City of Whittlesea

CITY OF WHITTLESEA
ADVOCACY TOOLKIT

Contents

What is advocacy?

Advocacy is the ability to obtain public and/or government support for a project, policy or program.

Advocacy usually takes the form of a campaign that is made up of organised activities with the specific purpose of obtaining support for the project, policy or program.

Effective advocacy campaigns are backed by individuals and organisations with a shared interest.

Each advocacy campaign will have its own 'ask', the outcome that it seeks to achieve.

An advocacy plan that maps all planned activities is a useful tool to help the campaign stay on track.

Advocacy does not always achieve instant results. Some advocacy campaigns are long-term undertakings that respond to complex issues. In other cases, advocacy may focus on a single issue and may only require a handful of actions to achieve a result.

Participating in advocacy can connect you with other people who share your passion about where you live, delivering personal and communal benefits. It is also a great way to learn new skills, meet new people and have a say.

2. About the toolkit

This toolkit has been created to support individuals and community groups to advocate on issues that are important to them.

It is a resource that can help with developing and implementing advocacy campaigns of any size and includes checklists, templates and tip sheets to make advocacy easier for you.

Successful advocacy campaigns have the following characteristics:

Evidence based

The 'ask' at the centre of any advocacy campaign needs to have a sound evidence base. This may take the form of public policy, research, statistics, data or case studies. Whatever form it takes, the evidence must be able to withstand scrutiny.

Realistic and relevant

The 'ask' needs to be realistic. It can be ambitious, but it needs to be within the realms of what is achievable from a political, financial, environmental or economic perspective.

Advocacy must be directed at the relevant target that has responsibility for making decisions that can help secure the 'ask'.

Create a community of concern

The needs and interests of the community must be at the centre of each advocacy campaign. A mobilised, activated community is vital to help further any advocacy campaign.

Clear, consistent and coordinated

Clear messages that explain and support the 'ask', are needed. Messages should use facts and statistics to help generate support for the 'ask' and be used consistently in all campaign materials from social media posts to brochures and websites.

An advocacy plan that details what needs to be done, when, by whom and what resources or materials may be required will help coordinate all campaign elements.
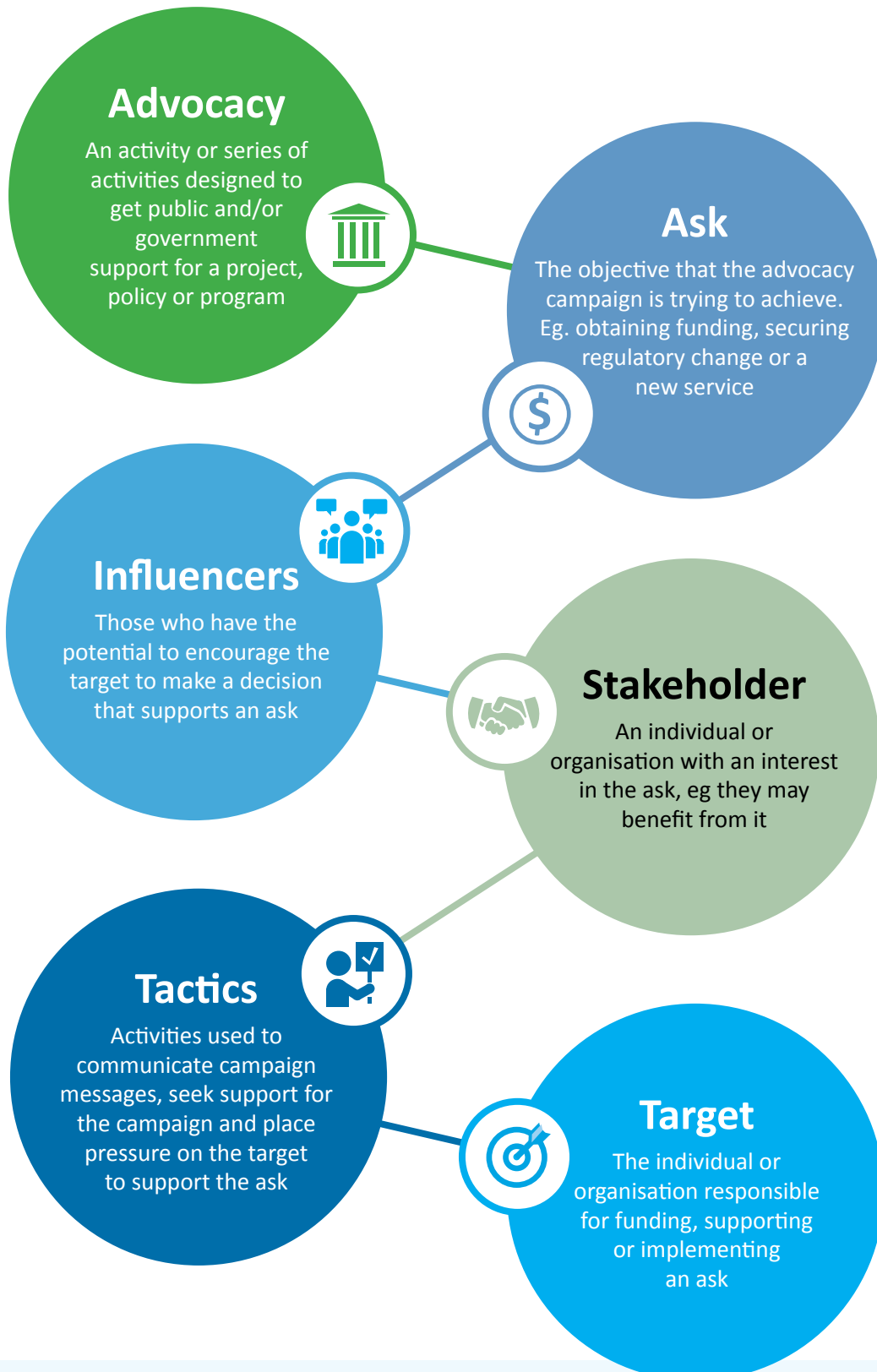
More information

