

# ADVOCACY PLAN



| ADVOCACY PLAN                | OBJECTIVES AND ACTIONS   | TIMEFRAME / BY WHO: |
|------------------------------|--|---------------------|
| <b>ADVOCACY OBJECTIVES</b>   | <p><b>Primary Objective:</b><br/>Secure multi-level government funding for project.</p> <p><b>Secondary Objectives:</b></p> <ol style="list-style-type: none"> <li>1. Position the project as a priority election commitment in the Victorian State Election</li> <li>2. Secure co-investment from Local Council</li> <li>3. Pursue federal sport infrastructure funding opportunities</li> <li>4. Build a coalition of supporters including Netball Victoria, schools, clubs and community groups</li> </ol>  |                     |
| <b>KEY ADVOCACY MESSAGES</b> | <p><b>Supporting Messages:</b></p> <p>Safety</p> <ul style="list-style-type: none"> <li>• Current infrastructure is non-compliant and deteriorating</li> </ul> <p>Participation</p> <ul style="list-style-type: none"> <li>• Netball is one of the largest participation sports for women and girls in Victoria</li> </ul> <p>Regional Investment</p> <ul style="list-style-type: none"> <li>• Regional communities deserve equitable sporting infrastructure</li> </ul> <p>Economic Benefit</p> <ul style="list-style-type: none"> <li>• Ability to host regional tournaments increases local visitation and economic activity</li> </ul> <p>Gender Equity</p> <ul style="list-style-type: none"> <li>• Investment in netball directly supports women’s sport and community leadership</li> </ul>   |                     |
| <b>TARGET STAKEHOLDERS</b>   | <p><b>Local Government</b></p> <p>Primary partner</p> <ul style="list-style-type: none"> <li>• Local Council</li> </ul> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Secure project inclusion in Council capital works</li> <li>• Obtain Council co-funding commitment</li> <li>• Joint advocacy to State and Federal Government</li> </ul> <p><b>State Government (Priority during election year)</b></p> <p>Target:</p> <ul style="list-style-type: none"> <li>• Local Members of Parliament</li> <li>• Minister for Community Sport – Ros Spence</li> <li>• Shadow Minister for Sport – Brad Battin</li> <li>• Major party candidates for the electorate</li> </ul> <p>Key funding programs:</p> <ul style="list-style-type: none"> <li>• Community Sports Infrastructure Program (CSIP)</li> <li>• Regional Sports Infrastructure Program</li> <li>• Sport and Recreation Victoria grants</li> </ul> |                     |

|                                 | <p><b><u>Federal Government</u></b><br/> Potential programs:</p> <ul style="list-style-type: none"> <li>• Play Our Way Program (women and girls sport)</li> <li>• Local Roads and Community Infrastructure Program</li> <li>• Regional Development Australia grants</li> <li>• Infrastructure or sport participation grants</li> </ul> <p>Federal advocacy should focus on:</p> <ul style="list-style-type: none"> <li>• Women’s participation</li> <li>• Regional infrastructure</li> <li>• Health and community outcomes</li> </ul> <p><b><u>Sporting Organisations</u></b><br/> Strategic stakeholders:</p> <ul style="list-style-type: none"> <li>• Netball Victoria</li> <li>• Local leagues and clubs</li> </ul> <p>Their support adds:</p> <ul style="list-style-type: none"> <li>• Technical validation</li> <li>• Participation data</li> <li>• Advocacy influence</li> </ul>   |               |                     |                  |        |               |        |                    |        |  |
|---------------------------------|--|---------------|---------------------|------------------|--------|---------------|--------|--------------------|--------|--|
| <p><b>ADVOCACY STRATEGY</b></p> | <p><b><u>Strategy 1 — Election Commitment Campaign</u></b><br/> Position the project as a must-fund commitment during the Victorian State Election.<br/> Actions:</p> <ul style="list-style-type: none"> <li>• Seek written funding commitments from candidates</li> <li>• Host a site visit for MPs and candidates</li> <li>• Secure public announcements and media</li> </ul> <p><b><u>Strategy 2 — Government Partnership Approach</u></b><br/> Develop a co-funded project model<br/> Example funding structure:</p> <table border="0"> <thead> <tr> <th><b>Source</b></th> <th><b>Contribution</b></th> </tr> </thead> <tbody> <tr> <td>State Government</td> <td>50–60%</td> </tr> <tr> <td>Local Council</td> <td>20–30%</td> </tr> <tr> <td>Federal Government</td> <td>10–20%</td> </tr> </tbody> </table> <p>Association/community <i>In-kind or fundraising</i></p> <p><b><u>Strategy 3 — Community Mobilisation</u></b><br/> <b>Demonstrate strong local support.</b><br/> Actions:</p> <ul style="list-style-type: none"> <li>• Petition or community endorsement campaign</li> <li>• Letters of support from: <ul style="list-style-type: none"> <li>○ schools</li> <li>○ clubs</li> <li>○ health organisations</li> <li>○ regional sporting bodies</li> </ul> </li> <li>• Social media storytelling</li> <li>• Player testimonials</li> </ul> | <b>Source</b> | <b>Contribution</b> | State Government | 50–60% | Local Council | 20–30% | Federal Government | 10–20% |  |
| <b>Source</b>                   | <b>Contribution</b>  |               |                     |                  |        |               |        |                    |        |  |
| State Government                | 50–60%   |               |                     |                  |        |               |        |                    |        |  |
| Local Council                   | 20–30%   |               |                     |                  |        |               |        |                    |        |  |
| Federal Government              | 10–20%   |               |                     |                  |        |               |        |                    |        |  |

