

Council Policy

Council Policy Name: City Promotion – Government Partnerships

Responsible Directorate: Finance and Corporate Services

Version ADOPTED

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1. PURPOSE

- 1.1. The purpose of this Policy 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.

2. SCOPE

- 2.1. This Policy is applicable to activities undertaken for the purposes of establishing partnerships and relationships at State and Federal Government levels.

3. DEFINITIONS

Term	Meaning
Policy	this City of Busselton Council policy titled “City Promotion – Government Partnerships”

4. STRATEGIC CONTEXT

This Policy links to Key Theme 4: LEADERSHIP - A Council that connects with the community and is accountable in its decision making, of the City’s Strategic Community Plan June 2021 and specifically Strategic Priority: 4.1 Provide opportunities for the community to engage with Council and contribute to decision making.

5. POLICY STATEMENT

- 5.1. The City of Busselton will utilise a range of mechanisms to promote projects and development opportunities in the City of Busselton for the purposes of potential government investment. This will include regular communication and the provision of information, as well as the facilitation of visits, to and from State and Federal Government Ministers, Members, Departments and key personnel.
- 5.2. The City of Busselton invests in joint lobbying through being members of industry and other relevant associations.
- 5.3. Federal Ministers, Members and Departments are generally not as readily accessible as State Government equivalents by reason of distance and broad areas of responsibility. This Policy specifically authorises visits to Canberra or other appropriate intra or interstate locations (annually or as the need arises) by a City of Busselton delegation for the purposes of relationship building and promotion of the City of Busselton to the Federal Government.
- 5.4. Delegations will, whenever possible, include the Mayor and Chief Executive Officer, and may include another Councillor and City officer as required.

- 5.5. In arranging a delegation the CEO should have due regard to the following matters:
- a. the promotional activities of other local governments occurring at the time, such that the City's message is not lost or diluted;
 - b. the opportunity to combine a delegation with other development or conference opportunities available at the time;
 - c. the potential for a delegation to be jointly conducted with neighbouring local government/s for projects and development opportunities of regional significance; and
 - d. the potential for visits to be coordinated in conjunction with and supported by the local Federal Member to assist with introductions and relevant contacts.

5.7 Delegations shall be conducted utilising funds established within the budget for formal civic and ceremonial purposes.

6. RELATED DOCUMENTATION / LEGISLATION

6.1. Nil

7. REVIEW DETAILS

Review Frequency		3 yearly		
Council Adoption	DATE	15 February 2023	Resolution #	C2302/021
Previous Adoption	DATE	12 September 2018	Resolution #	C1809/183