

Banyule Advocacy Toolkit

For individuals and community groups



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Using the toolkit

We've put together this toolkit to help individuals and community groups better advocate on local issues.

You'll find a host of useful tools and handy tips to help you develop and implement advocacy campaigns of any size.

To get you started, here are some common characteristics shared by successful advocacy campaigns that should be used to underpin your strategy.

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'.

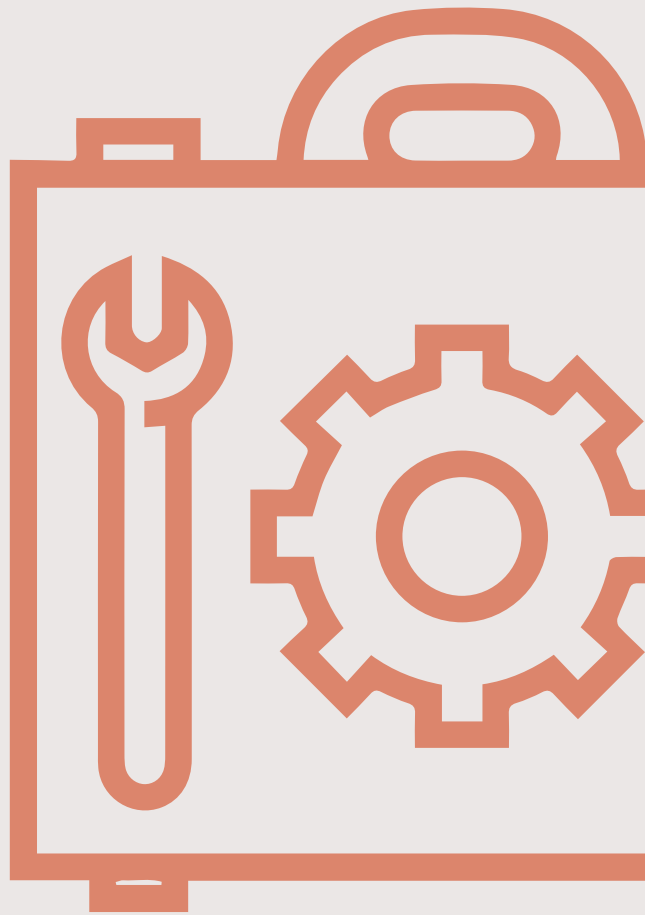
Create a community of concern

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.



Give yourself the best chance to succeed

Advocacy will work best if your efforts are unified and organised. Here are some tips to help you better plan and put you on the path to success.

Be clear what you're advocating for

What exactly do you want to achieve?
Can you explain it succinctly?

Who's with me?

Are there other people, community groups, organisations or partners who will also benefit from your advocacy?

Know who to target

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).

Depending on your advocacy campaign, it could be a 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 school crossing supervisors.

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

Provide evidence to support your stance

There is nothing like recent research, hard-hitting statistics or a string of signatures on a petition to support your advocacy efforts. Questionnaires and surveys can also add weight to your argument. Include relevant research from credible sources, such as industry journals or government websites.

And finally, know what they want

Put yourself in the shoes of your advocacy target. What arguments might they use to oppose what you're asking for? Can you provide reasonable arguments to counter them?

Advocacy essentials

Step 1

Research the issue

Lots of us have strong opinions and good ideas but we need to know the full picture.

- 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?

There are lots of online resources available, including government reports and newspapers. Your local library is also a good place for research.

credible sources, such as industry journals, peak bodies and government websites. Local community organisations may also be a good source of knowledge. If you have the resources and think it could help your cause, perhaps undertake 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.
- Hitting the streets and conducting a questionnaire in the relevant area or a busy local shopping centre.
- Creating an online petition and asking your local school or community organisations to promote it.

Step 2

Be clear and concise on what you're advocating for

What exactly do you want to achieve? You should be able to explain it succinctly. 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]."

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 3

Provide evidence to support your stance

There is nothing like good research, hard-hitting statistics or a string of signatures on a petition to support your advocacy efforts. Include relevant research from

Step 4

Know who to target

Perhaps the most vital part of your advocacy is identifying the right target. It may be an individual (such as a Minister) or an organisation (such as a government department or agency, or council).

