

Version Control and Objective ID	Version No:	Objective ID:
Approved by Council on		
Date of Review		

1. Statement

Council is committed to undertaking advocacy in a coordinated and planned manner to support regionally significant projects to secure long term social, economic and environmental benefits to the community of Ipswich.

2. Purpose and Principles

Advocacy is the process of informing public policy and resource allocation decisions by other levels of government and other key stakeholders in support of beneficial social, economic and environmental outcomes to the current and future Ipswich community.

This Advocacy for Regionally Significant Projects Policy applies only to projects that have been identified and endorsed as regionally significant through a coordinated prioritisation process which is governed by the Regionally Significant Project Prioritisation Procedure.

The Regionally Significant Project Prioritisation Procedure ensures that projects identified as priorities for the region are supported by a minimum requirement of information that illustrates the significance of a project to the region. Regionally significant projects are identified and endorsed based on the agreement by council that these projects are considered to be positively transformational and catalytic for the region. The Regionally Significant Project Prioritisation Procedure is owned by Performance Branch, Coordination and Performance Department.

Endorsed regionally significant projects will have targeted, individual advocacy plans developed to guide coordinated and planned project-specific advocacy activities which defines roles and responsibilities of council actors. Advocacy activities for regionally significant projects are set by the Office of Economic Development.

This policy provides direction to the development and implementation of advocacy activities for regionally significant projects within Ipswich City Council. This policy sets the expectation that advocacy activities for projects of regional significance are undertaken in a coordinated and planned manner, guided by rigorous evidence-based processes, are well-researched and targeted to support council priorities. This is to ensure that clear, accurate and consistent messaging is represented to external stakeholders by council actors in support of agreed beneficial outcomes for the Ipswich community.

The following principles underpin council's commitment to advocacy:

- *Prioritising projects in the best interest of the Ipswich community;*

- *Aligning with good fiscal management practices, both now and into the future;*
- *Enabling social, environmental and economic sustainability;*
- *Evidence based and coordinated.*

3. Strategic Plan Links

This policy relates to:

- Strengthening our local economy and building prosperity
- Managing growth and delivering key infrastructure
- Caring for the Community
- Caring for the Environment
- Listening, Leading and Financial Management

4. Regulatory Authority

List relevant legislation applicable to this policy: *Local Government Act 2009*

5. Scope

This policy applies to council, its officers and other actors who represent council interests when establishing and delivering on key advocacy themes and priorities, and how council resources its efforts to advocate on behalf of the community.

Council's mayor and councillors play a key role in the development and maintenance of political relationships in the pursuit of council and community priorities.

Council officers support the council in the development and resourcing of advocacy activities, and by providing an evidence base to support decision making relating to advocacy approaches.

6. Roles and Responsibilities

This is a list indicating the internal roles and responsibilities relevant to the implementation of the policy.

Councillors: Key role in advocating on behalf of the Ipswich community.

CEO: Final approval of the prioritisation and advocacy of regionally significant projects.

Office of Economic Development: Development of advocacy plans and coordination of their implementation.

Coordination and Performance Department: Deliver the prioritisation process and own relevant procedure.

Advocacy Steering Group: Endorsement of advocacy plans.

Project Prioritisation Review Group: Endorse the prioritisation of regionally significant projects.

Media and Communications: Key role in dissemination of information.

7. Key Stakeholders

All departments in council may be called upon to contribute expertise and advice to the advocacy process depending on council priority projects.

However, the following stakeholders are considered the most impacted by this policy:

- Executive Services Branch (Coordination and Performance)
- Office of Economic Development (Community, Cultural and Economic Development)
- Media and Communications Section (Coordination and Performance)

The following will be consulted during the review process:

- Legal and Governance Branch (Corporate Services)
- Performance Branch (Coordination and Performance)

8. Monitoring and Evaluation

All advocacy activities will be subjected to adaptive management processes in order to ensure that the changing social, economic and political landscape is considered in continued iterations of advocacy plans, and to adjust the approach based on successes and failures. This will be supported by regular review of plans against project-specific measures of success and enabling a fluid and dynamic structure for advocacy plans to ensure responsiveness.

General monitoring and evaluation activities include:

- *Progress of regionally significant projects*
- *Support and involvement of other levels of government in the progression of regionally significant projects*
- *Council priorities well understood and accepted by external funding bodies*

9. Definitions

Advocacy: The process of influencing those who hold governmental, political or economic authority, including influencing those who implement public policies, resources and projects to the benefit of any specific affected or interest population within the City of Ipswich and adjacent councils.

Advocacy Plans: project-specific plans developed to guide advocacy activities in pursuit of project-specific outcomes

Prioritisation Process: an evidence-based process by which regionally significant projects are analysed, verified and prioritised

10. Policy Owner

The General Manager Community, Cultural and Economic Development is the policy owner and the Economic Development Manager is responsible for authoring and reviewing this policy.