

NARACOORTE LUCINDALE COUNCIL

ADVOCACY PLAN 2023-2028

A BLUEPRINT FOR COLLABORATION



Naracoorte Lucindale Council
Better by Nature

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SNAPSHOT | NARACOORTE LUCINDALE COUNCIL

Located in the heart of the Limestone Coast region, Naracoorte Lucindale Council is the natural service and business hub for many communities in both South Australia and western Victoria.

Situated 330km from Adelaide and 440km from Melbourne, the Naracoorte Lucindale Council area covers 4,500 square kilometres with 70% of the land being primary production; a significant and important economic contributor to the Limestone Coast with livestock production, horticulture, cropping, and viticulture all produced in the Council area.

As reflected in the latest Census data to 2021, the population of the Naracoorte Lucindale Council area has experienced notable growth of 4.9% from 2016 with a total resident population of 8,692 people.

Our thriving and prosperous economy built on our strategic locational advantage and strengths in our cultural diversity and heritage, our community strength, our businesses and industries, and our special and unique geographic location and environmental features make our area the perfect place to live, work, and play.

Naracoorte is the regional service centre for the Council area, which also contains the smaller communities of Lucindale, Hynam, Kybybolite and Frances.

Council's advocacy priorities outlined in this plan are aimed at building on these and many other strengths.



ADVOCACY OBJECTIVES

Naracoorte Lucindale Council is committed to bringing our strategic vision to life and understands that successful outcomes depend on successful relationships with State and Federal Governments, and the many service providers, associations and community groups we work with.

Council's Strategic Plan has 6 Strategic Directions for 2023-2033:

- Plan for and manage growth
- Embrace our cultural diversity
- Grow the visitor economy and our regional service hub
- Preserve our natural environment and enhance our built assets
- Invest in key infrastructure and assets
- Activate our recreation, events, arts and cultural opportunities

Under these Strategic Directions, 31 Priority Actions are identified for 2023-2028 - many of which directly acknowledge and recognise the importance of advocacy in bringing them to fruition.

WHAT IS ADVOCACY?

Advocacy is the process of working with key decision makers to realise outcomes or change.

It is an important tool used to raise awareness of, and champion, issues that sit outside Council's control, or drive change in State and Federal Government policy or investment.

Advocacy priorities reflect the aspirations of the community and are focused on projects or initiatives that are most likely to address opportunities or challenges.

Council's advocacy promotes changes to public policy, community resourcing or investment that benefits our region.

Identifying new strategic partnerships and supporting our existing networks will enable Council to best position the region for future challenges, opportunities and growth.

Over the next 5 years, Council will focus on developing mutually-beneficial relationships with decision makers and key influencers - making them aware of joint opportunities for project delivery, community projects or initiatives and investment opportunities.

By representing the interests of the community in a range of forms, Council will increase its capacity to attract additional resources and seek to resolve complex issues that affect the liveability of the area.

Naracoorte Lucindale Council is committed to advocating to State and Federal Governments on key issues, and supporting proposals that best serve the interests of the community as a whole.

ADVOCACY PRINCIPLES & ACTIVITIES



There are many types of advocacy, as well as methods, but they are united by principles such as clarity, flexibility and transparency. Our advocacy principles rely on:

- Evidence-based advocacy approaches with alignment to existing strategies and plans
- Identifying and building partnerships with important key stakeholders and maintaining and strengthening existing networks and alliances that support our goals
- Advocating in an open and transparent way that reflects the priorities of the community for credibility
- Ensuring the community is engaged in an appropriate way

Council delivers its advocacy efforts through a range of activities:

Elected Member and Staff Collaboration	Working with the Mayor, Councillors, and the Executive Leadership Team to identify advocacy priorities and to help inform our advocacy actions.
Ministerial Meetings	Regularly meeting with State and Federal Government Ministers, Parliamentarians and senior Government executives to ensure our regions needs are well understood and front-of-mind when decisions are being made.
Campaigns	Facilitating targeted advocacy campaigns through various media or engagement platforms.
Grants and Funding	Making grant applications to secure funding to deliver projects and programs.
Submissions	Making submissions to influence State and Federal Government policy and decisions.
Research	Commissioning research to develop an evidence base that informs our advocacy efforts.
Partnerships	Developing strategic partnerships with the Federal and State Governments, key stakeholders, and other Councils that support innovation in the design and delivery of new and improved services for the community.
Collaboration	Working collaboratively with peak local government and regional associations to influence their agendas in support of Council priorities.

ADVOCACY IN ACTION

Naracoorte Lucindale Council's advocacy agenda is focused on creating positive collaborations between strategic partners and other tiers of government to unlock the regions potential.

Council's role in influencing decision makers to support policy change and positive outcomes for our area is crucial. To enable this, we need to be clear about what our advocacy priorities are and have a planned, coordinated, evidence-based and resourced approach to advocacy that facilitates action and results.

Advocacy is representing Council and community views and needs to decision makers to achieve agreed outcomes.

Projects listed in this Plan are drawn from various strategies and plans of Council and are at various levels of readiness.

ADVOCACY PRIORITIES

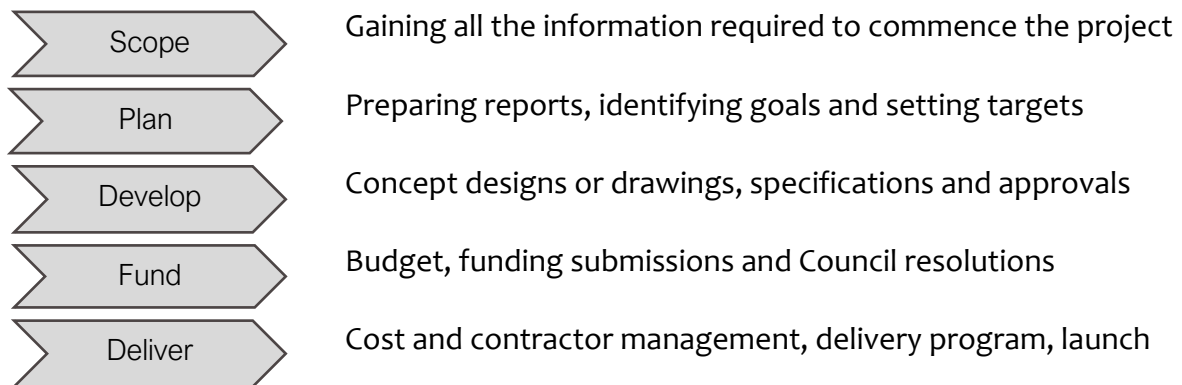
Council has identified a number of key areas and projects we believe should be the focus of Council's advocacy efforts. These include:

1. Developing and implementing a suite of masterplans to assist with planning for the future growth and development of the Naracoorte Lucindale Council community, including the Naracoorte Town Centre Rejuvenation Plan, Naracoorte Swimming Lake Masterplan, Naracoorte Regional Sports Centre Plan, Lucindale Master Plan and Frances Community Plan.
2. Identifying opportunities to facilitate the availability of housing.
3. Acting as an advocate for issues affecting our diverse community to support people relocating to our Council area.
4. Identifying the potential for growth of our Council area as a regional service hub and the visitor economy.
5. Continuing to ensure that Council's road network, infrastructure and assets remain a key priority.



PRIORITY PROJECTS

Advocacy priority projects will follow the Scope → Plan → Develop → Fund → Deliver process status. The various levels of readiness in this process status, and their meanings, are:



**Detailed information on current priority projects will be provided as appendices to this Plan and updated as required*