Before you start planning your own advocacy campaign, you may want to learn more about other successful advocacy campaigns.

- Stop the Tip *http://stopthetip.com.au/*
- Neighbourhood Watch signs *https://pakenham. starcommunity.com.au/gazette/2017-07-18/look-out-for-neighbourhood-watch/*
- West Footscray Velodrome: *http://www.starweekly.com.au/news/cyclists-push-bike-hub/pub/maribyrnong_hobsons_bay/*
- Access Denied *http://www.accessdenied.net.au/*

Glossary

Advocacy has a language of its own. Definitions of key terms follow.

Advocacy
An activity or series of activities designed to get public and/or government support for a project, policy or program

Ask
The objective that the advocacy campaign is trying to achieve. Eg. obtaining funding, securing regulatory change or a new service

Influencers
Those who have the potential to encourage the target to make a decision that supports an ask

Stakeholder
An individual or organisation with an interest in the ask, eg they may benefit from it

Tactics
Activities used to communicate campaign messages, seek support for the campaign and place pressure on the target to support the ask

Target
The individual or organisation responsible for funding, supporting or implementing an ask

The Whittlesea community has an impressive advocacy history, successfully advocating for much needed infrastructure projects.

As many in the community know, effective advocacy can take significant effort and energy. So, before you start planning an advocacy campaign, ask yourself the following questions to make sure you are on the right track.

Can you confirm the ask?

What do you want the advocacy campaign to achieve? Can you explain it in one sentence?

Do others want the same thing?

Can you identify partners/allies/supporters who will also benefit from the ask?

Is there research or data that supports your ask?

Is there an evidence base to support your ask? If so, make sure you include details of it in your campaign materials. If there isn't, can you get some perhaps from council or relevant government websites or even by conducting an online survey or asking people to complete a questionnaire at the local shops?

What are the reasons against supporting your ask?

Put yourself in the shoes of your advocacy target, what arguments might they use to oppose your ask? Can you counter them?

Ultimately, who has the power to provide what you are advocating for?

Can you identify who your advocacy campaign should target? It may be an individual (such as a Minister) or an organisation (such as a government department or agency, or council).

WHO IS RESPONSIBLE FOR WHAT?

Depending on what your ask is, your advocacy campaign may target local, state or federal government, a government agency, authority or other public or community organisation.

It can be confusing, for example Federal and State government fund schools, but local councils fund level crossing supervisors.

Each level of government also has statutory authorities and agencies, such as VicRoads and Public Transport Victoria.

For more information visit *www.gov.au*

Next steps

Before you start planning an advocacy campaign you should be able to answer all these questions.
Insert your answers into the following table.

Ask (outcome you want to secure)	Supporters	Evidence base	Counter arguments	Target (has the power to provide what you want to secure)

This section provides practical steps on developing the essential elements of an advocacy campaign.

Step 1: Research the issue

If you're not already, become an expert on the issue. Start by finding out:

- Are there any existing plans to deliver the policy, project or program you want? Has it been delayed, why?
- How much will it cost?
- Has anybody else asked for it in the past and why hasn't it been funded?
- How many people would it benefit?

