



CITY OF SOUTH PERTH

# ADVOCACY STRATEGY 2025 - 2029





**Kaartdjinin Nidja Nyungar Whadjuk Boodjar  
Koora Nidja Djining Noonakoort kaartdijin  
wangkiny, maam, gnarnk and boordier Nidja  
Whadjul kura kura.**

We acknowledge and pay our respects to the traditional custodians of this land, the Whadjuk people of the Noongar nation and their Elders past, present and future.

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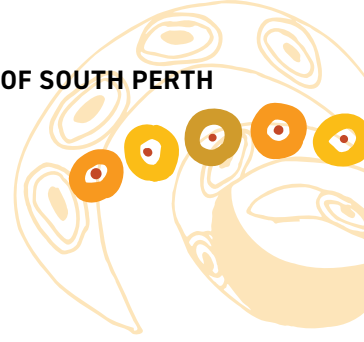
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**A city of active places and beautiful spaces**

## ACCESS AND INCLUSION

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# ATTRACTIVE AND THRIVING, BUT WE CANNOT DO IT ALONE

With close proximity to the Perth CBD, bounded by the Swan and Canning Rivers and with many major attractions including the Perth Zoo, the City of South Perth (the City) is widely recognised for its aesthetic appeal and amenity, and attracts many visitors to the area.

But we are facing some challenges.



Despite significant visitation to the area, the City sees limited direct economic return. As a predominantly residential community with limited commercial activity, the City is unable to fund, on its own, the level of infrastructure renewal required to support visitors without a significant impact on ratepayers.



Urban infill developments are providing many homes in close proximity to the CBD and this requires improvement to our infrastructure including developing transport routes and increasing and enhancing public open space, recreation and sporting facilities.



The potential impacts of environmental changes must be considered such as river walls and erosion that could require additional investment.



Some of the City's key strategies, such as the Urban Greening Strategy, cannot be delivered by the City alone and are dependent on collaboration across all levels of government.



And we cannot be surprised by the introduction of state and federal policies that do not consider the City's needs and consequently negatively impact residents, businesses, ratepayers and visitors to the area.

It is essential, therefore, that investment from other government agencies, grant funding bodies and philanthropic sources is sought to support City asset renewal, infrastructure development and programs that benefit residents, businesses, ratepayers and visitors to the area.

We will achieve this through advocacy.

Advocacy is the process of influencing others to create beneficial outcomes for residents, businesses, ratepayers and visitors to the City of South Perth. It is aimed at influencing decision makers to achieve positive changes to public policy or resourcing for our community.

This Advocacy Strategy outlines the City's approach to advocacy and what benefits it will deliver. It provides high-level direction for the City to secure the required support to meet its needs and achieve its aspirations. The Advocacy Strategy is aligned to the Council Plan and will be reviewed every four years.

The Advocacy Strategy helps us achieve our vision of:

**“A City of active places and beautiful places. A connected community with easily accessible, vibrant neighbourhoods and a unique, sustainable natural environment”.**





# PRIORITISING WHAT MATTERS TO OUR COMMUNITY

The City will advocate on key areas of importance to our community, establishing advocacy priorities through which our needs can be met and our aspirations achieved.

The areas of importance are:



Infrastructure and facilities that encourage participation and enhance **community safety**



Support for **local businesses** and enhanced employment opportunities



Improved **integrated transport networks** throughout the City



**Vibrant hubs and neighbourhoods**



Enhanced **open and green spaces** and promotion of biodiversity

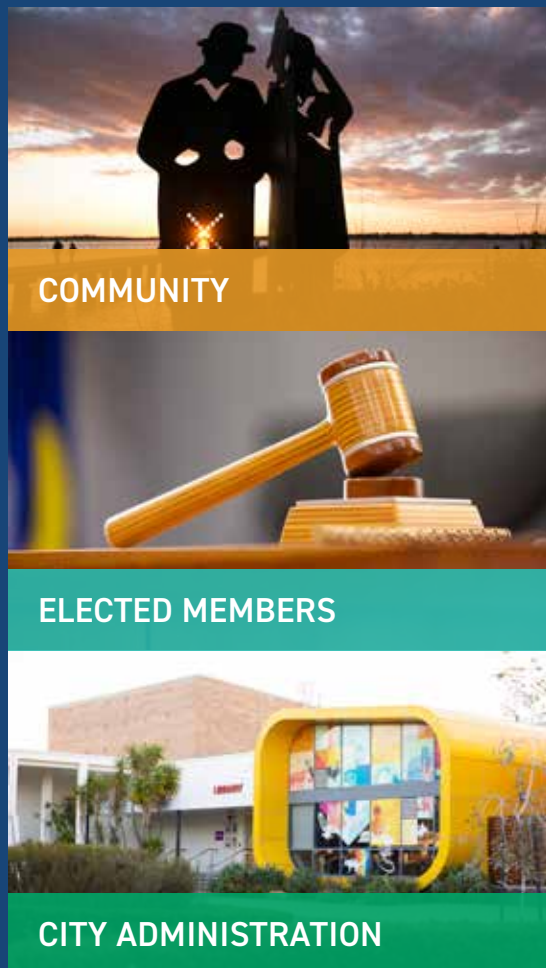


Improved **waste management**





Advocacy priorities will be identified through:



and alignment to the Integrated Planning and Reporting Framework including the City's Council Plan (previously Strategic Community Plan), Long Term Financial Plan and Asset Management Plan.

