

Mornington Peninsula Shire

Advocacy Strategy 2022



MORNINGTON
PENINSULA
Shire

Acknowledgement of Country

Mornington Peninsula Shire acknowledges and pays respect to the elders, families and ancestors of the Bunurong/Boon Wurrung people, who have been the Traditional Custodians of this land for many thousands of years. We acknowledge that the land on which we meet is the place of age-old ceremonies, celebrations, initiation and renewal; and that the Bunurong/Boon Wurrung peoples' living culture continues to have a unique role in the life of this region.



Table of Contents

Mayor's Message	4
Who and Where We Are	5
About the Mornington Peninsula	6
Why we advocate	7
Principles of Advocacy	8
Key Challenges	
Telling the Mornington Peninsula's story	8
Our Approach to Advocacy	9
Deciding Our Priorities	
Our Annual Advocacy Priority Setting Process	10
How We Advocate	11
Our Community Can Advocate	
How The Community Can Advocate and Get Involved	11

Mayor's Message

Council's role is about so much more than roads, rates and rubbish.

We are the level of government closest to the community and have the privilege of being continually engaged in conversations with our residents on a vast range of topics.

This gives us a unique insight into the needs and priorities of our people – and a responsibility to do what we can to achieve those community priorities.

Council is limited in what it can deliver alone. More often than not, to secure an outcome for our community we will need to enlist the support of the Victorian and Australian governments in the form of funding for new infrastructure or a change in policy.

This Advocacy Strategy outlines the key principles and processes we have developed to govern how and when we will advocate on your

behalf. It outlines why we advocate and who we need to work with to ensure our advocacy is as effective as it can be. The Advocacy Strategy will be a valuable resource for our community, staff and external partners and provides a framework for our advocacy priorities.

An important element of this process is working with our community and building local partnerships. We rely on residents, community groups and businesses to add their voices to ours to ensure our message cuts through.

Working closely with our community to achieve our shared vision for the future is at the heart of what we do.



Anthony Marsh
Mayor

Who and Where We Are

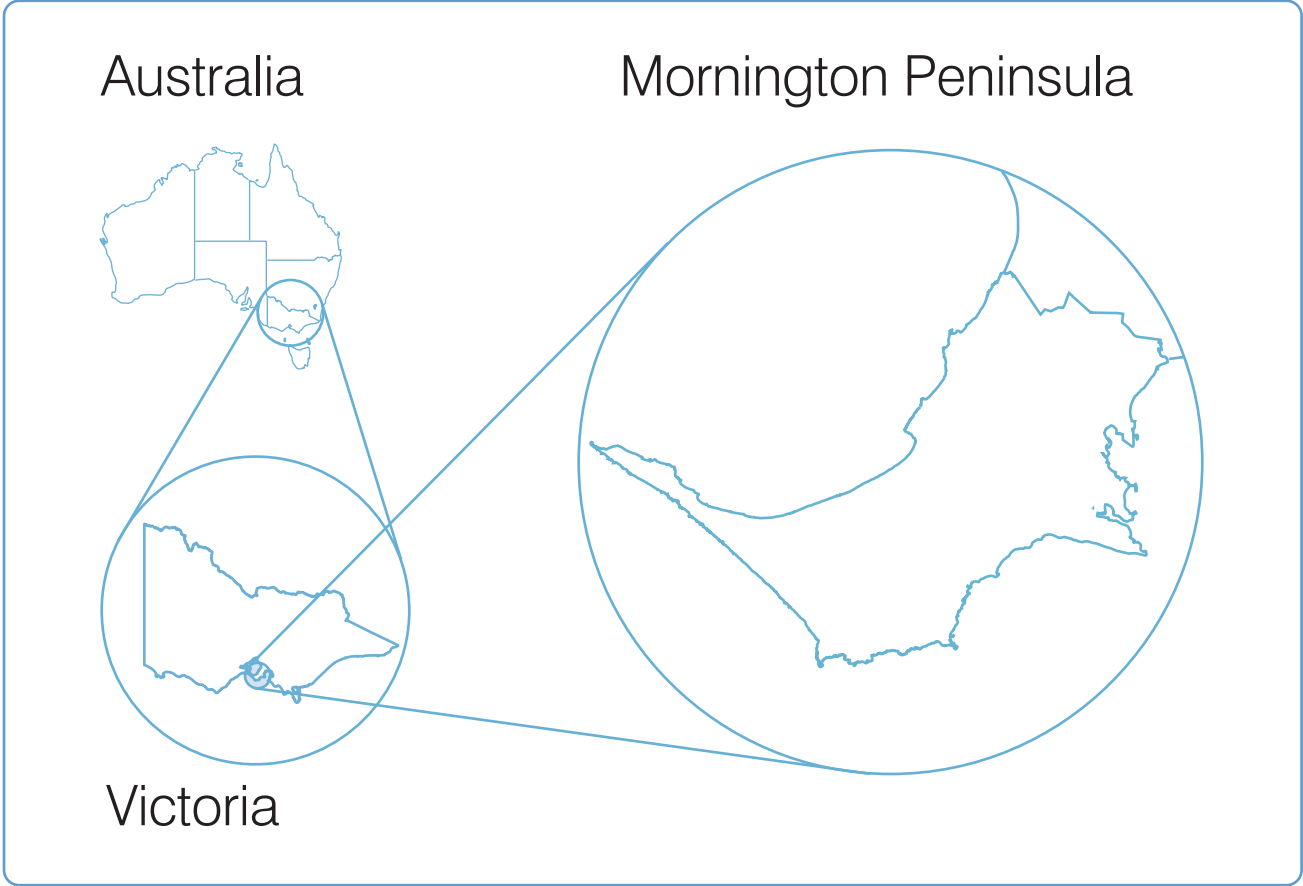
The Shire of Mornington Peninsula is a local government area in south-eastern metropolitan Melbourne, Victoria, Australia .

