

Advocacy Context

Strategic context

Advocacy plays an integral role to the successful delivery of Northern Grampians Shire Council's goals of:

-  Boost Economic Growth
-  Enhance Lifestyle and Community
-  Provide Sustainable Infrastructure
-  Improve Organisational Effectiveness

Key relationships

Successful advocacy is informed by and exists in context to roles of each of the stages of goal delivery below and the Departments that perform all or part of them.

Stage	Role	Description
1. Groundwork The groundwork required to justify Council investment and resources.	Investigation	Completing due diligence, feasibilities, and de-risking for future investment.
	Planning	Aligning vision to local and regional plans; land use planning.
2. Advocacy	Advocacy	Promotion of regional interests to other levels of government and decision makers.
3. Delivery Delivery of work that is justified based on investigation and planning, ensuring efforts are directly aimed at achieving the greatest benefit.	Investment attraction	Creating an environment that catalyses investor interest.
	Facilitation	Providing information, marketing, or incentives; fostering partnerships; and establishing local regulation.
	Services	Traditional or new services to support economic development.
	Capital works	Delivering physical infrastructure and assets identified in strategies and plans.

Advocacy Strategy

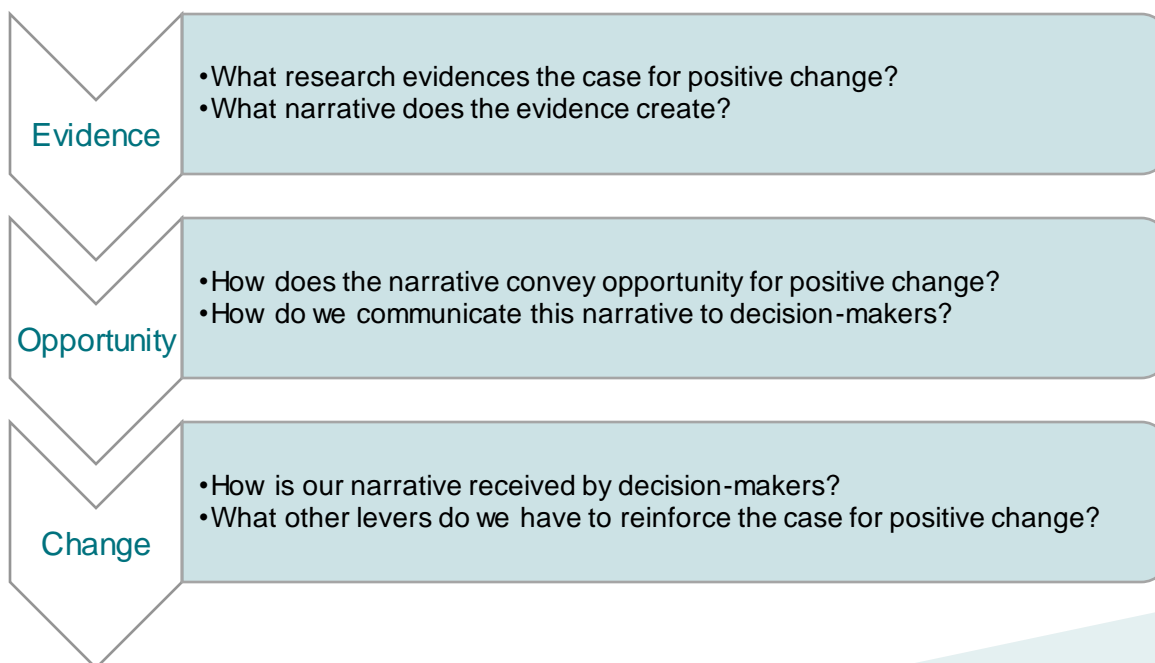
Strategic directions

There are **three key directions** that steer our advocacy strategy. They are:

- i. We use evidence to support our arguments for positive change.
- ii. We seek opportunities to influence the policies of the Victorian and Australian Governments.
- iii. We pursue positive change by using evidence, influence, partnerships, and collaboration.

Advocacy pathway

We ask the following **key questions** as we travel the advocacy pathway.



Advocacy Priorities

Strategic priorities

Our priorities align with the **pillars of the Shire Vision 2021-41**, which are:

1. Building More Housing
2. Growing Local Business
3. Boosting Tourism
4. Wellness and Welfare
5. Improving Connectivity
6. Advancing Education
7. Protecting the Natural Environment
8. Being a Better Council

Guiding documents

The priorities are embedded in the **vision, plans** and **strategies** that guide us:

- Northern Grampians Shire Vision 2021-41
- Northern Grampians Council Plan 2021-25
- Strategies and plans governing our day-to-day operations, land use and amenity, and our provision of services to the local community.



Advocacy Actions

Advocacy Priority	Description
1. Building More Housing	<ul style="list-style-type: none">● Advocate for infrastructure that enables housing investment
2. Growing Local Business	<ul style="list-style-type: none">● Advocate for funding the Halls Gap Heath Street bridge (PR-1256)● Advocate for the Halls Gap Laneway Upgrade● Advocate for an outer township gateway at the proposed London Rd intersection, Stawell
3. Boosting Tourism	<ul style="list-style-type: none">● Advocate for infrastructure and workforce to ensure a quality tourism experience
4. Wellness and Welfare	<ul style="list-style-type: none">● Advocate for infrastructure that enables wellness and welfare● Advocate for Central Park Netball Courts and Changerooms (PR-1248)● Advocate for the Lord Nelson Park Sports Oval Lighting Upgrade● Advocate for funding of the Navarre Recreation Reserve Facility Upgrades (PR-1250)● Advocate for funding of the North Park Precinct Skate Park detailed design● Advocate for the North Park Precinct Soccer Lighting● Advocate for funding and delivery of Great Western Football and Netball Clubrooms (PR-1246)● Advocate for additional Big Hill precinct lookout (including arboretum) upgrades (PR-1269)● Advocate for renewal of the St Arnaud outdoor pool

Advocacy Actions

Advocacy Priority	Description
5. Improving Connectivity	<ul style="list-style-type: none">• Advocate for the realignment of the Lake Road level crossing• Advocate for implementation of key recommendations in the Wimmera Southern Mallee Regional Digital Plan• Advocate for upgrades to Stawell Airport• Advocate for new and existing spaces for arts and culture activities (PR-1247)
6. Advancing Education	<ul style="list-style-type: none">• Advocate to increase the accessibility of education opportunities in Northern Grampians Shire
7. Protecting the Natural Environment	<ul style="list-style-type: none">• Advocate for Solar Panels and Batteries on Energy Intensive Buildings
8. Being a Better Council	<ul style="list-style-type: none">• Advocate for improvements to systems, processes and approach to improve Customer and Council interaction