

# ADVOCACY PLAN FOR MEMBERS

2021 | 2022

WE ARE YOUR  
ASSOCIATION,  
AND WE ARE  
HERE TO SUPPORT  
YOU ON YOUR  
CAREER JOURNEY

## BACKGROUND

With more than 1250 members, LG Professionals SA is your association, and we are here to support you on your career journey. We develop local government people through building capacity, promoting excellence and showcasing collaborative efforts, and seek to provide leadership on issues that matter to our members.

In 2020, the LG Professionals SA Board identified advocacy as one of its key priority areas, in response to a survey where 89% of respondents agreed that LG Professionals SA has a role in advocating on behalf of its members. In the development of this framework this survey data was analysed, and LGA and LG Professionals Australia Advocacy Plans considered.

## INTRODUCTION

While this plan aims to identify areas and methods of advocacy, it is important to recognise the need to be agile and respond to emerging issues on behalf of our members. Where these issues fall outside the scope of this plan, consultation will occur with members via the Board and relevant networks and the LGA and LG Professionals Australia where relevant.

The Association recognises two types of advocacy:

1. Inward Advocacy is advocacy within or toward the sector, including towards or with industry peak bodies such as SALGFMG, LGITSA, IPWEA. This is primarily the space where LG Professionals SA will play a role.
2. Outward Advocacy is advocacy outside the sector, for example to other tiers of government. Where issues fall into this category, LG Professionals SA will triage to and work with the LGA.

LG Professionals SA will either play a leading role, a supporting role or act as an information gatherer depending on the advocacy issue.

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# KEY PRIORITY AREAS

## OBJECTIVE 1

### A DIVERSE AND INCLUSIVE WORKFORCE

We support a diverse and inclusive local government workforce where people of all genders, ages, abilities and backgrounds can thrive.

#### KEY ACTIONS

- ▼ Establish a Local Government Chiefs for Diversity Group
- ▼ Ensure a diverse balance of speakers at LG Professionals SA events
- ▼ Work towards ensuring all LG Professionals SA events and offerings are accessible
- ▼ Marketing Strategy to include stories of a diverse range of members

## OBJECTIVE 3

### A GREAT PLACE TO WORK

We will help local government to be and to be known as an exciting and rewarding sector in which to work.

#### KEY ACTIONS

- ▼ Advocate to support role clarity and the building of respectful relationships between elected members and senior staff to foster local government service delivery to communities
- ▼ Leadership Excellence Awards Program to demonstrate the importance of our work and celebrate the achievements of the sector, raising the profile of local government professionals
- ▼ Profile members career stories and the great things they do
- ▼ Explore a coordinated approach to promoting the local government sector through tertiary institutions

## OBJECTIVE 2

### A HIGHLY SKILLED SECTOR COMMITTED TO PUBLIC GOOD

We believe that all local government professionals, regardless of which region they are in, should have access to high quality relevant learning and development opportunities so that they are equipped to thrive at work and best serve their communities.

#### KEY ACTIONS

- ▼ Continue to support LG Professionals Australia advocacy efforts for sector training funding
- ▼ Work with the LGA to advocate for the inclusion of training in local government budgets
- ▼ Increase delivery of accessible, virtual training offerings
- ▼ Explore a Rising Stars Program

## OBJECTIVE 4

### COLLABORATION AND BENCHMARKING

We will use our professional skills and experience to support collaboration and benchmarking across the sector.

#### KEY ACTIONS

- ▼ Provide training in relevant skills either through adding to existing programs or new programs
- ▼ Feature collaboration stories in marketing activities and event programs
- ▼ Continuous review of Leadership Excellence Awards categories and promotions to ensure collaboration and benchmarking efforts are being honoured
- ▼ Actively explore how we can feed into National advocacy initiatives, through LG Professionals Australia