



TheBarossaCouncil



# ADVOCACY STRATEGY 2020 - 2024

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# INTRODUCTION

The Barossa is experiencing substantial change, especially in light of the recent Covid-19 Pandemic, which has had a significant impact on not only the economic position, but also on the health and wellbeing of our community members. This change brings with it a range of complex issues that impact on our community, including planning and construction, protecting heritage, sustainability, and affordable housing and community services.

Council's role in influencing decision makers to support policy change and positive outcomes in these areas is crucial. To enable this, we need to be clear about what our advocacy priorities are and have a planned, coordinated, evidence-based and resourced approach to advocacy that facilitates action and results.

Advocacy is representing Council and community views and needs to decision makers to achieve agreed outcomes. Strategic Advocacy is focused on achieving the longer term and substantive outcomes Council seeks.



# OUR PLANNING FRAMEWORK

Council's Strategic Planning Framework ensures that there are clear links between their Strategic Management Plans and the external strategies that inform them. The Framework takes into account Long Term Planning (20 Year Community Plan), Medium Term Planning (4 Year Corporate and Advocacy Plans), and Short Term Planning (Annual Business Plan).



# Community Plan 2020 – 2040 – Council’s Plan for the Community

Barossa’s 2020-2040 Community Plan focusses on the enhancing services and facilities within Council’s responsibility. The Plan outlines a range of Goals and Strategies that we will implement to achieve our vision for a Barossa Council that ‘is a prosperous, connected and cultural place, rich with tradition and community spirit’.

The 5 Strategic Themes in the Plan are:



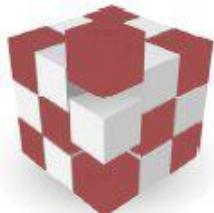
## Natural Environment and Built Heritage

The *Natural Environment* includes bushland, agricultural plains, waterways and natural resources along with eco-systems that support native, and introduced, flora and fauna. Built Heritage encompasses buildings in both urban and rural areas, as well as the historically significant streetscapes that reflect the nature and heritage of the Barossa Community.



## Community and Culture

*Community and Culture* refers to the values, beliefs and lifestyle of the Barossa people who reside here. It includes the network of organisations and groups who work collaboratively to preserve and acknowledge the identity and history of the Barossa’s people and places. Volunteering, social interaction, creative activities and community history initiatives all play an important part in developing and sustaining a community and its culture.



## Infrastructure

*Infrastructure* incorporates buildings, structures and facilities that support the community to function on a practical level. These includes assets, which are constructed and maintained by Council or other services providers, such as recreation reserves, local roads and footpaths, landfill facilities, sewerage systems and community buildings. Power and communication networks, major roads, water supply and hospitals are examples of physical infrastructure, which are managed by external parties.



## Health and Wellbeing

*Health and Wellbeing* in a community incorporates a range of services, program and facilities. Allied and primary health care are an important component but other factors such as access to transport education and recreational facilities, food supply, safety, affordable housing and programs that support inclusion and connectedness can also impact on the health and wellbeing of community members.

