government levels.

3. DEFINITIONS

Term	Meaning
Policy	this City of Busselton Council policy titled "Advocacy"

4. STRATEGIC CONTEXT

Strategic Theme	Objective
OPPORTUNITY	16: Provide effective governance and organisational leadership

5. POLICY STATEMENT

5.1. Advocacy is the act of strategic relationship building, lobbying and promotional activities undertaken to influence State and Federal Government approaches and to attract funding and/or other types of support to enable the City of Busselton to progress and deliver defined outcomes for the betterment of its community.

5.2. The City of Busselton will undertake advocacy through a range of mechanisms to promote projects and development opportunities for the purposes of attracting potential government investment for endorsed priorities within the City's Council Plan.

5.3. The City's advocacy activities may at times be aligned to efforts to attract commercial, business and industry investment, in addition to the pursuit of funding and support for the delivery of Council Plan priorities and actions.

- 5.4. Advocacy involves regular communication, provision of information and the facilitation of meetings and visits with State and Federal Government Ministers, Politicians, Election Candidates and Departments to effectively lobby for the City's interests.
- 5.5. The City may jointly advocate for matters in partnership with other local governments, industry associations and the community.
- 5.6. The City may send delegations to other locations within Australia where appropriate to meet with Federal Ministers, Members and Departments, noting these are generally not as readily accessible as State Government equivalents by reason of distance and broad areas of responsibility. This Policy supports visits to Canberra or other appropriate intra or interstate locations (annually or as the need arises) by a City of Busselton delegation for the purposes of relationship building and promotion of the City of Busselton to the Federal Government.
- 5.7. Whenever possible, the City's advocacy meetings, including trips undertaken by delegations for advocacy purposes, will include the Mayor and Chief Executive Officer. In some instances, Councillors and/or City Officers may be included as required.
- 5.8. When arranging a delegation, the CEO should have due regard to the following matters:
 - a. the promotional activities of other local governments occurring at the time, such that the City's message is not lost or diluted;
 - b. the opportunity to combine a delegation with other development or conference opportunities available at the time;
 - c. the potential for a delegation to be jointly conducted with neighbouring local government/s for projects and development opportunities of regional significance; and
 - d. the potential for visits to be coordinated in conjunction with and supported by the local Federal Member and/or Western Australian Senators to assist with introductions and relevant contacts.
- 5.9. Following any interstate visits by a City delegation for advocacy purposes, a report is to be prepared and provided to Elected Members.
- 5.10. The City may engage suitably qualified external advocacy representatives to support adopted Council advocacy priorities, in accordance with the City's procurement policies and approved budgets.
- 5.11. Significant advocacy activities, associated outcomes and progress against advocacy objectives undertaken under this Policy are to be periodically reported to Elected Members.

6. RELATED DOCUMENTATION / LEGISLATION

- 6.1. City of Busselton Council Plan 2024-2034
- 6.2. City of Busselton Stakeholder Advocacy Plan 2026-2027 (to be reviewed in line with Council Plan review cycles)

7. REVIEW DETAILS

Review Frequency		3 yearly		
Council Adoption	DATE	27 May 2026	Resolution #	C2605/149
Previous Adoption	DATE	15 February 2023 (previously titled City Promotion – Government Partnerships)	Resolution #	C2302/021