Advocacy priorities will be ranked through the following factors on a scale of 1-5:



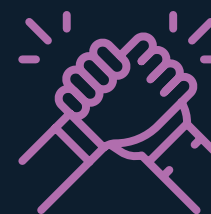
#### **FINANCIAL SUSTAINABILITY**

The one-off and recurring impacts on the City's current and future financial position.



#### **SOCIAL AND ECONOMIC BENEFITS**

The overall potential benefit that can be gained by our community.



#### **COMMUNITY AND ELECTED MEMBER SUPPORT**

Community support and Elected Member support for the potential outcomes.



#### **STATE OR FEDERAL ALIGNMENT**

The strength of alignment to state and/or federal government priorities.

The City's advocacy priorities will be reviewed and agreed upon during each annual budget cycle to ensure any changes in community needs and external factors are considered, and current and emerging issues impacting social, economic and environmental outcomes are assessed. A Council-approved Advocacy Agenda will accompany each budget. For each advocacy priority, the City will prepare a justification paper that will address each of the primary factors in detail.

## A POWERFUL VOICE FOR OUR COMMUNITY THAT DRIVES AWARENESS OF THE CITY'S NEEDS AND DELIVERS SUPPORT FOR THE CITY'S ASPIRATIONS

Our approach to advocacy is guided by five key principles to ensure our efforts are effective.



### Strong Leadership

Provide strong leadership in advocating for strategic priorities



### Council Position

Priorities are based on Council-adopted positions which are aligned with the endorsed strategic priorities of the City's strategies, supported by research, evidence and data



### Connection and Communication

Engage with the community to understand priorities and communicate our advocacy efforts and results



### Value for Money

Advocate for opportunities that represent value for money outcomes for our community



### Partnerships

Where possible, use partnerships to strengthen our advocacy approach



Our advocacy efforts will be directed in two ways:



## ENGAGEMENT AND INFLUENCE

By creating strong relationships, partnerships and alliances, and actively engaging with relevant governments and the private sector, the City's profile, and awareness of the City's needs will be raised, and decision and policy makers influenced.

Through stakeholder engagement, the City will build trust and community confidence that its needs are being effectively prioritised and addressed. The City will also work with our community groups to enable them to effectively advocate and secure the support they need.

Success will be measured through engagement with influential parties, changes to government policy that benefit the City, and the success of our community groups in achieving funding outcomes.

Engagement and influence opportunities can include:

- State and federal members of parliament
- All candidates participating in state and/or federal election processes
- Government agencies
- Community groups
- Strategic alliances such as the Perth Inner City Group



## INVESTMENT

As our engagement efforts raise awareness of the City and its needs, a key focus will be attracting and securing government and private sector investment that aligns with Council-endorsed priorities.

Success will be measured through the number of attracted grants that align with the Council-endorsed priorities, the percentage of those that are secured, and the year-on-year growth of the local economy and employment opportunities.

Investment opportunities can include:

- State and federal government grants and funding
- Private sector investment
- Private sector collaborations such as partnerships with not-for-profit groups, philanthropic organisations or individuals, or commercially driven entities



# DELIVERING BENEFICIAL OUTCOMES

## THROUGH OUR ADVOCACY EFFORTS, THE CITY AIMS TO DELIVER A FUTURE ALIGNED WITH COMMUNITY ASPIRATIONS AND PRIORITIES.

Intimately aware of the City's needs, government and private sector make decisions and create opportunities aligned with the City's priorities that benefit the community. Confident in the leadership and vision of Council, our community actively advocates for the City's priorities.

The City receives multiple channels of investment that enables our community to flourish.

The City will report on the success of our advocacy efforts through quarterly and annual reporting. Success of the City's Advocacy Strategy can be measured using several factors including:

- Funding provided to implement Council-endorsed projects and initiatives
- Beneficial changes to government policy that align with the City's advocacy priorities
- Promotion of community issues
- State and federal members of parliament and key decision makers advocate for the City of South Perth to secure funding commitments
- Success of our community groups in achieving funding outcomes.



The City's projects and infrastructure are considered in state strategies and planning process, ensuring residents, businesses, ratepayers and visitors to the area are not negatively impacted.