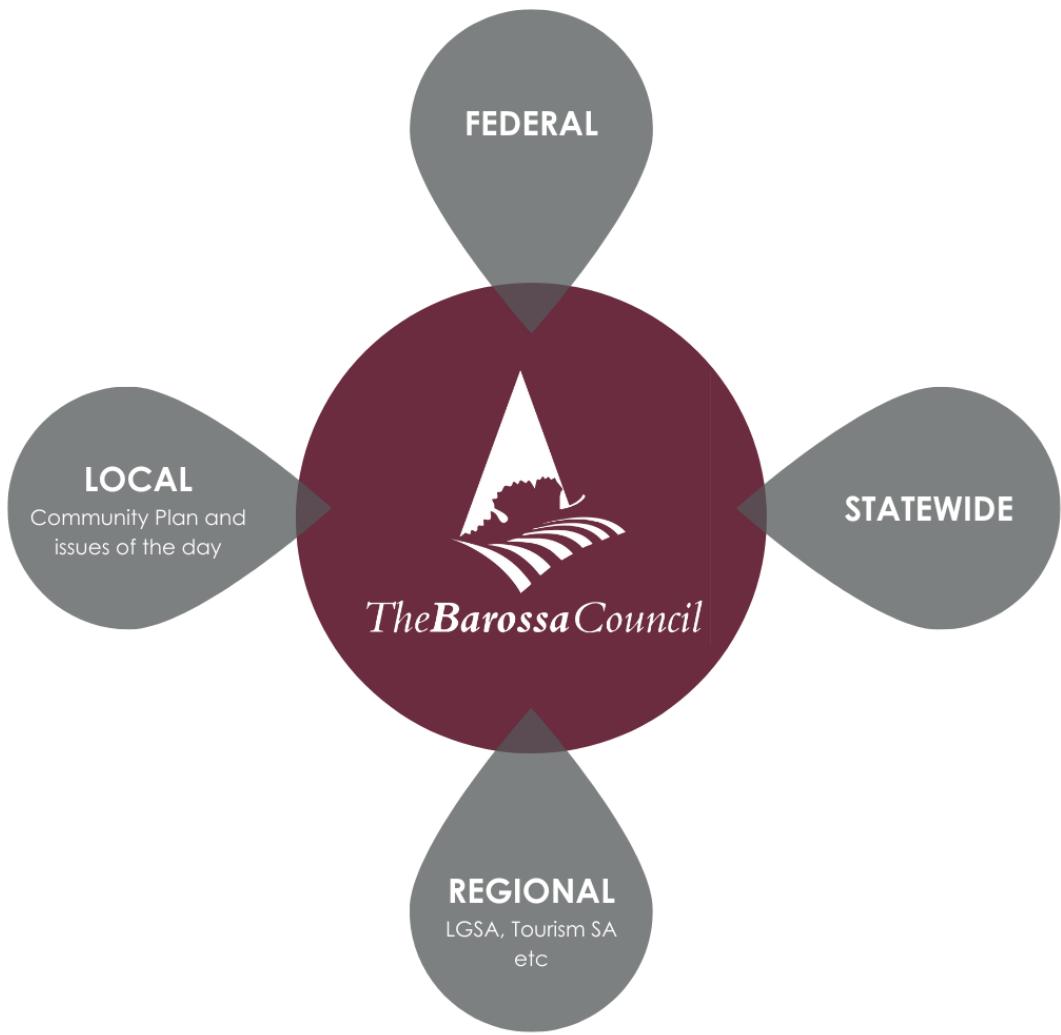


## Business and Employment

*Business and Employment* represents the backbone of the local economy. It includes all types of industry from agricultural, retail, hospitality, manufacturing and tourism and ensuring a suitable workforce to support all these areas is vital.

# STRATEGIC RELATIONSHIPS

The Barossa Council currently advocates at a number of levels. Council's role is one of leadership and support at all levels.



Identifying new strategic partnerships and supporting our existing networks will enable Council to best position the region for future challenges and opportunities. Over the next four years, Council will focus on developing mutually beneficial relationships with decision makers and key influencers – making them aware of joint opportunities for project delivery, community projects or initiatives and investment opportunities.

By representing the interests of the community in a range of forums, Council will increase its capacity to attract additional resources to the municipality and seek to resolve complex issues that affect the liveability of the region. Barossa is committed to advocating to State and Federal Governments on key issues, and supporting proposals that best serve the interests of the community as a whole.

