



# Stakeholder Advocacy Plan

2024-2025

## 1. Introduction and Objectives

The purpose of this Stakeholder Advocacy Plan is to explain how the City will advocate for key strategic priorities for the benefit of its community.

Advocacy is an activity whereby the City's leaders will work to influence political, social, economic and budgetary decisions of other government and non-government stakeholders to achieve outcomes which will generate positive benefits for the local community. This may be done through direct or indirect contact and may be undertaken in collaboration with other organisations sharing common goals.

The City of Busselton's advocacy will be primarily focused on seeking State and Federal Government funding, services and infrastructure where this is beyond the organisation's capacity to deliver alone. The City may also advocate for changes to State and Federal government policy and legislation which are beyond the control of local government.

### **Council Policy**

The Council has a City Promotion – Government Partnerships Policy which was adopted in 2023. Its stated purpose is:

**“to highlight and facilitate the strategic importance of the City establishing relationships with Federal and State Governments for the purposes of maximising funding opportunities and the promotion of the City of Busselton.”**

[City Promotion – Government Partnerships Policy](#)

### **CEO Performance Criteria Deliverable**

In addition, the Council endorsed a CEO Performance Plan 2024-2025 in October 2024 which contained a Performance Criteria Deliverable under Key Focus Area 1 – Communication:

**Develop a stakeholder advocacy plan that sets out the Council's position in relation to strategic priorities where assistance is sought from other stakeholders such as state and federal government.**

This Stakeholder Advocacy Plan details key advocacy priorities, identification of advocacy opportunities, key messages and approach, identification of key stakeholders, roles and responsibilities and links to collateral which will support advocacy activities.

## 2. Key Advocacy Priorities

The Council adopted its Council Plan 2024–2034 in October 2024. This details key strategic priorities and a range of matters of importance to the community which require the City to advocate.

The key advocacy priorities detailed in the Council Plan 2024-2034 are as follows:

- a. Sport and Recreation
- b. Rivers and Waterways
- c. Responsible Development and Housing
- d. Busselton Margaret River Airport
- e. Coastal Protection
- f. Telecommunications Connectivity
- g. Community Safety
- h. Future Transport Infrastructure
- i. Expanded Higher Education Offerings

A table detailing the advocacy approach for each of these is attached.

## 3. Stakeholder Advocacy vs Investment Attraction

This Stakeholder Advocacy Plan is focused specifically on government advocacy, but it should be noted that there is a difference between government advocacy and investment attraction. Investment attraction (as detailed below) will often require a level of government support to enable outcomes, so the two are not mutually exclusive. Government advocacy may therefore be aligned to efforts to attract commercial, business and industry investment, as well as to pursue the Council Plan priorities for the community.

### **Investment Attraction Goals**

- Private sector investment for commercial development
- Attracting new industry opportunities to establish activities in the district
- Attracting new businesses to establish in the district
- Enabling growth and innovation opportunities to evolve and flourish for industries and businesses already established within the district

### **Government Advocacy Goals**

- Gaining government agency support to enable commercial opportunities identified as investment attraction opportunities
- Achieving changes to policy or legislation (eg planning regulations)

- Forging government agency partnerships and/or gaining approvals to bring about specific community outcomes
- Securing cash funding through election commitments or funding rounds for various projects and activities detailed in the Council Plan 2024-2034.
- Ensuring government agencies deliver infrastructure and services which are their role and responsibility

#### **Non-Government Stakeholder Advocacy Goals**

- Gaining community, business and industry stakeholder support for City advocacy activities
- Securing cash funding or entering into joint ventures with community, business and industry partners.

## **4. Identification of Advocacy Opportunities**

### **Government Elections**

- a) Western Australian State Election (March 2025)
- b) Australian Federal Election (likely to be May 2025)

Elections provide the opportunity to advocate for specific outcomes which a candidate for election may be prepared to lend support to, if elected. This opportunity can result in significant funding commitments for priority projects and services. It is critical that the City meets with key election candidates and their political party colleagues to ensure they have a full understanding of the key strategic priorities and to seek their support for specific outcomes. In particular, the City may choose to seek financial support for major projects, something that election candidates may be able to offer as an election commitment.