The Mornington Peninsula is a unique area with a mix of urban, rural and regional characteristics. This mix creates distinctive economic advantages and disadvantages, including the challenges of balancing urban, rural and coastal areas, social disadvantage, infrastructure demands and lack of services that impact our community. The Mornington Peninsula Shire Advocacy Strategy guides our advocacy efforts as a Council and as a member of a range of Local Government alliances and peak bodies.

The Advocacy Strategy defines Council's key advocacy priorities for the immediate future and ahead of the 2022 Victorian elections.

Developed with input from Councillors, the Advocacy Strategy aligns with the themes and objectives of The Council and Wellbeing Plan 2021-2025, adopted by Council in August 2021:

- A healthy natural environment and well-planned townships
- A robust innovative and diverse economy
- A flourishing, healthy and connected community.



About the Mornington Peninsula

Data below is taken from our Shire website
mornpen.vic.gov.au/ourregion



Population: 168,862
Expected to grow to 200,360 (2036)



48.3% male
51.7% female
Median age: 46



0.9% Aboriginal and Torres Strait Islander peoples



7.8% speak a language other than English at home



38,000+ people with a disability



94.9% of residents feel satisfied or very satisfied with life



723km2 of land, 70% is green wedge



192km of coastline, making up 10% of Victoria's coast



440km of waterways



1,712kms of roads



\$8.5 billion in Gross Regional Product



52,682 jobs



Home to an internationally significant UNESCO Biosphere Reserve and RAMSAR wetlands



16,190 businesses

Why We Advocate

Advocacy is the process of actively representing and promoting Council and community priorities and views to decision makers, to achieve agreed outcomes. Advocacy raises awareness of the challenges faced by the Mornington Peninsula and enables opportunities for investment and growth.

Advocating to all levels of government, a broad range of organisations and working in partnership with them to inform policy and secure project investment, is an essential role of the Council as the voice of our community.

Advocacy helps us achieve the many goals of our Community Vision, deliver the outcomes of our Council and Wellbeing Plan 2021-2025, represent and provide leadership for our community and build valuable external partnerships.

The clearer we can be about what our advocacy priorities are and have a planned, coordinated and evidence-based approach, the more likely we will be to secure political and financial support for major projects.

Through our on-going community engagement, we can put forward evidence of what local projects and issues are important to our community and advocate to uphold the community's vision and values, to make these priorities a reality.

Advocacy issues will change with community needs, meaning the community will always be at the heart of the Council's advocacy.

“Through our on-going community engagement, we can put forward evidence of what local projects and issues are important to our community...”