# PARTNERING REQUIREMENTS

## COUNCIL

- Projects that have clear objectives and a connection with Community Plan priorities and advocacy agenda
- Available budget and resources (where applicable)

## LOCAL GOVERNMENT

- Clear understanding of Council's position and level of commitment
- Appropriate funding and resources

## STATE/FEDERAL GOVERNMENT

- Trust and confidence in Council's ability to deliver funded projects
- Clear understanding of Council's position and level of commitment
- Appropriate funding and resources

## COMMUNITY OR PEAK BODY

- Trust and confidence in Council's leadership
- Clear understanding of Council's position and level of commitment
- Appropriate funding and resources
- Opportunities to build capacity, local knowledge and leadership

## BUSINESS AND INDUSTRY

- Trust and confidence in Council's leadership
- Benefit to business / industry
- Clear understanding of Council'

# OBJECTIVES

This Strategy proposes 8 strategic objectives:

OBJECTIVE	HOW WE WILL ACHIEVE IT
1. Set organisational advocacy agenda and priorities	<p>Through evidence based research using the Council Community Plan and other available publications, data and information, benchmarking, consultation, intelligence on current government policies.</p> <p>Advocacy priorities to be reviewed annually.</p> <p>The advocacy priority projects are to be sourced from:</p> <ul style="list-style-type: none"> <li>• Community Plan and policies (planned and budgeted approach)</li> <li>• Council resolutions as they arise (require full scoping and costing)</li> <li>• Issues of the day as they arise (not planned and may require resourcing.)</li> <li>• Government budget and policy cycles, policy announcements, election cycles.</li> <li>• Strategic Policy and Reform Platform</li> </ul>
2. Influence decision and policy makers	Through carefully planned and resourced advocacy campaigns/actions which could include for example, correspondence, delegations, council resolutions, strategic partnerships, marketing and promotion, and sustainable relationship development.
3. Attract and secure funding and resources to the Barossa for major projects	Through carefully planned and resourced advocacy involving identification of available funding sources, application and outcomes. Advocacy could take the form of grant submissions, correspondence, delegations, council resolutions, strategic partnerships, marketing and promotion.
4. Build upon our strategic partnerships	Through shared understandings, connections, agreements and formal alliances with people, organisations, peak bodies, councils and government that have the willingness and capability to support Council's advocacy and influence policy and decision makers.
5. Share the Barossa story	By telling the Barossa story to government and the community and having consistent and compelling messaging on the Barossa's values, priorities, leadership, actions and successes. Advocacy would focus on education and awareness of key issues, informing stakeholders about opportunities and challenges faced by the Barossa.
6. Build trust and confidence in Council and the Barossa	Through an advocacy agenda which reflects the leadership, ability, reliability and consistency of Council to advocate on behalf of its community on issues of importance to them.
7. Build the advocacy capacity of Council and the community	By promoting a culture of advocacy, encouraging and enabling participation, building the community's ability to advocate on its own behalf, sharing skills, knowledge and expertise, mobilizing of resources and reducing duplication of effort and information.
8. Strengthen our position as a leading local government and experts in our field	Through strategic partnerships, strong positions on policy that aligns with the Barossa's values and principles, innovation, marketing and communication, awards, etc.

# ADVOCACY PRIORITIES

Council have identified a number of key areas which they believe should be the focus of Council's advocacy efforts for 2020 – 2024. These Priorities are:

1. Working with the community, industry and government to build on the Barossa's capacity to attract investment, improve services and encourage employment opportunities.
2. Build on the strong Barossa brand by working with tourism providers and industry bodies to enhance opportunities in eco-tourism, the World Heritage bid, and new and emerging markets.
3. Encourage arts and creative activities that provide for innovation, social connection, development of creative industries, and attract festivals and events to the region.
4. Working with the community and government to ensure that the Barossa has opportunities for young people such as education and training, and entertainment and social activities to encourage them to remain in the area.
5. Advocate for accessible, collaborative and connected social and welfare services within the Barossa region, focusing on drug and alcohol abuse, homelessness, debt burden, domestic violence and mental health.
6. Maintain collaborative relationships with state government land management and natural heritage bodies that facilitates best use of bush, farming and recreational open spaces, while ensuring that development policies are responsive to current trends, while protecting places of environmental and agricultural value, historical and cultural significance.
7. Engage actively in change to governance and legislative system to reduce administrative burden and costs.
8. Ensure the best possible management of the land use and development framework to preserve the history, heritage and natural assets of the Barossa and support appropriate development.
9. Work with governments and industry to bring critical water supply to the Barossa.
10. Advocate for education infrastructure and support improvements.