

# Advocacy Submission and Representations Policy



Australian Institute of  
Landscape Architects

## 1. Introduction

This policy describes the principles and operation for development, approval and releasing of advocacy material by the Australian Institute of Landscape Architects (AILA).

## 2. Aim

This policy aims to outline the process to staff and members charged with developing and executing advocacy material and campaigns on behalf of AILA. The detailed aims include:

- ensuring a transparent, collaborative and respectful approach to advocacy;
- ensuring a consistent approach in terms of language, branding and messaging;
- managing conflicts of interest;
- creating a process that reduces risks associated with advocacy;
- ensuring that the Advocacy Committee, Board and staff are aware of issues and able to leverage off material being created;
- ensuring delegations of authority are formally documented and transparent to AILA members and other stakeholders; and
- encouraging members to discuss and promote the profession and the work of Landscape Architects.

## 3. Development and Delivery of National Advocacy

### 3.1 Role of the Board in Advocacy

AILA's Board is charged with identifying the major annual areas of focus regarding advocacy. This

includes the following:

- develop AILA's long term strategy regarding advocacy to suit the challenges and opportunities of the profession and specific external influences;
- identify opportunities and clear objectives to influence Commonwealth legislation, policy and funding; and
- identify opportunities, articulate clear objectives and develop statements to influence the agenda at significant political times such as elections, new Government or key ministerial portfolio announcements and budget releases.

### 3.2 The Advocacy Committee

AILA's Advocacy Committee (AC) takes a lead role in coordinating the development of advocacy material. This includes, but is not limited to:

- Review and development of Position Statements.
- Review of relevant Policies.
- Responses to Commonwealth Government matters.
- Assisting the Board to develop AILA's long term strategy regarding Advocacy to suit challenges and opportunities facing the profession.
- Establish regular review of existing policy positions to reflect best practice thinking; and
- Provide guidance and support to state groups regarding issues of local advocacy, appropriate to established policy positions.

The Advocacy Committee operates under terms of reference (Appendix A) that clearly articulate the role and purpose of the Committee, its makeup and reporting structures.

In developing material for the purposes of advocating to Government, AILA operates with the following principles:



- consultation is key, provide members with the opportunity to contribute to the development of submission before they are drafted wherever possible.
- use research to support principles; personal opinions and party political positions to be avoided.
- reference wherever possible AILA's agreed position statements.
- issue a draft to the membership for comment prior to submitting wherever possible.
- respond to the issues with principles and policy positions, don't re-design places (i.e., identify issues and concerns rather than generating alternative design solutions or preferred aesthetics); and
- all submissions need approval from the National President or CEO and where possible approval from the Chair of the AC.

### 3.3 Role of the CEO in Advocacy

The CEO has been delegated on behalf of the Board to take a lead role in advocating on behalf of the profession. The role of the CEO is to support publishing and promoting of the agreed positions developed by the AC and broader membership and includes the following:

- Developing relationships with Ministers' and Shadow Ministers' offices across the relevant portfolios.
- Promoting position statements, research and international innovations to the above-mentioned offices.
- Identifying opportunities for AILA to respond to Government inquiries, submissions and papers and assist the AC to develop responses, and publishing those responses.
- Creating opportunities for AILA's position statements and submissions to obtain media coverage.
- Reporting and communicating to the membership and the Board on advocacy outcomes; and
- Providing strategic support to Chapter Presidents to assist the promotion of relevant policy and position statements to state governments.

AILA provides a useful conduit to share information/submissions and ensure a consistent approach to terminology, brand and communication.

The role of AILA is not to stifle advocacy at Chapter level, but to enhance and provide support.

AILA will make every effort to be responsive and supportive in its approach to engaging with Chapters in local advocacy activities.

Where appropriate, the preference is for Chapter-based representation to be made on state/territory-based issues, but where conflicts of interest prevent this, delegation should be made to the National President or CEO.

### 3.4 Members' role in Advocacy

All members should feel supported in promoting advocacy efforts within their own networks and industry circles.

Members are empowered to use AILA's position statements and reference them in developing or advocating on behalf of the profession. All position statements are available to members.