Principles of Advocacy

Our advocacy is guided by the following principles:

1. Community engagement

We will actively engage and work with our community to understand their aspirations and needs and regularly inform the community about our advocacy activity.

2. Evidence based

Advocacy campaigns will focus on well informed policy and strategy positions, that are supported by evidence and data.

3. Leadership

We will provide the community with civic leadership in representing agreed advocacy priorities.

4. Partnerships

We will position Council and work in collaboration as a partner with Australian and Victorian governments, our local Members of Parliament, external networks and alliances to address issues of common concern and local businesses and industry.

5. Innovation

We will develop creative and innovative solutions to problems, issues or concerns shared by the community.

6. Transparency

We will be open and transparent in our advocacy objectives, including an annual review of advocacy priorities.

Key Challenges

Telling the Mornington Peninsula’s Story

There are many challenges facing our region and community, including:

- Significant population growth expected by 2036 – and with more people than ever able to work from home, there will likely be more people moving to the Peninsula.
- Very high visitation to our region (8.5 million visitors each year) and a large permanent and non-permanent resident population.
- Environmental and climate change challenges such as coastal erosion.
- Connectivity, including a lack of public transport and mobile/internet access.
- Ensuring infrastructure supports the place we live, work, study and visit.
- The need to provide additional homes and services while protecting what we all love about the Peninsula – trees, open spaces, beaches, hinterland, a unique agricultural mix and a sense of community.
- Health and social issues, such as gender equality and housing affordability that continue to impact the Peninsula, where there are areas of social and economic disadvantage alongside significant wealth.

Our Approach to Advocacy

Every day Council makes decisions that affect everyone. We represent the community and strive to deliver on the needs and aspirations of our people.

One of the ways we do this is through advocacy – representing our community by seeking either financial or policy support from the Victorian and Australian Governments to deliver what is important to the community.

Based on what people tell us during our many community engagement sessions, we develop a list of top advocacy priorities each year. These are projects we know will deliver real benefits and enrich the quality of life for everyone.

We actively pursue our advocacy priorities with local Members of Parliament, across our wide external networks.

In some cases, a strategic approach to advocacy may involve working in partnership with other councils facing the same issue, or through peak bodies such as the Municipal Association of Victoria (MAV), associations such as the Association of Bayside Municipalities (ABM) and other stakeholder networks.

Some issues may even affect the whole local government sector across Victoria or Australia, so we join with other councils to advance our shared interests. Examples of this include joint initiatives to improve our approach to climate change, or projects to help to reduce homelessness.

Council also works with regional level partnerships such as the South East Councils Climate Change Alliance (SECCCA), which advocates to deliver regional climate change projects that benefit over one million residents in southeast Melbourne and with external bodies such as the Metropolitan Transport Forum, which advocates for better transport on behalf of over four million residents. The chance of success is increased when working together on shared and strategic issues.

Many local projects are the responsibility of Council, such as building a new leisure centre and improving public paths. To deliver these projects quickly and economically, we apply for funding from relevant partners, including Victorian and Australian government grants, philanthropists and the private sector, or securing funding commitments from candidates ahead of an election.

“...including Victorian and Australian government grants, philanthropists and the private sector, or securing funding commitments from candidates ahead of an election.”

Deciding Our Priorities

Our Annual Advocacy Priority Setting Process

We have developed an annual process to determine the priorities we should advocate for.