An online search using words that describe your ask, your location and other relevant search terms is a good first step. Go through back editions of the local paper to see if they have reported on the issue, these are usually available online or at your local library.

Step 2: Confirm your ask

Your 'ask' needs to be simple. You should be able to explain it in one sentence, for example:

"This campaign is seeking to secure [insert $ value] to fund/develop [insert brief description of the policy, project or program] that will benefit [number of people of specific demographic, e.g. older residents] in [insert location]."

Step 3: Develop an evidence base

Good campaigns are based on solid research.

Gather all available research and statistics that support your ask. You may find these on council or government websites or through relevant community organisations, peak bodies or industry associations.

You could also do your own research by:

- Posting an online questionnaire to a relevant Facebook page. Be sure to explain why you are doing the research and how you will use the results.
- Arming volunteers with clipboards and questionnaires on the ask outside the local shopping centre, school or local train station.
- Creating an online survey (Google Forms or MailChimp) and asking your local school to promote the link in its newsletter, and by encouraging parents to complete it.

Using these tactics will also help link you with others who support your ask and find anecdotal evidence that could also be used to support the advocacy campaign.

The data you obtain should be used in campaign messages and materials to help generate support for your ask, for example:

"More than [insert percentage] of [insert location] residents surveyed said they strongly supported the need for the [insert brief description of the policy, project or program]."

Step 4: Confirm the advocacy target

As part of considering whether to advocate or not, you may have already identified the target of your advocacy efforts. If you haven't already, learn more about their views and policies and determine how best to approach them.

See *Who is Responsible for What?* (page 7)

Step 5: Raise the profile of the issue

An important precursor to any advocacy campaign is raising awareness of the issue the advocacy campaign intends to resolve.

You need to state the problem and then propose a solution (i.e. what the campaign seeks to achieve) as highlighting the issue and raising the profile of it among the community creates a ready environment for a campaign.

For example, if the campaign is to secure funds to install a traffic light outside a school to make crossing the road safer, the activity at this step would be about highlighting the dangers the school community currently face.

This can be done through:

- Digital and social media: posting news, personal stories and photos
- Media relations: Issuing media releases, plan photo opportunities and generate media interest and coverage
- Community outreach: handing out leaflets outside the school.

Once more people are aware of the issue and concerned about the risks, they are more likely to support your advocacy campaign.

Step 6: Identify the influencers

It can also be useful to list all the people who may be able to influence the ultimate decision maker, these may include community leaders, business owners or other high profile individuals. Think about how you may be able to get them to support your campaign.

Step 7: Craft clear messages

Short, sharp, easy-to-understand messages are vital. Use them consistently in all campaign materials such as media releases, social media posts and correspondence.

These messages should be based on the data you collected and cover the following:

- The ask – what it is, why it is needed, how much it costs, who would benefit from it and what the risk of not securing it is?
- The target – who has the power to deliver the outcome you want to secure, the risk they face if they do not deliver
- The evidence base – results from your research that provide a compelling argument in favour of your ask
- The support – who supports the campaign and why

- The campaign – what tactics are being deployed, how people can get involved, where to go for more information.

Step 8: Develop an advocacy campaign plan

Using your messages and tips and templates provided in this toolkit, develop an advocacy campaign plan. Understanding the electoral cycles of the three tiers of government – that is, when budgets are handed down and elections are to be held – is useful to help you plan your activities.

Each tier of government has elections every three to four years and each one has its own annual budget process. Community groups have an opportunity to make submissions during the budget process for each tier of government. More information about each tier of government including elections and budget process can be found in the links below:

- Federal Government *https://www.australia.gov.au/ about-government/government-and-parliament*
- State Government *https://www.vic.gov.au/ government-economy.html*
- Local Government *https://www.vic.gov.au/ government-economy/local-councils/victorian-local-councils.html*

Effective public campaigns can influence government decision making. Public opinion matters to the popularly elected, and a public on your side will make governments listen.

While some issues may only require a small number of actions to get your ask heard by the appropriate decision-maker, other issues will require a more organised and long-term approach.

For issues that require a longer-term approach it is effective to use the advocacy plan below, which has four streams – media relations, government (and/or other decision maker) relations, community outreach and digital/advertising. Activities listed below provide some ideas of what you could plan as part of your advocacy campaign.

Activity stream	What	How	When	Who
Media relations		Media release Photo opportunities Letters to the editor Form media partnerships		
Government (and/or other decision maker) relations		Meetings and briefings Letter writing Petitions Postcards Social media		
Community outreach		Letter box drop Liaison through local clubs, organisations and businesses Strategic partnerships Social media Campaign collateral (brochures, fact sheets, posters, etc.) Forums and activities		
Digital/advertising		Website Social media (focus on Facebook)		

Step 9: Implement the advocacy plan

Stick to your plan and use (and reuse) your key messages. By the time you get tired of saying the same thing, your target audience is only starting to hear you, so stick with it.

