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RELATED LEGISLATION:	Section 3C, 3E Local Government Act 1989
EVIDENCE OF APPROVAL:	



Signed by Chief Executive Officer

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Policy documents are amended from time to time, therefore you should not rely on a printed copy being the current version. Please consult the Loddon Shire website to ensure that the version you are using is up to date.

This document is available in alternative formats (e.g. larger font) if requested.

1 PURPOSE

The purpose of this policy is to support Council's advocacy role, to identify key priorities, relevant communication opportunities and roles and responsibilities.

2 SCOPE

This policy applies to Councillors, the CEO and senior management of Loddon Shire Council.

3 POLICY

The role of local government in advocating for its communities on a wide range of issues is critical in rural and regional Victoria, where decision making at government and authority level usually takes place some distance away.

Under the Local Government Act 1989:

- The primary objective of a Council is to endeavour to achieve the best outcomes for the local community having regard to the long term and cumulative effect of decisions (section 3C (1))
- the functions of a Council include advocating and promoting proposals which are in the best interests of the local community (section 3E(1)(a))

Loddon Shire Council acknowledges and accepts the critical role it plays in advocating for its communities on a broad range of issues.

Council will:

- identify issues of concern to Loddon residents and its various communities through consulting and communicating with those communities
- be proactive and reactive in developing a Council position in relation to issues as they arise
- be an active member of various organisations that provide a means by which Council can present its point of view and advocate on those issues
- support the Mayor and Councillors, who have been appointed to represent the Council, with resources to enable effective advocacy
- encourage and support the Chief Executive Officer and senior staff to be members of relevant organisations and groups where opportunities exist for advocacy on behalf of Council and the community
- support and work closely with other municipalities who have a common interest in issues and participate in joint actions, where appropriate
- regularly meet with organisations and individuals to foster cooperation and understanding of issues of importance to the Council and its community
- make representations at state and federal government level, where necessary
- develop and update relevant documents for advocacy purposes that address Council's priorities for Loddon Shire.

4 HUMAN RIGHTS STATEMENT

It is considered that this policy does not impact negatively on any rights identified in the Charter of Human Rights Act. Loddon Shire Council is committed to consultation and cooperation between management and employees. The Council will formally involve elected employee Health and

Safety Representatives in any workplace change that may affect the health and safety of any of its employees.

5 REVIEW

The Chief Executive Officer will review this policy for any necessary amendments no later than 4 years after adoption of this current version.