Depending on your issue, it could be a local, state or federal government, a government agency, authority or other public or community organisation. Often this can be confusing, for example Federal and State government fund schools, but local councils fund level crossing supervisors. Also, the Victorian Government has statutory authorities and agencies, such as the North East Link Project (NELP), Level Crossing Removal Project (LXRP), and Public Transport Victoria (PTV).

Learn more about their views and policies and determine how best to approach them.

Step 5

Identify the important 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 can get them to support your campaign.

Step 6

Raise the profile of the issue

Raising awareness of the issue and what your advocacy campaign intends to resolve is also crucial to gain a groundswell of support to improve your chances of success. State the problem and then propose a solution (i.e. what the campaign seeks to achieve).

For example, if the campaign is to secure funds to install a traffic light outside a school to make crossing the road safer, highlight 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.



Step 7

Craft clear messages

Effective communication underpins every successful advocacy campaign. Make sure you use short, sharp, easy-to-understand messages and employ them consistently in all campaign materials, such as media releases, social media posts and correspondence.

These messages should be based on the information 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, tips and templates provided in this toolkit, develop an advocacy campaign plan.

Understanding the electoral cycles of the three tiers of government may be 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. Advocacy is often about getting something changed and implemented, which ultimately requires

financial resourcing. 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:
www.australia.gov.au/about-government/government-and-parliament
- State Government:
www.vic.gov.au/budget-procurement-and-funding
- Local Government:
www.banyule.vic.gov.au

There's no doubt, effective public campaigns can influence government decision making. Politicians represent their constituents and electorates, so having the community on your side will make governments listen and take notice.

It is important to note, 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. See page XX for a template you can use to plan.



Step 9

Implement the advocacy plan

Stick to your plan and continue to use your key messages. The more people hear the same thing, the more likely they'll remember the message. But make sure you keep your finger on the pulse and your ear to the ground. Circumstances may change and you may find you need to refine your message or seize a fresh opportunity. Listen to community feedback and look out for community consultations, public inquiries, budget submissions and government grants. Plus, don't forget to update your plan and keep your key stakeholders updated too.

Some advocacy can take years, so you need to keep parties engaged and the momentum going. Make sure to respond to all requests – from the community, the media or other interested stakeholders.

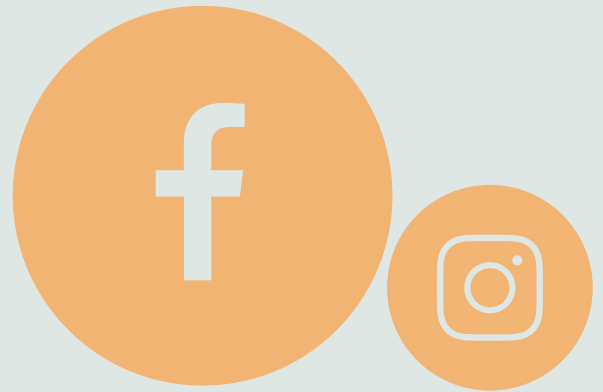
Step 10

Evaluation

Keep an eye on media coverage and see how many likes and shares you're getting on Facebook. What's the level of community participation like? Are people attending any forums or meetings? How many phone calls or emails are you receiving? Along the way, take note of what's working and what's not. You can always tweak your plan and rethink your messaging if it's not getting much uptake.

Obviously, we all strive for success but if your advocacy fails, there are probably things you've achieved along the way that might help the next campaign:

- Created strong community, political and media contacts
- Built advocacy tools such as a Facebook page or website
- Developed new skills, friendships and alliances.



THE POWER OF 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.