But at the same time be agile and make the most of any opportunities that may arise, such as budget submissions, participating in consultations or public inquiries, etc.

A NOTE ON SOCIAL MEDIA

Social media is revolutionising campaigning – at the national and community level.

Facebook is the perfect grassroots communication tool. It is inexpensive, easy to set up, manage and update and has a wide reach. It allows you to connect directly with the community.

It also helps generate local media coverage with reporters liking, following and reporting on campaign activity they see occurring online.

Guidelines for use and moderator guidelines must be publicly available to appropriately manage online interactions.

A digital campaign can comprise a website, online forms, email address, Facebook page, twitter feed, online petitions and surveys.

Importantly, most of these activities can be undertaken at no – or low – cost.

To effect change and secure outcomes, advocacy needs to be relentless. Keep your community of concern updated and engaged and be sure to respond to all requests – from the community, the media or other interested stakeholders.

Step 10: Evaluation

Securing what you advocated for is the best measure of success.

However, in some cases, you may not have secured your ask but you may have been successful in:

- Forging community networks
- Building advocacy tools such as a Facebook page or website
- Creating an enduring community group or cause
- Developing new skills

Other measures of evaluation can include:

- Media coverage and reach
- Engagement and support from third party endorsers
- Level of community participation.

ADVOCACY
SOCIAL
MEDIA

5. Advocacy tools

This section includes templates, tools and checklists that will help you implement your advocacy plan.

5A. Checklist

This table will help you get organised and prioritise tasks to develop your advocacy campaign.

5B. Dealing with the media

Local journalists are always on the lookout for stories. Providing them with new, interesting and local content will help you get a story in the local media. In some instances, it may be worth trying to get metropolitan print, radio or TV interest. A handy list of local and metropolitan media contacts is included below (page 15).

5C. Reaching the community

Tips to identify and select activities that will be most effective to your campaign.

5D. Effective communications/PR

A straightforward guide to developing activities and events to get your target's attention.

5E. Social media tips

Determine the best social media platform to suit your needs and develop the right tools to manage it appropriately.

5F. Advocacy letters tip sheet

Writing formal letters takes practice. Find out how to write an effective letter to a politician. Most of the time it will be a Minister who will have the final say on your issue.

5G. Meeting with politicians

During your campaign you may get the chance to meet with a Minister face-to-face. This tip sheet will help you prepare.

5H. Stakeholder map

This table will help you map out the people who will impact your campaign.

5I. Campaign calendar

Get organised with a well-planned calendar to ensure you are focused and on-time.

5A. Checklist

This table will help you to get organised and prioritise the tasks to develop your advocacy campaign.

As you advance shade each activity to indicate completion.

Step 1	Activity	Check
1	Confirm that advocacy is the best path for you to take – Follow the 10-step guide included in this document	
2	Develop a stakeholder map – find out who the political, bureaucratic, business and community players are	
3	Confirm what your budget is – if you don't have any money, explore ways to get financial support from allies	
4	Write key messages based on facts	
5	Develop the campaign branding – look-and-feel	
6	Develop campaign infrastructure if required – Incorporation, official roles, bank account, social media channels, web address, PO box etc.	
7	Recruit volunteers that will help you with different tasks	
8	Develop tools and tactics – List all communications and engagement activities that you are planning to use	
9	Create a campaign plan using all of the communications and engagement activities that you plan to use. Include budget and resource implications	
10	Implement campaign	

5B. Dealing with the media

UNDERSTANDING THE MEDIA

A strong relationship with local media is an important part of any local advocacy campaign.

How to work with journalists

- Respect their deadlines: real and non-negotiable
- Always be polite, enthusiastic and cooperative
- It's the audience that matters: talk to them.

How to handle interview requests

- Take time to prepare: don't respond immediately, take details and return the call if you need to
- You can say no: but advise early rather than cancel late
- Prepare three key messages and practice saying them aloud several times
- Know your material and think about what you may be asked.

Conducting interviews

- Use your key messages
- Remember who your audience is
- Say what you want to say
- Enjoy yourself.

Key messages

- They work
- Write them down, know them and use them
- Speak to your audience, use appropriate language, examples and images
- Say the same thing, just in a different way: plan and practice, practice and plan.

Media support tools

- Designated media contact to manage enquiries
- Protocols: ensure only designated people speak to media
- Issues register: holding statements help ensure consistency
- Media log: tracking interactions and outcomes.