### **Ongoing Advocacy**

With the use of the Stakeholder Advocacy Table (attached), key City representatives will engage in ongoing advocacy for key strategic priorities and other positive community outcomes on an ongoing basis.

## 5. Key Messages and Advocacy Approach

### Nature of advocacy approaches

Stakeholder advocacy activities should:

- have a specific, tangible “ask”
- have a clear justification for asking (eg business case, data, feasibility study, demonstrated community need)
- as far as possible demonstrate alignment with the goals of the stakeholder being approached to attract their interest (eg political goals, government programs and objectives, delivering local community needs, encouraging enablement)
- upsell benefits
- demonstrate the negative impact on the community and economy if funding or support isn’t achieved (the South West specifically and WA as a whole, if relevant)
- include arrangement for a follow up discussion

### Key Advocacy Stakeholders

The City may be required to advocate to (or with) a number of different stakeholders depending on the issue. Key stakeholder categories may be grouped as follows:

- ✓ Federal Government Politicians and Agencies

*Legislation / funding / land / infrastructure / services / approvals*

- ✓ State Government Politicians / Agencies

*Legislation / funding / land / infrastructure / services / approvals*

- ✓ Other Local Governments

*Shared stake in the outcome / can pool resources / access to additional networks*

- ✓ Western Australian Local Government Association (WALGA)

*WALGA State Council lobbies effectively on local government industry issues and South West Zone can lend regional advocacy support to matters affecting the City*

- ✓ Non-Government Stakeholder Organisations

*Shared interest in project outcomes or enabling/philanthropic approach to community*

- ✓ Community

*Direct interest in the outcomes and can add support for advocacy efforts)*

- ✓ Industry organisations

*Direct interest in the outcomes and can add support for advocacy efforts*

- ✓ Media

*Ongoing interest in progress and can help to share information / encourage discussion*

### Communication Approaches

	Meetings, Briefings, Tours & Delegations	Letters & Emails	Media Releases & Public Statements	City of Busselton Website & Publications
<b>Federal Government Politicians / Agencies</b>	✓	✓		✓
<b>State Government Politicians / Agencies</b>	✓	✓		✓
<b>Other Local Governments</b>	✓	✓		✓
<b>Western Australian Local Government Association (WALGA)</b>	✓	✓		✓
<b>Non-Government Stakeholder Organisations</b>	✓	✓	✓	✓
<b>Community</b>	✓	✓	✓	✓
<b>Media</b>			✓	✓

**NOTE:** Politicians include elected officials and election candidates.

### **Other advocacy options**

The City may also advocate for various matters through other, less direct methods on a case by case basis:

- Making formal submissions to government consultation processes
- Use of professional lobbyist to act on the City's behalf for specific matters

## **6. Advocacy Collateral**

Individual position papers have been created for each of the key priorities identified in this Stakeholder Advocacy Plan. These will be made available on the City's website and in printed form to support various advocacy meetings and approaches.

In addition, a template presentation containing up to date slides and speaking notes will be maintained and updated quarterly. This will enable City representatives to present formally to government and other stakeholders, as well as potential investors.

## **7. Regular Review**

The Stakeholder Advocacy Plan should be reviewed in line with the review schedule for the Council Plan 2024-2034 to ensure that as the City progresses with delivery against each priority the advocacy approach is tailored accordingly.

*Where environment, lifestyle  
and opportunity thrive!*



**City of Busselton**  
*Geographie Bay*

Join Our Community



T (08) 9781 0444  
E [city@busselton.wa.gov.au](mailto:city@busselton.wa.gov.au)

2 Southern Drive Busselton  
Western Australia

Locked Bag 1 Busselton WA 6280  
[www.busselton.wa.gov.au](http://www.busselton.wa.gov.au)