


# Federal Advocacy Strategy

2022





Greater Dandenong Council has a strong and proud record of project delivery. Council has successfully advocated and been the recipient of notable grant funds over many years and has a demonstrable record of converting those funds to significant outcomes.


Following two years of a pandemic and the hardship this has impressed on many residents and businesses throughout Greater Dandenong, Council is now more driven than ever to secure the necessary resources to continue investment in projects focussed on the health and wellbeing of our community.

The Federal Election, anticipated for May 2022, presents an opportunity for Council to advocate for funding and support for a number of these important projects, closely aligned to our Council Plan and strategic goals.

## Objectives:

- To secure funding and associated resources for key capital projects in the City of Greater Dandenong.
- Undertake positive, proactive and meaningful engagement to promote and communicate the needs of the Greater Dandenong community.

## Target audience:

- Federal members of Parliament
  - Federal election candidates
  - Local and daily media
  - General community
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## How We Will Advocate

- make representations to Federal government Ministers;
- regularly meet with and make representations to local Members of Parliament;
- actively engage with local and state media to raise community awareness and educate;
- Engage with candidates participating in the Federal election processes;
- broker partnerships and strategic alliances with other local and regional organisations;
- submit grant applications to secure funding for key projects and program delivery;
- through formal Council policy statements;
- actively participate in peak governing organisations and their advocacy efforts, including the Municipal Association of Victoria (MAV) and Victorian Local Governance Association (VLGA);
- represent our city and priorities through strategic alliances and active participation in key regional groups such as the South East Councils Climate Change Alliance (SECCCA) and Greater South East Melbourne (GSEM); and
- partner with Government authorities to influence policy, legislation and standards.

## Tools

- Advocacy document
  - Website
  - Social media
  - Local and daily media / letters to the Editor / opinion pieces / media partnerships
  - Meetings and briefings
  - Letter writing
  - Petitions
  - Postcards
  - Liaison through local clubs, organisations and businesses
  - Strategic partnerships
  - Campaign collateral (brochures, fact sheets, posters)
  - Forums and activities
  - Letterbox drops
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## Who Will Advocate

- Mayor, Deputy Mayor and Councillors
- Council Executive and managers
- Staff across Greater Dandenong City Council
- General community members passionate about particular projects or services

Further information:

[www.greaterdandenong.vic.gov.au/advocacy](http://www.greaterdandenong.vic.gov.au/advocacy)