TOP 10 MEDIA TIPS

1. Identify the local newspapers and websites likely be interested in your campaign as well as those the decision maker and influencers are likely to read, watch or listen to.

2. For local papers, find out when deadlines are and always contact the reporter with a story idea or send them a media release a few days before deadline for the best chances of generating coverage.

3. Find out who the journalists and editors are. Read previous stories that they have written, identify if they have any particular interests that may inform how you should approach them.

4. Contact the journalists. Their contact details are often listed inside the publication or online.

5. Talk about the campaign and why the paper should cover it. Be straight to the point and focus on what's in it for them (e.g. reporting on an issue that impacts on the lives of many of its readers).

6. Form a relationship with the journalist, provide them with your contact details and indicate that you are available to provide regular updates and information as required.

7. Should a journalist contact you, respond promptly, try to assist even if the journalist's request is unrelated to your issue.

8. Follow-through with your promises. If a situation changes, promptly contact the journalist and let them know.

9. Be friendly and engaging.

10. Develop a media contact list for your major announcements. Include talk back radio and TV news programs.

MEDIA CONTACTS

Below is a list of local and metropolitan media contacts in the City of Whittlesea

Local media

Outlet	Contact	Contact details
Whittlesea Leader	Editor	9875 8333 whittlesea@leadernewspapers.com.au
Northern Star Weekly	Editor	8318 5777 westeditorial@starweekly.com.au

Metropolitan media

The Age	News desk	newsdesk@theage.com.au
Herald Sun	News desk	news@heraldsun.com.au
3AW talk back	News desk	news@3aw.com.au
Nine News	Chief of Staff	gtvnews@nine.com.au
Seven News	Chief of Staff	melbnews@seven.com.au

MEDIA RELEASES

Local journalists often get story ideas from media releases that have been sent to them or contact that has been made with them by phone or email.
You may want to issue a media release to:

- Help raise the profile of the issue prior to the campaign
- Launch the campaign
- Promote or report on a campaign event or activity
- Release research findings.

Below are tips on the type of information to include in your media release:

- The name of your group, campaign and the ask
- Comments from relevant spokespeople
- Different ways people can support the campaign
- Offer interviews with organisers
- Promote an event: Include time, place, date, spokespeople and special guests
- Release of a new report that supports your campaign.

Other media tactics

Case studies using real people telling real stories, letters to the editor and opinion pieces are also often useful ways of having your campaign covered in the media.

Personal stories

Real people telling real stories of how they are directly affected by the issue and will benefit from the campaign ask can be very powerful.

- Search for local people who have a story to tell and support the campaign
- Summarise the story in no more than one page, providing the journalist with an overview of who the person is and how they are impacted
- Propose ideas for photo opportunities to accompany the story
- Present the story to the journalist. And follow up to gauge interest.

Example: This *personal story* is used to encourage people to donate to an organ donation charity: *http://www.heraldsun.com.au/leader/news/three-melbourne-families-form-tight-bond-during-childrens-wait-for-liver-transplant/news-story/7bb0f3ab4a7f0b34a8c86b93c7d9e0f9*

Letter to the editor/Op Ed

Writing letters to the editor of a newspaper or arranging an Opinion Editorial (Op-ed) are also good ways to express your views. Tips on writing opinion content:

- Use current news and events to get readers interested
- Be brief - get straight to the point
- Stick to one issue.

Example: This *letter to the editor* highlights the need for more bicycle infrastructure spending in Melbourne's West: *http://www.starweekly.com.au/uncategorized/1804356-letters-to-the-editor/*

HOW TO WRITE A MEDIA RELEASE

Media releases follow a structure that makes it easy to communicate information to journalists. Below is a template that explains every section of a media release

MEDIA RELEASE

Date

Headline

The headline of should be an attention-grabbing summation of the media release

Lead paragraph

The first paragraph must be straight to the point. It should answer as many of the following questions as possible:

Check that it includes:

- Who it is from
- What is being announced
- Why the news is important
- When things will occur
- How can people can get involved.

Body

The next paragraph/s should provide more details that tell the story. Use short sentences with active language.

Check that you:

- Always write in the third person
- Use quotes to make your writing more interesting
- Remember all opinions must be attributed to a person or the organisation.

End

Use the last paragraph to summarise information and include a call to action.

Contact information

Provide contact details for further information - a contact name, email, phone number.

Background information

Here you can include relevant information about the group and/or issue.

Things such as the history of the group and its purpose will provide more context. This information will give the journalist an overview that isn't featured in the body of the release.