State and federal members of parliament are engaged with the City of South Perth and aware of community issues and the City's advocacy priorities.



The City has strong strategic partnerships that strengthen our voice and support our efforts.



Community groups can successfully advocate and achieve results.



The City receives financial support to enable growth and delivery of important projects.

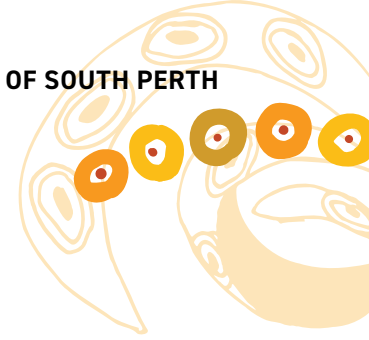


Private enterprises see the City as an attractive place to do business and establish themselves in the City.



Local businesses are supported.





# OUR ADVOCACY STRATEGY

## A FRAMEWORK TO SUPPORT FUTURE DECISIONS AND ACHIEVE DESIRED OUTCOMES



### ENGAGEMENT AND INFLUENCE

**GOAL:** Government and private sector are aware of the City's needs and make decisions and create opportunities aligned with the City's priorities that benefit the community. Confident in the leadership and vision of Council, our community advocates for the City's priorities.

#### OBJECTIVES

- Raise the profile of the City
- Raise awareness of the City's needs and aspirations
- Influence decision and policy makers
- Increase community group capability

#### STRATEGIC PRIORITIES

- Create strong relationships, partnerships and alliances, and actively engage with relevant government and private sector parties
- Focus communications on Council-endorsed priorities
- Grow the City's community groups' understanding of advocacy importance and their capability to successfully advocate for their needs
- Promote the City and raise awareness of its needs and aspirations both within the community and externally

#### PERFORMANCE MEASURES

- CEO/Council engagement with influential parties
- Beneficial changes to government policy that align with the City's priorities
- Success of our community groups in achieving funding outcomes

#### CONTRIBUTING SERVICES

- Advocacy and partnerships
- Community connection, health and wellbeing
- Communication and marketing
- Grant funding support
- Open space management
- Recreation services



### INVESTMENT

**GOAL:** The City receives multiple channels of investment that enables our community to flourish.

#### OBJECTIVES

- Attract and secure government and private sector investment
- Attract local and state businesses
- Grow economy

#### STRATEGIC PRIORITIES

- % of attracted grants secured that align with Council-endorsed priorities
- Year-on-year local business growth
- Year-on-year local job growth
- Year-on-year Gross Regional Product growth

#### PERFORMANCE MEASURES

- Target funding and grant applications to Council endorsed priorities
- Use multiple channels to secure investment for the City
- Promote the benefits of doing business in the City to private enterprise

- Stakeholder engagement
- Strategic planning
- Transport network management

## USEFUL CONTACTS

### **Civic Centre**

**9474 0777**

Cnr Sandgate St & South Tce,  
South Perth WA 6151  
Fax 9474 2425  
[southperth.wa.gov.au](http://southperth.wa.gov.au)

### **Recycling Centre**

**9474 0970**

Hayman Rd & Thelma St, Como  
[enquiries@southperth.wa.gov.au](mailto:enquiries@southperth.wa.gov.au)

### **Animal Care Facility**

**9474 0777**

199 Thelma St, Como

### **Ferry Tram**

**9474 0777**

Windsor Park, Cnr Mends St &  
Mill Point Rd, South Perth

### **George Burnett Leisure Centre**

**9474 0855**

Manning Rd, Karawara  
[leisurecentre@southperth.wa.gov.au](mailto:leisurecentre@southperth.wa.gov.au)

### **South Perth Library**

**9474 0800**

Cnr Sandgate St & South Tce,  
South Perth  
[southperthlib@southperth.wa.gov.au](mailto:southperthlib@southperth.wa.gov.au)

### **Manning Library**

**9474 0822**

2 Conochie Cres, Manning  
[manninglib@southperth.wa.gov.au](mailto:manninglib@southperth.wa.gov.au)

### **Old Mill**

**9367 5788**

Melville Pl, South Perth  
[oldmill@southperth.wa.gov.au](mailto:oldmill@southperth.wa.gov.au)

### **South Perth Senior Citizens**

**9367 9880**

53 Coode St, South Perth  
[spsc@bigpond.com](mailto:spsc@bigpond.com)

### **Manning Senior Citizens**

**9450 6273**

3 Downey Dr (off Ley St),  
Manning  
[manningseiors@bigpond.com](mailto:manningseiors@bigpond.com)

### **Graffiti Hotline**

**1800 007 774**

### **Collier Park Golf Course**

**9484 1666**

Hayman Rd, Como  
[collierparkgolf.com.au](http://collierparkgolf.com.au)

**9474 0777**

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