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|   | <p><b><u>Strategy 4 — Media and Public Relations</u></b><br/> Media helps influence election commitments.<br/> Actions:</p> <ul style="list-style-type: none"> <li>• Local media stories</li> <li>• Social media campaign</li> <li>• Eg. <b>“Courts for the Future”</b> campaign branding</li> <li>• Player stories highlighting safety and participation</li> </ul> <p>Possible angles:</p> <ul style="list-style-type: none"> <li>• Growth in girls’ sport</li> <li>• Safety concerns due to deteriorating courts</li> <li>• Regional equity in sports infrastructure</li> </ul>  |  |
| <p><b>ADVOCACY<br/>TIMELINE</b></p>             | <p><b><u>Phase 1 — Preparation (6–9 months before election)</u></b></p> <ul style="list-style-type: none"> <li>• Finalise project scope and costings – 2MH</li> <li>• Gather participation data</li> <li>• Secure Netball Victoria endorsement</li> <li>• Begin meetings with Council</li> </ul> <p><b><u>Phase 2 — Pre-Election Advocacy (3–6 months)</u></b></p> <ul style="list-style-type: none"> <li>• Meet with MPs and candidates</li> <li>• Conduct site visits</li> <li>• Launch media campaign</li> <li>• Community support campaign</li> </ul> <p>Goal: secure pre-election funding commitments</p> <p><b><u>Phase 3 — Election Period</u></b></p> <ul style="list-style-type: none"> <li>• Public campaign</li> <li>• Candidate pledges</li> <li>• Media coverage</li> <li>• Community events at courts</li> </ul> <p><b><u>Phase 4 — Post Election</u></b></p> <ul style="list-style-type: none"> <li>• Follow up with successful government</li> <li>• Submit formal funding applications</li> <li>• Maintain stakeholder engagement</li> </ul> |  |
| <p><b>ADVOCACY<br/>DOCUMENTS<br/>NEEDED</b></p> | <ol style="list-style-type: none"> <li>1. <b><u>Project Prospectus</u></b> <ul style="list-style-type: none"> <li>○ Project overview</li> <li>○ Cost estimates</li> <li>○ Concept designs</li> </ul> </li> <li>2. <b><u>Economic &amp; Participation Data</u></b> <ul style="list-style-type: none"> <li>○ Number of teams</li> <li>○ Player numbers</li> <li>○ Volunteers</li> <li>○ Regional impact</li> </ul> </li> <li>3. <b><u>Visual Evidence (Audit reports)</u></b> <ul style="list-style-type: none"> <li>○ Photos of court condition</li> <li>○ Compliance issues</li> <li>○ Usage levels</li> </ul> </li> <li>4. <b><u>Letters of Support</u></b> <ul style="list-style-type: none"> <li>○ Netball Victoria</li> <li>○ Local Schools</li> <li>○ Clubs</li> </ul> </li> </ol>   |  |

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|----------------------------|---|--|
|                            | <ul style="list-style-type: none"> <li>○ Council</li> <li>○ Community Organisations</li> </ul>  |  |
| <b>MEASURES OF SUCCESS</b> | <p><b>Short-term:</b></p> <ul style="list-style-type: none"> <li>• Project included in council strategic plans</li> <li>• Election funding commitments secured</li> </ul> <p><b>Medium-term:</b></p> <ul style="list-style-type: none"> <li>• Funding secured from one or more governments</li> </ul> <p><b>Long-term:</b></p> <ul style="list-style-type: none"> <li>• Project delivered</li> <li>• Increased participation</li> <li>• Ability to host regional tournaments</li> </ul> |  |
| <b>KEY ADVOCACY PITCH</b>  | <p>Example:</p> <p>“This facility upgrade is an opportunity to create a safer, more inclusive, and empowering environment for women and girls in our community. Upgrading this facility allows us to better support women through improved infrastructure, safer and more welcoming environments, equitable access to programs and services, and spaces that encourage participation, leadership, and connection.”</p>  |  |