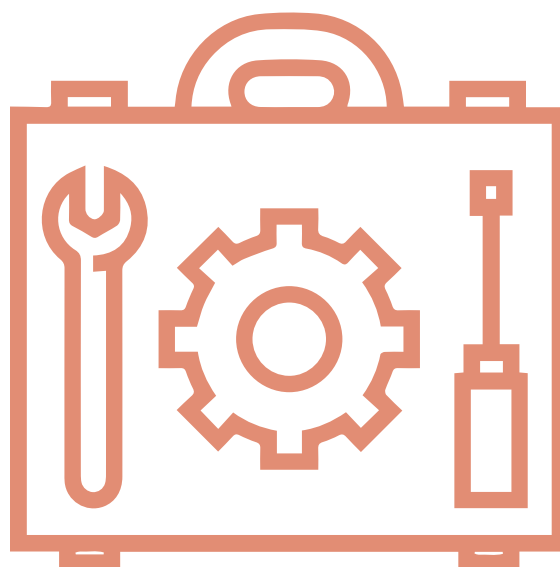
Guidelines for use and moderator guidelines must be publicly available to appropriately manage online interactions.

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.

Advocacy tools

We've included some templates, tools and checklists that will help you implement your advocacy plan.



i. 10-step Checklist

Get organised and prioritise tasks with this useful checklist.

ii. Advocacy campaign plan template

Get organised and prioritise tasks with this useful checklist.

iii. Getting media interest

Discover some tips to understand the media landscape, some contacts, plus a template for a media release.

iv. Building community support

Learn how to get your message out to the community and get them on board.

v. Effective communications/PR

Use this guide to develop activities and events to get your target's attention.

vi. Social media tips

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

vii. Advocacy letters tip sheet

Follow this structure to write an effective letter to a politician.

viii. Meeting with politicians

Take time to prepare your meeting with politicians with these handy tips.

ix. Stakeholder map

Use this table to help you map out the people who will impact your campaign.

x. Campaign calendar

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

i. 10-step checklist



STEP	ACTIVITY	CHECK
1	Confirm the 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 form 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 an engagement activities t you plan to use. Include budget and resource implication	
10	Implement campaign	

ii. Advocacy campaign plan template

Getting everything and everyone on the same page will help your advocacy endeavours. Here is a simple, yet structured way, to organise your campaigning with some ideas of how to kick start 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 briefing Letter writing Petitions Postcards Social media		
Community outreach		Meetings and briefing Letter writing Petitions Postcards Social media		
Digital/ advertising		Website Social media (Facebook/Twitter etc.)		

iii. Getting media interest

Leveraging the influence and reach of local media is an important part of any local advocacy campaign.

How to work with journalists

- Respect their deadlines.
- 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 them early
- Prepare three key messages and practice saying them aloud
- 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 and examples
- Say the same thing: 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 local media likely be interested in your campaign. Look at talk back radio and TV news programs, as well as regional and national outlets if your issue is far reaching.
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. Identify if they have any particular 'beats' or interests that align with your campaign.
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. an issue that impacts many of its readers).
6. Form a relationship with the journalist. Provide them with your contact details and let them know you're available to provide 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.

Media contacts

Below is a list of local and metropolitan media contacts. Please note, these were correct as of April 2021 but things can change. If these have expired, a Google search will help you find new contact details.

Local print media

Leader Community Newspapers
e: leadernewstips@news.com.au

Metropolitan print media

The Age
t: 8667 2000
Media release:
e: newsdesk@theage.com.au
Letters to the editor:
e: letters@theage.com.au

Herald Sun
t: 9292 1226
w: heraldsun.com.au/help/storytips
e: news@heraldsun.com.au

Local radio

Plenty Valley FM
w: pvfm.org.au
t: 9404 2111

Metropolitan radio

ABC Radio Melbourne
Talkback: 1300 222 774
SMS: 0437 774 774
General switchboard: 8646 1771

3AW

Open Line: 9690 0693

Television

ABC News
t: 139 994
e: investigations@abc.net.au

9 News
e: contact@9news.com.au

7 News
t: 0438 777 123
e: tips@7news.com.au

A Current Affair
e: aca@nine.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.

A good media release can:

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

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 are a good way to get media traction. Also effective are 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: [A personal story was used to encourage people to donate to an organ donation charity.](#)

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
- Keep it short and simple
- Stick to the facts and one issue
- Keep it civil and try to personalize it
- Make it relevant and compelling.

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.

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. You may also suggest that photo opportunities and interviews are available.

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.

iv. Building community support

Reaching the community and getting their support is an essential element of a successful campaign. After all, a powerful and unified 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.

