



**AUSTRALIA INSTITUTE OF TRAFFIC PLANNING
AND MANAGEMENT LTD**

Advocacy Guide

Document PD-015

AITPM Ltd
ADVOCACY GUIDE
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REVISION STATUS								
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V0	9/06/2023	Original draft	KK		Board Directors			
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AITPM Advocacy Guide

Advocacy can take many forms, and in the context of AITPM, we are seeking to raise the profile of the transport community and AITPM in a manner that is not divisive and is within our means and resources.

This approach can adapt over time but some key principles to guide AITPM advocacy:

1. Any submissions or statements made must be in alignment with the adopted Policy Platform and position statements, or in the absence of those, consistent with the AITPM vision, mission, and purpose.
2. AITPM does not make comment (either through position statements, submissions or media statements – written or verbal) on specific projects.
3. Submissions or statements made at a branch or network level should be consistent with these principles and must be reviewed for alignment and subsequent approval by either the CEO, or the Chair of the relevant AITPM policy committee where one exists, prior to being released. This process should be as streamlined as possible to ensure statements are relevant and expediently carried out, while managing risk. Appropriate processes and tools are to be developed to support this process.
4. Advocacy related to Government should be undertaken in a positive and cooperative manner and be focused offering support to create solutions.
5. Advocacy should provide reference to an evidence base and/or research, where possible, to provide justification for the position taken.
6. Engagement in consultation processes on key industry and policy issues through workshops and submissions is generally appropriate, including providing submissions of support where appropriate.
7. Participating in alliances, coalitions, and collaborations, either through formal or informal mechanisms is an effective way to engage in advocacy to pool resources and influence. Key opportunities to utilise this approach should be identified and explored as an early entry point to advocacy.

This guidance document is a living document and should be regularly reviewed and updated.

Approved: 12 September 2023