Media Release – Tenants Union of Victoria –Make renting fair campaign launch: *https://www.tuv.org.au/articles/files/media_releases/MR20170515-Campaign-calls-for-reforms-to-Victoria's-rental-laws.pdf*
Media Release – Community Child Care – Traditional Outside School Hours Care Under Siege: *https://www.cccinc.org.au/docs/media-release_camp-australia-merger.pdfMedia Release – Victorian Government – Record funding for Victorian public libraries: https://www.premier.vic.gov.au/record-funding-for-victorias-public-libraries/*
Media Release – Victorian Government – More support for Melbourne's growing outer suburbs: *https://www.premier.vic.gov.au/more-support-for-melbournes-growing-outer-suburbs/*
Media Release – Ethnic Communities Council of Victoria – Launch of discussion paper: *http://eccv.org.au/community/media-releases/eccv-launches-major-discussion-paper-aimed-at-improving-interpreter-services-in-victorias-health-system/*

COMMUNITY OUTREACH TIP SHEET

The needs of the community must be at the centre of any advocacy effort. A strong community voice will make governments take notice.

Below are some tips for effective community outreach:

Communicate

Regular and clear communication is needed to build and maintain community support. Provide updates to your supporters using newsletters, social media and community meetings.

Listen

You must be prepared to spend time with people and understand their issues and points of view. Attend or arrange events where there will be large numbers of people such as community festivals or carnivals.

Speak their language

Speak to people in a way they can understand. Take time to understand people's background, views and interests. This will help you adjust your communications approach.

Keep in touch

To the extent that it is possible - keep in touch with people that you speak to and record any issues or topics that are discussed. Keeping a well-organised database will make this task easier.

Respect people's time

Be on time and respectful of people's commitment. Your campaign will depend on volunteers so it is important that you demonstrate respect and appreciation of people's efforts and commitments.

COMMUNICATIONS PR TIP SHEET

To communicate effectively you need to say the right thing, the right way, through the right channels and at the right time.

Events, town hall meetings and media stories will all help you reach your target in different ways.

Below are some activities and tactics you can use in your campaign

Engaging partners/supporters

Meet with local community groups that have similar goals and obtain their support. Describe the shared benefits of your ask and why they should help.

Community events

Set up stalls at community festivals where you can promote the campaign and recruit supporters. You may also consider organising your own community day at a park together with any partners that you secure.

Fundraising

Organise activities such as chocolate drives and car washes to raise funds. This will allow you to raise funds and promote your campaign at the same time. The money raised could be used for other promotional activities.

Marketing collateral

There are ways to create marketing collateral without spending too much money. Designing and printing flyers and A4 posters and giving them out at places such as train stations and shopping centres will help you spread the word. You may want to consider asking for support from businesses which may help pay for the design and printing of any material.

Newsletters

Printed newsletters are a good way to keep supporters and potential supporters informed about upcoming events. These can be delivered into people's letter boxes or emailed if you have their contact details.

Speaking engagements

Speaking at events which residents are likely to attend will give you the opportunity to reach more people and potentially build greater support. Events could include sports club functions and local trader association meetings.

Media relations

Get stories that support your campaign featured in local media. Use personal stories and events to generate interest. See media relations tip sheet for more information.

Petitions

Petitions can be a great way to show your target that your ask has support. Petitions can be physical (in paper form) or they can be electronic. Your petition must always have a clear ask.

Below are some tips to developing your own petition:

- Traditional paper petitions: This requires you and your supporters to convince people to join your petition. You need to record their names and signature on a paper list. Once your petition is complete you can present it to your target.

- Electronic petitions: Use a free electronic petition site such as change.org to start, build and share your petition. The link to your survey can then be shared using email or on social media.

The Victorian Parliament also now accepts electronic petitions: *www.parliament.vic.gov.au/council/petitions/electronic-petitions*

5E. Social media tips

Facebook is the perfect grassroots communication tool. It is easy to set-up, manage and update. It has a wide reach and will allow you to connect directly with your supporters. It also helps to attract local media stories with journalists liking, following and reporting on campaign activity they see occurring online.

If possible you may also consider Facebook advertising. This can be inexpensive and help you increase your supporters.

Below are some tips to help you promote your campaign using Facebook.

Getting started

- Build your Facebook following: Encourage community members to find you on Facebook by including links to your Page on any campaign collateral that you create
- Assign an administrator for creating and managing content. This is an important role that should be assigned to a trusted and committed person
- Create rules about
  o responding to comments
  o use of photos and getting permission.

Create and share content

- Create Facebook events: This a great way to provide information about events such as fundraising activities, speaking engagements or community festivals that you will be taking part in
- Share stories: These could be personal stories of your supporters. The stories should demonstrate why your ask is important
- Share information: Post about new information and share news articles that are relevant to your campaign
- Ask questions: Bring up problems, issues or new ideas and invite the public to make suggestions and comment
- Share photos and videos from events
- Share online petitions.