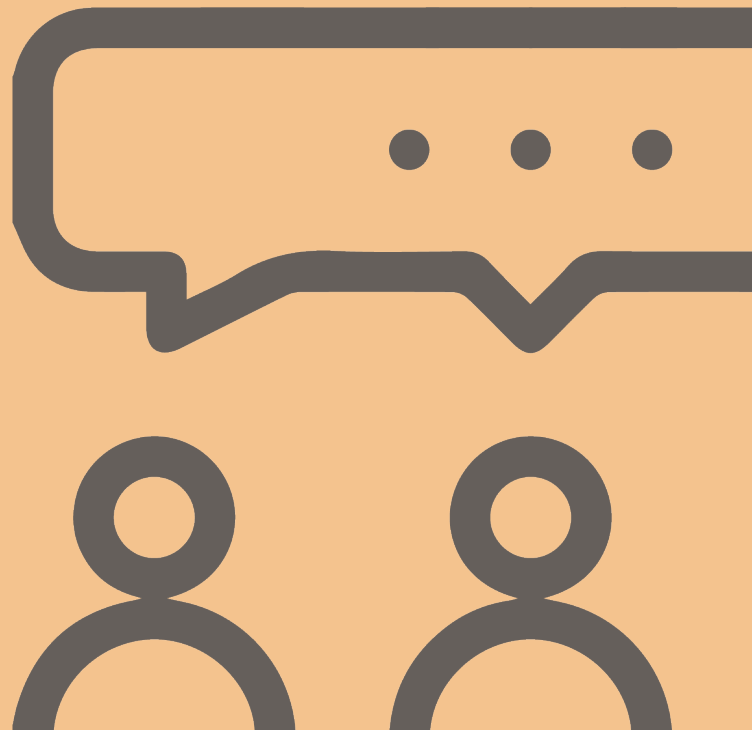
Speak to people in a way they can understand. Take time to understand people's background, views and interests. This will help you adjust your communications approach.

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.



v. Effective communications

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 sausage sizzles or chocolate drives, to raise funds. This will allow you to raise funds and promote your campaign at the same time. The money raised can be used for 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.

Printed newsletters are a good way to keep supporters and potential supporters informed. These can be delivered into people's letter boxes or even emailed.

Speaking engagements

Speaking at events which residents are likely to attend will let you 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 page 12 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 advocacy 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 accepts electronic petitions: www.parliament.vic.gov.au/council/petitions/electronic-petitions

vi. 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 interest.

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.
- Create rules about responding to comments and the 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.

vii. Advocacy letters tip sheet

Writing letters to politicians can be very effective but it helps if your correspondence is 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 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.

viii. Meeting with politicians

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

Structuring your letter

- Include a return address in the letter.

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.



ix. Stakeholder map

The following table will help you identify stakeholders relevant to your campaign. Assigning a priority to each stakeholder 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 - departments		
Local Council - councillors		
Local Council - officers		
Federal Government - local MPs		
Community groups		
Sports clubs		

x. Campaign calendar

DATE	ACTIVITY	PRIORITY	RESPONSIBILITY

Appendix: advocacy 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 car park 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. See: 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

Appendix: advocacy case studies

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

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

The ask: A 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 relation
- 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.

TOP THE TIP – LONG-TERM CAMPAIGN

Background: When Boral wanted to expand 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 tip objected to a proposed expansion.

The ask: The ‘ask’ was for the Council to reject the tips planning permit application.

The target: Melton City Council was responsible planning approval for the landfill expansion.

Activity: To raise community awareness and send a clear message to the Council, the community group developed a campaign plan and tools, including: 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.

Outcome: The Stop the Tip campaign gained massive community support:

- 6400 formal objections against the tip planning application
- 10,000 Facebook followers and 4,500 newsletter subscribers
- 10,000+ signatures on petitions
- Bipartisan support from State MPs
- Media coverage on radio
- The Melton City Council rejected the tip expansion

Contact us

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Council Service Centres are located at:

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8.30am–5pm (Mon-Fri)

Hearing or Speech Impaired

Call us through the National Relay Service on 133 677 (TTY) or 1300 55 727 (ordinary handset) and ask for 9490 4222.

Interpreter Service

If you require an interpreter contact TIS National on 131 450 and ask to be connected to Council on 9490 4222.