Members should utilise personal opportunities in the media to advocate on behalf of the profession. Any member advocacy efforts are not to be presented as an official position of AILA without the endorsement of the National President or CEO.

## 4. Development & Delivery of State/Local Advocacy

### 4.1 State Advocacy Committees/ Chapter Executives

Each State and Territory should take an active role in developing and delivering a local advocacy agenda. It is recommended that state-based Advocacy Committees be created to identify opportunities, develop content for and execute local advocacy initiatives in the form of an Advocacy Matrix as shown below. This includes, but is not limited to the following activities:

1. Develop an annual list of major projects or projects of state significance;
2. Shortlist this to a top 10, and identify the 3 top trending issues among the projects and refer to relevant position statements or if no position statement existing notify the AC to commence its



development. Submit to AC in February each year.

3. Identify the relevant Position Statements to inform advocacy activities or where none exists, identify gaps and inform the Advocacy Committee; and
4. Review conflicts of interest and identify who will lead advocacy on each issue – refer to AILA's Conflict of Interest Policy, where the Chapter President or members of the relevant Chapter Advocacy Committee or Chapter Executive are conflicted and unable to undertake advocacy activities, the National President or CEO will advocate on behalf of AILA. See Example table on Page 6 of this document.

Additionally, the Chapter Advocacy Committee/Chapter Executive should:

- Tailor, adapt or add to AILA's national advocacy position statements to suit the challenges and opportunities regarding the profession and specific external influences at the state level.
- Identify opportunities and clear objectives to influence state legislation, policy and funding.
- Identify opportunities and clear objectives/statements to influence the agenda around significant political periods such as elections, incoming governments and budget time.
- Develop a state-based advocacy plan.
- Develop responses to state and local government initiatives; and
- Provide recommendations to the AC for the development of National Position Statements.

The Chapter Advocacy Committee operates under separate terms of reference (currently being developed) that clearly articulate the role and purpose of the Committee, its makeup and reporting structures.

In developing material for the purposes of advocating to government, AILA locally operates with the following principles:

- Consult with local LAs involved on the project to understand the issues and background.
- Consult members providing the opportunity to contribute and review advocacy statements before they are issued wherever possible.
- Use research and evidence to support principles;

personal opinions should be avoided.

- Reference wherever possible AILA's agreed position statements.
- Issue a draft to the membership for comment prior to submitting wherever possible; and
- respond with principles, don't re-design – (i.e., identify issues and concerns rather than generating alternative design solutions or preferred aesthetics).

All submissions will need approval from the Chapter President and National President or CEO prior to submitting to ensure a consistent approach in terms of language, branding and messaging.

#### **4.2 Role of the Chapter President in Advocacy**

The Chapter President has been delegated by the Board to take a lead role in advocating on behalf of the profession on local matters. This includes, but is not limited to:

- Commenting publicly on matters regarding public policy, funding and legislation (noting that the Chapter President may choose to delegate the role of public spokesperson to another);
- Driving the Chapter Executive to lead the development of the State Advocacy Plan and Chapter Advocacy Matrix (Major Projects);
- Identifying conflicts of interest arising and where identified delegating to the National President or CEO; and
- Reviewing and approving state-based advocacy submissions.
- Where appropriate, the preference is for Chapter-based representation to be made on state/territory-based issues, but where conflicts of interest prevent this delegation should be made to the National President or CEO.

In undertaking this role, the Chapter President will commit to:

- Representing the organisation in the best interest of the membership and AILA Strategic aims and policies.
- Contributing with the delegated authority to speak as a Landscape Architect representing the organisation.
- Upholding the values of the organisation in engagement and representation.



- Never operating in the position for personal gain or allowing personal interest to influence the outcome.
- Ensuring that the process for developing content regarding advocacy is as transparent and collaborative as possible and includes drafts being provided to the membership for comment prior to release, where possible;
- Engaging widely with the AILA Board, the CEO or relevant National/Chapter Committees if additional information is required;
- Ensuring that the AILA Board and the CEO are informed of any areas of content or process that may have a negative impact on the membership or organisation;
- Ensuring that matters that may involve current members are handled sensitively and appropriately;
- Submitting a written report twice a year on advocacy activities to the AILA Board, and briefing Council face to face should the opportunity arise. The report could be integrated with general Chapter President's report on activities within the state (see Appendix B); and
- ensuring that a member be contacted specifically if involved in a project included in a submission and advised that a submission is being prepared.

