



Council Policy Name: City Promotion – Government Partnerships

Responsible Directorate: Finance and Corporate Services

Version: Adopted

1. PURPOSE

- 1.1. The purpose of this Policy is to identify the strategic importance of Council establishing partnerships with Federal and State Governments for the purposes of maximising government funding opportunities which deliver benefit to the City of Busselton.
- 1.2. This Policy specifically authorises visits to Canberra or other appropriate intra or interstate locations by a City of Busselton delegation for the purposes of relationship building and promotion of the City of Busselton to the Federal Government.

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 entitled “City Promotion – Government Partnerships”

4. STRATEGIC CONTEXT

- 4.1. This Policy links to Key Goal Area 6 – Leadership of the City’s Strategic Community Plan 2017 and specifically the following Community Objective/s:
 - a. 6.1: Governance systems, processes and practices are responsible, ethical and transparent

5. POLICY STATEMENT

- 5.1. Communication and promotion of projects and development opportunities in the City of Busselton at both State and Federal Government levels is a key component to assist in attracting required funding.
- 5.2. The City of Busselton will utilise a range of mechanisms to promote projects and development opportunities for the purposes of potential government investment. This will include regular communication with and the provision of project portfolio information, as well as the facilitation of visits to and from State and Federal Government Ministers, Members, Departments and key personnel.
- 5.3. The City of Busselton invest in joint lobbying through being members of associations such as Western Australian Local Government Association, Regional Capitals Alliance, Western Australia and Capes Region Organisation of Councils.

- 5.4. It is acknowledged that Federal Ministers, Members and Departments are generally not as readily accessible as State Government equivalents by reason of distance and broad areas of responsibility. This Policy therefore specifically authorises 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.
- 5.5. The delegation shall, whenever possible, include the Mayor and Chief Executive Officer, and may include another Councillor and City Officer as required.
- 5.6. In arranging the delegation the CEO should have due regard to the following matters:
- the promotional activities of other Local Governments occurring at the time, such that the City's message is not lost or diluted;
 - the opportunity to combine the delegation with other development or conference opportunities available at the time;
 - the potential for the delegation to be jointly conducted with neighbouring Local Government/s for projects and development opportunities of regional significance; and
 - the potential for the visit to be coordinated in conjunction with and supported by the local Federal Member to assist with introductions and relevant contacts.
- 5.7. The delegation shall be conducted utilising funds established within the budget for formal civic and ceremonial purposes.

6. RELATED DOCUMENTATION / LEGISLATION

6.1. Nil

7. REVIEW DETAILS

Review Frequency		3 yearly		
Council Adoption	DATE	12 September 2018	Resolution #	C1809/183
Previous Adoption	DATE	8 April 2015	Resolution #	C1504/081