

Litchfield Council Advocacy Strategy 2020 – 2022



Introduction



WHAT

The Litchfield Council Advocacy Strategy 2020 – 2021 guides Council's advocacy efforts. Council advocates on behalf of the community across many levels to address issues and achieve aspirations valuable to our community.

Council's *Strategic Plan 2018-2021* identifies advocacy as an important link to growing and maintaining a municipality that is *the best place to live in the Top End*.



WHY

Litchfield Council is expected to continue to experience growth in population. This growth promotes community demand for facilities, increased competition for services and expectations about managing our environment and open space.

Council continues to be reliant of levels of Government to achieve many of its key objectives, just like other levels of government can often rely on partnerships with Council to achieve their objectives.



HOW

Planning for advocacy helps us prioritise actions and activities and identify how we can work together with partners and the community to achieve desired outcomes that improve the liveability of our community.

Implementing a strategic advocacy strategy assists with improving Council's reputation as an effective representative of the community.

Objectives

The community require their local Council to provide services, maintain assets to an acceptable standard, and, represent the interests of the community to decision makers.

This Strategy has the following objectives:

- 1 Advance agreed priority projects
- 2 Provide transparency on the advocacy agenda and priorities for Litchfield
- 3 Identify and build strong relationships, community trust and confidence in Council
- 4 Influence decision makers to progress Litchfield priority projects

Priorities

The Litchfield Council Advocacy Strategy identifies advocacy requests to address legacy issues and continue to meet population growth and secure the vision of Litchfield - making Litchfield *the best place to live in the Top End*.

The identified projects align with the priority areas in Litchfield Council's Strategic Plan 2018-2022; Everything you need, a great place to live and a beautiful and safe natural environment.

How the Advocacy System Works

Advocacy for Litchfield Council is supporting or recommending a particular cause, policy or project.

Background

Once an advocacy idea has been identified, the background needs to be developed to link it to Council's Strategic Plan 2018 – 2022 and provide information of the relevance to Council.

Issue/Project

Identify the issue (e.g. water) or project (e.g. Mango Roads) and provide details in full.

Barriers

What barriers or limitations to success may be faced if Council decides to proceed with advocacy for this issue/project.

Solution

Provide solutions for the advocacy, e.g. write to the Minister re: policy changes, advocate for funding for necessary community infrastructure.

Yes No?

The advocacy funnel will determine if the project has a chance of success, Council will then decide (considering the political appetite) to proceed or not. Do we have a chance of success? Do we advocate for this solution?



Implementation of the strategy

Clear roles have been developed to ensure good governance in relation to matters of advocacy and accountability for the implementation of this strategy, outlined in the table below. Council's role is to represent their community and advocate on their behalf.

Advocacy action plan

Outcome	Strategic partners	What we will do	Responsible	Success Measure
OBJECTIVE 1 Advance agreed priority projects				
Identified priority projects and issues that will focus our advocacy efforts	Government Media	<ul style="list-style-type: none"> Develop a detailed advocacy document Identify connection between Council and Government priorities Define roles and form individual action plans for each priority 	CEO Elected members	<ul style="list-style-type: none"> Agreed priority advocacy issues and projects Action plans developed to identify requirements for each project Development of an advocacy document
OBJECTIVE 2 Provide transparency on the advocacy agenda and priorities for Litchfield				
Identify opportunities for promotion	Community members Government Media	<ul style="list-style-type: none"> Share priorities with the community Include advocacy agenda into regular community discussions 	CEO Elected members Community Engagement Advisor	<ul style="list-style-type: none"> Regular engagement with the community High level messaging and collateral developed Media coverage
OBJECTIVE 3 Identify and build strong relationships, community trust and confidence in Council				
Identify advocacy partner and improve community view of Councils advocacy effort	Government LGANT Community Media	<ul style="list-style-type: none"> Identify key partners-based advocacy issues Identify community influencers that may be able to assist Share up dated information on progress of Council's Advocacy Strategy Celebrate successes with the community Participate in targeted campaigns during the 2020 NT Election period Post Election Candidate questions on Council's website 	CEO Elected members Directors Community Engagement Advisor	<ul style="list-style-type: none"> Develop a stakeholder matrix Plans in place to effectively manage the identified relationship Increased media coverage Measure results in the Annual Community Survey Developed partnerships with key stakeholders to address NT Election Candidates
OBJECTIVE 4 Influence decision makers to progress Litchfield priority projects and advocacy issues				
Coordinate structured meetings with advocacy partners	Community members Government Media	<ul style="list-style-type: none"> Communicate the Litchfield Council story with key decision makers to reinforce Litchfield's identity Welcome key partners / decision makers to meet regularly with Council and senior representatives Share the advocacy document with decision makers to provide up to date messaging of current projects and issues 	Mayor Elected members CEO Directors EA to the Mayor and CEO	<ul style="list-style-type: none"> Regular scheduled meetings with local MPs Regular scheduled meetings with Ministers relevant to the agreed priorities Meet at least twice in 12 months with the Chief Minister