Things to remember

- Be helpful: If someone asks a question on your Page, respond. If someone shares feedback, thank them and make a comment back. When people take the time to reach out and share, return the favour with a considered response
- Provide value: From the links and content you share to the questions you ask of supporters, always ask for feedback
- Tap into your influencers: Establish strong relationships with influential supporters who have many connections. Target people who have large networks and are active on your Page with ways to engage further
- Use the discussions to learn more about your supporters: On Facebook supporters and potential supporters are more willing to share information. Listen. Get ideas on ways to improve messaging or an opportunity to reach out directly to people
- Allow for email sign-ups on your Page: Build a database that you can use to reach your supporters directly
- Connect with other Facebook community groups: Are there existing community groups that you could connect with? Contact their Admin and see if there are opportunities to cross-promote and share content.

5F. Advocacy letters tip sheet

Writing letters to politicians can be very effective but correspondence must be structured correctly.

Structuring your letter

- Include a return address in the letter.

The first paragraph

- Include the topic of your letter. For example, "I am writing to express my concern about…
- If you are writing to your own MP, tell them that you live in their electorate.

Focus on three points

- Pick the most important points about your ask
- Address a new point in each paragraph
- Acknowledge opposing arguments and evidence.

Personalise the issue

- Explain how the issue affects you, your family or your community. A personalised letter may be have more impact.

Personalise your relationship

- Indicate if you have ever voted for them, met them, supported their election campaign etc.

Be cautious in relation to their views

- Find out about their view on different topics. This can usually be found on their website
- Avoid making assumptions about their views and comments, which could be considered as critical towards them or their party.

Call for action

- Ask them to act on the issue (e.g. "increase funding in the budget" or, "publicly commit to…".

Ask for a reply

- End the letter with a statement encouraging a reply (e.g. "I look forward to your response on this matter")
- Write back if you do not receive a suitable response within a reasonable timeframe.

5G. Meeting with politicians

Prior to the meeting

- You will need to be flexible and make it easy for them to meet with you
- Get organised. Prepare a one page summary on your ask and ensure you are very comfortable with the information
- Find out about the politician. Look up their website to find information about their views and interests
- Broaden the issue and explain how it not only affects your area but also the wider state.

On the day

- Be on time. Allow time to find parking, navigate the grounds and sign-in if necessary
- Be patient if they are late
- Be precise. If they have said you have 10 minutes that is all you may get.

At the meeting

- Introduce yourself and explain why you have met with them. Leave the summary document with them
- If you do not have the answer to a question, offer to find out after the meeting. This gives an opportunity to follow up the meeting with a letter
- Be prepared to explain details clearly and concisely
- Be prepared with suggestions on how you can assist to progress the issue
- When finishing, ask how you can be of assistance to him/her
- Thank him/her for their time.

After the meeting

- Send a thank you note and follow-up with any information promised during the meeting
- Keep in touch on relevant issues.

5H. Stakeholder map

The following table will help you identify stakeholders relevant to your campaign. Assigning a priority to each stakeholder is important as it will help you know where to dedicate efforts and resources.

NOTE: The stakeholders listed below are only examples. Each campaign will have its own list of stakeholders that must be prioritised according to the ask.

Category	Stakeholders	Priority
State Government – Ministers		
State Government – Shadow Ministers		
State Government – Local MPs		
State Government – Department of xxxx		
Council – Councillors		
Council – Officers		
Federal Government, Local MPs		
Community groups		
Sports clubs		

5I. Campaign calendar

Below is a template that you can use to plan your campaign. You may want to add other columns and more lines as necessary.

ADVOCACY CAMPAIGN CALENDER			
Date	**Activity**	**Resource required**	**Responsibility**

Appendix 1- case studies

Below are examples of advocacy that show the scale and scope advocacy campaigns and activities can take.

COMMUNITY PROJECT FUNDING – SHORT-TERM CAMPAIGN

Background: Ahead of the Hume City Council's 2017/18 Budget, the community was encouraged to make submissions for projects and initiatives they valued.

Issue: There are various small projects that are of value to the community that they would like Council to fund. The issue for Council was deciding which ones to support.

The ask: Across the municipality, communities were keen to secure support for local projects and initiatives including funding for carpark lighting and asphalt surfacing at Dallas' Laura Douglas Reserve, improvements to the club facilities at Progress Reserve, Coolaroo and in-kind support for Hume Community Orchestra.