#### **4.3 Role of the Chapter Manager/delegated staff member in Advocacy**

The role of the Chapter Manager is to support the publishing and promoting of the agreed positions developed and includes the following:

- Facilitate the development and communication of the Chapter Advocacy plan and Chapter Advocacy Matrix (Major Projects),
- Coordinate submissions with the Chapter Advocacy Committee and National President/CEO,
- Develop relationships with Ministers' and Shadow Ministers' offices across the relevant portfolios,
- Promote position statements, research and local initiatives to the above-mentioned offices,
- Identify opportunities for AILA to respond to Government submissions and papers and assist the Chapter Advocacy Committee to develop

responses and publish those.

- Create opportunities for AILA's position statements and submissions to obtain media coverage, and
- Report and communicate to the local membership and AILA on advocacy outcomes.

#### **5. Policy Revision**

This policy will be reviewed and updated on a regular basis to ensure that it remains current and effective. Any revisions to the policy will be communicated to all employees.

#### **6. Related Policies**

1. AILA Constitution
2. Chapter Charter
3. Board Charter
4. Code of Conduct of Landscape Architects



## Example: Chapter Advocacy Matrix (Major Projects)

No	Project	Issues	Relevant Position Statements	Conflict	Who	Potential Partners
1	Light Rail Project A	<ol style="list-style-type: none"> <li>1. Urban amenity</li> <li>2. Tree loss</li> <li>3. Urban heat island</li> </ol>	<ul style="list-style-type: none"> <li>• Light Rail Transit</li> <li>• Cooling Cities</li> <li>• Green Infrastructure</li> </ul>	No	Chapter President	PIA AIA
2	Major Urban Park Renewal B	<ol style="list-style-type: none"> <li>1. Commercialisation of open space</li> <li>2. LA not on project team</li> <li>3. Community Consultation/Engagement</li> </ol>	<ul style="list-style-type: none"> <li>• Position statement needed</li> <li>• LA's in Project</li> <li>• Briefs (draft)</li> <li>• None</li> </ul>	Yes	National President/ CEO	None



## Appendix A AILA Advocacy Committee | Policy priorities & their advocacy

Advocacy is a political process by an individual or group which aims to influence public-policy and resource allocation decisions within political, economic, and social systems and institutions.

A Sample of the current Terms of Reference is linked hereto:

[https://www.aila.org.au/common/Uploaded%20files/ AILA/Governance/TOR/AILA%20AC%20ToR.pdf](https://www.aila.org.au/common/Uploaded%20files/AILA/Governance/TOR/AILA%20AC%20ToR.pdf)



## Appendix B - Chapter President's Report to the AILA Board

### Template

In line with this policy, State Presidents are to submit a written report twice a year on advocacy activities to the Board, and brief Council face to face should the opportunity arise. The below is the preferred template and heading structure for this report.

### Chapter President Report to the AILA Board

- State:
- President submitting this report:
- Period of time that this report covers:
- Date submitted to the AILA Board:

#### 1. INTRODUCTION

<Insert general comments if any >

#### 2. BUILDING PROFILE OF THE PROFESSION

<insert any state activities relevant to this goal, refer to AILA Strategy if you need any prompts>

- High Schools

#### 3. ADVOCATING TO GOVERNMENT

<insert any state activities relevant to this goal, refer to AILA Strategy if you need any prompts>  
These could include:

- lobby government
- refine and expand our policy platform
- participate in public forums on issues of concern
- lodge submissions on specific issues

#### 4. MEMBERSHIP GROWTH

<insert any state activities relevant to this goal, refer to AILA Strategy if you need any prompts>

#### 5. ENSURING A SUSTAINABLE AILA

<insert any state activities relevant to this goal, refer to AILA Strategy if you need any prompts>

- staff
- sponsorship

#### 6. ANY MISCELLANEOUS