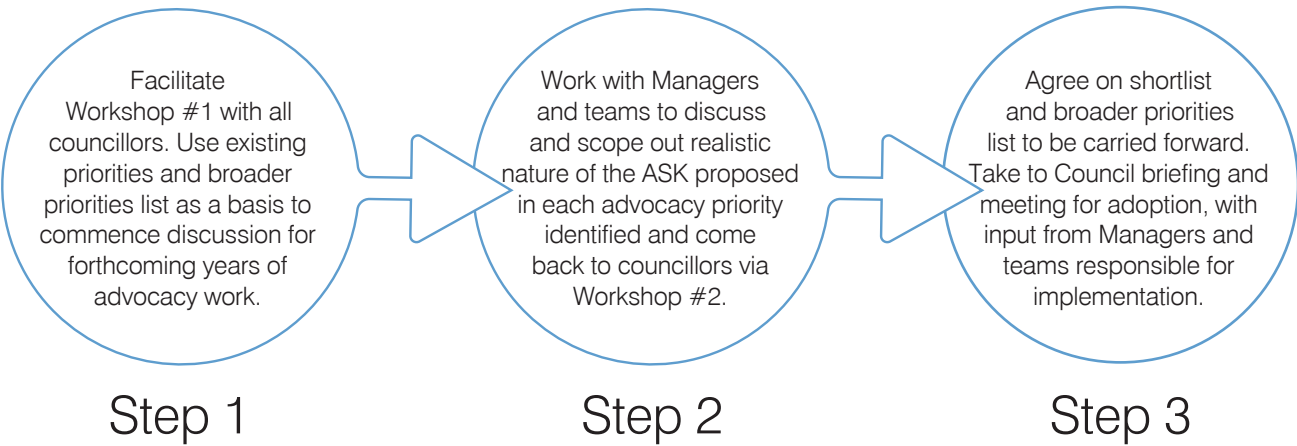
In June 2021 we established an Advocacy Councillor Consultative Group (CCG) to review how Council approaches and conducts advocacy, including a methodology to help Council decide a top list of advocacy priorities.

The agreed advocacy priorities enable Council to effectively focus and prioritise its advocacy efforts and engage key stakeholders and community,

to leverage political influence and achieve the desired outcomes.

Although Council has an agreed set of advocacy priorities each year, our advocacy remains nimble to ensure we are responsive to issues of the day that arise and are important to our community.

The Advocacy CCG follow steps to agree upon advocacy priorities and other important issues to be progressed annually:



“...advocacy priorities enable Council to effectively focus and prioritise its advocacy efforts and engage key stakeholders and community...”

How We Advocate

We use a range of strategies to advocate for outcomes across our community. These include:

- ongoing community engagement
- campaigns and supporting collateral
- direct advocacy to election candidates, local MPs, Ministers/Shadow Ministers and decision-makers
- public media campaigns to increase our advocacy profile
- developing our relationships with and providing submissions to Australian and Victorian governments
- submitting funding bids
- aligning our advocacy with peak bodies where appropriate.

Our Community Can Advocate

How the Community Can Advocate and Get Involved

Community advocacy can help Council deliver real change. The best advocates for change are people who can tell a personal story that moves politicians, political candidates and decision-makers to action.

As voters, community members have the power to make their voices heard. Individual community members and groups can and do influence government decisions and proactively drive change. As a Council, we advocate strongly on behalf of our community for the outcomes that matter to you.

We are more likely to succeed in that task if our community joins with us to push for change. Working alongside our community on advocacy campaigns boosts Council's ability to negotiate an outcome, making success more likely.

The Mornington Peninsula is lucky to have many established community and resident groups, with knowledge and expertise across a broad range of issues. This has already helped Council deliver successful advocacy outcomes.

Local level advocacy is essential for issues of local significance and involves partnerships with local residents, including community groups and businesses. On many issues important to the community, Council cannot advocate alone.

We rely on community members, community groups and businesses to add their voices. Community action on an issue demonstrates the depth of community feeling and ensures our advocacy is as effective as it can be.

Please refer to our 'Calling Our Community To Action' and 'Community Advocacy In Action' brochure to see how our community have organised and led advocacy. There are also some great examples of how Council has advocated in partnership with our community, to mobilise issues and bring the voice and needs of our community to life.

Our current advocacy priorities, electorate infrastructure project lists and other supporting advocacy resources, can be found on the Shire Advocacy website.

mornpen.vic.gov.au/advocacy

Service Centres

ROSEBUD

90 Besgrove Street, 3939

MORNINGTON

2 Queen Street, 3931

HASTINGS

21 Marine Parade, 3915

SOMERVILLE

1085 Frankston-Flinders Road, within Somerville Library, 3912

Contact

 1300 850 600 (24 hours) or 5950 1000

TTY: 133 677 then ask for 1300 850 600

TIS: 131 450

NRS: connect to NRS on www.relayservice.com.au
then ask for 1300 850 600

 customerservice@mornpen.vic.gov.au

Private Bag 1000, Rosebud 3939 DX 30059

 facebook.com/mornpenshire

 @MornPenShire

 MornPenShire

 mornpen.vic.gov.au