The target: Hume City Council

Activity: Community groups participated in Council-led consultation sessions that instructed them how to make budget submissions. The groups then followed the appropriate process that enabled them to lodge their submission.

Outcome: The Council approved six community projects based on submissions, valued at more than $240,000.

NEIGHBOURHOOD WATCH SIGNS – SHORT-TERM CAMPAIGN

Background: Concerned residents from Lakeside, Pakenham joined Neighbourhood Watch to increase the community's awareness about safety. As part of joining the program they purchased signs that needed to be installed at the entrance of the estate. Cardinia Shire Council was asked to install the signs but refused due to a lack of budget.

Issue: The Council was unable to pay for the installation of the Neighbourhood Watch signs in Lakeside Pakenham.

The ask: Installation of the Neighbourhood Watch signs *https://pakenham.starcommunity. com.au/gazette/2017-07-18/look-out-for-neighbourhood-watch/*

The target: Cardinia Shire Council

Activity: To send a clear message to the Council, the local resident's group - *Lakeside Residents Group* did the following:

- Petitioned the Council
- Mobilised support using Facebook
- Raised the profile of the issue using local media

Outcome: The LRG's advocacy efforts were successful and the Council installed the Neighbourhood Watch signs following a short

ACCESS DENIED CAMPAIGN – MEDIUM-TERM CAMPAIGN

Background: Facing massive population growth and limited ability to build the infrastructure and services required for its community needed and deserved, the City of Whittlesea turned its attention to advocacy. Council identified two transport infrastructure projects – the Hume Freeway interchange at O'Herns Road and the extension of the South Morang train line to Mernda – as most need to help their community thrive.

Issue: A need for better transport infrastructure in the City of Whittlesea.

The ask: State Government funding to connect O'Herns Road and build Mernda Rail.

The target: The State Government and Opposition candidates campaigning in the lead up to the 2014 election.

Activity: The City of Whittlesea led a community-backed campaign called *Access Denied*. The campaign communicated residents' sentiment about a lack of transport infrastructure.

The campaign included activities such as:

• Media and government relations
• Community engagement
• Marketing and advertising.

Outcome: The campaign raised the profile of the issue among residents and captured the attention of both major political parties. The campaign resulted in both projects being funded and are expected to be completed by 2019.

STOP THE TIP – **LONG-TERM CAMPAIGN**

Background: Residents in communities surrounding the Melbourne Regional Landfill (MRL) in Melbourne's west endure the impacts the landfill creates – offensive odour, a constant stream of rubbish trucks and negative impacts on the value of their properties – on a daily basis.

When Boral, the owners of the tip, applied to expand it and make it one of Australia's largest landfills, the community responded by forming an advocacy campaign called *Stop the Tip*. The campaign's objective was to raise awareness of the application in the community and mobilise residents, business and land owners in the area to oppose the expansion.

Issue: The community living near the MRL objected to a proposed expansion to the tip.

The target: Melton City Council was responsible for deciding whether to issue planning approval for the landfill expansion.

The ask: The 'ask' was for the Council to reject the tip's planning permit application.

Activity: To alert the community in surrounding suburbs to the potential negative consequences of the expansion and send a clear message to the Council, the *Stop the Tip* community group did the following:

- Researched the issue
- Developed a campaign plan and tools.

The campaign included things such as:

- Letter box drops
- Posters
- Media relations
- Social media
- Email newsletters
- Online petition and survey.

The campaign plan connected the group directly with the community through Facebook and email, and generated local media coverage.

The purpose of these activities was to build community support for the campaign against the tip.

Outcome: The *Stop the Tip* campaign was successful in building massive community support against the tip expansion and achieved the following:

- 6400 formal objections against the tip planning application
- 10,000 Facebook followers and 4,500 newsletter subscribers
- 10,000+ signatures on petitions tabled in State Parliament
- Bipartisan support from State MPs
- Media coverage on radio, in both local and state newspapers, and nationally on *A Current Affair.*

The Melton City Council rejected the tip expansion application at their meeting on 27 May 2014.

Following Council's decision, Boral sold the landfill site to Cleanaway who are fighting for the expansion to go ahead. The *Stop the Tip* community group is still actively fighting the expansion – as is Melton City Council – at VCAT.

Council Contacts

Civic Centre: 25 Ferres Boulevard, South Morang
Office Hours: Monday to Friday, 8.30am to 5pm
Mail: Locked Bag 1, Bundoora MDC 3083
Telephone: 9217 2170 (24 hours)
TTY: 9217 2420   **Fax:** 9217 2111   **Email:** info@whittlesea.vic.gov.au
Web: whittlesea.vic.gov.au

**City of
Whittlesea**

whittlesea.vic.gov.au