



Advocacy Framework Principles Workshop

August 2019



Advocacy

▶ Effective

- ▶ Service provision
- ▶ Investment
- ▶ Revenue sharing
- ▶ Influence over policy

▶ Ineffective

- ▶ Unproductive towards goals
- ▶ Not reflective of Council priorities as whole
- ▶ Undermine relationships

Advocacy

- ▶ Initial report
- ▶ Relationship focus
- ▶ Based in priorities
 - ▶ Council
 - ▶ Other levels of Government
 - ▶ Partners

Proposed Principles

- ▶ Reflects priorities and decision-making process
- ▶ Initiatives shared with Partners
- ▶ Achieve outcomes through established roles

Proposed Principles

- ▶ Maintain positive relationships
- ▶ Develop initiatives from evidence-based research
- ▶ Focus efforts to achieve results

Next Steps

- ▶ Obtain feedback
- ▶ Concise framework
- ▶ Advocacy brief
- ▶ Advocacy priorities