

Planning for the *future*

Advocacy toolkit guide



Advocacy 2025



For more:



Our advocacy projects

Nine local roads for upgrading

We're seeking funding to urgently action upgrades and improvements to our local roads.

New compliant basketball courts

We're advocating for funding to expand the SJ Community Recreation Centre and improve our indoor sport and recreation facilities.

Relocation of the BMX track to Keirnan Park

We're looking for funding to relocate our aged BMX track to the new recreation precinct at Keirnan Park, so more people can get involved in this popular sport.

Fifteen new netball courts and pavilion

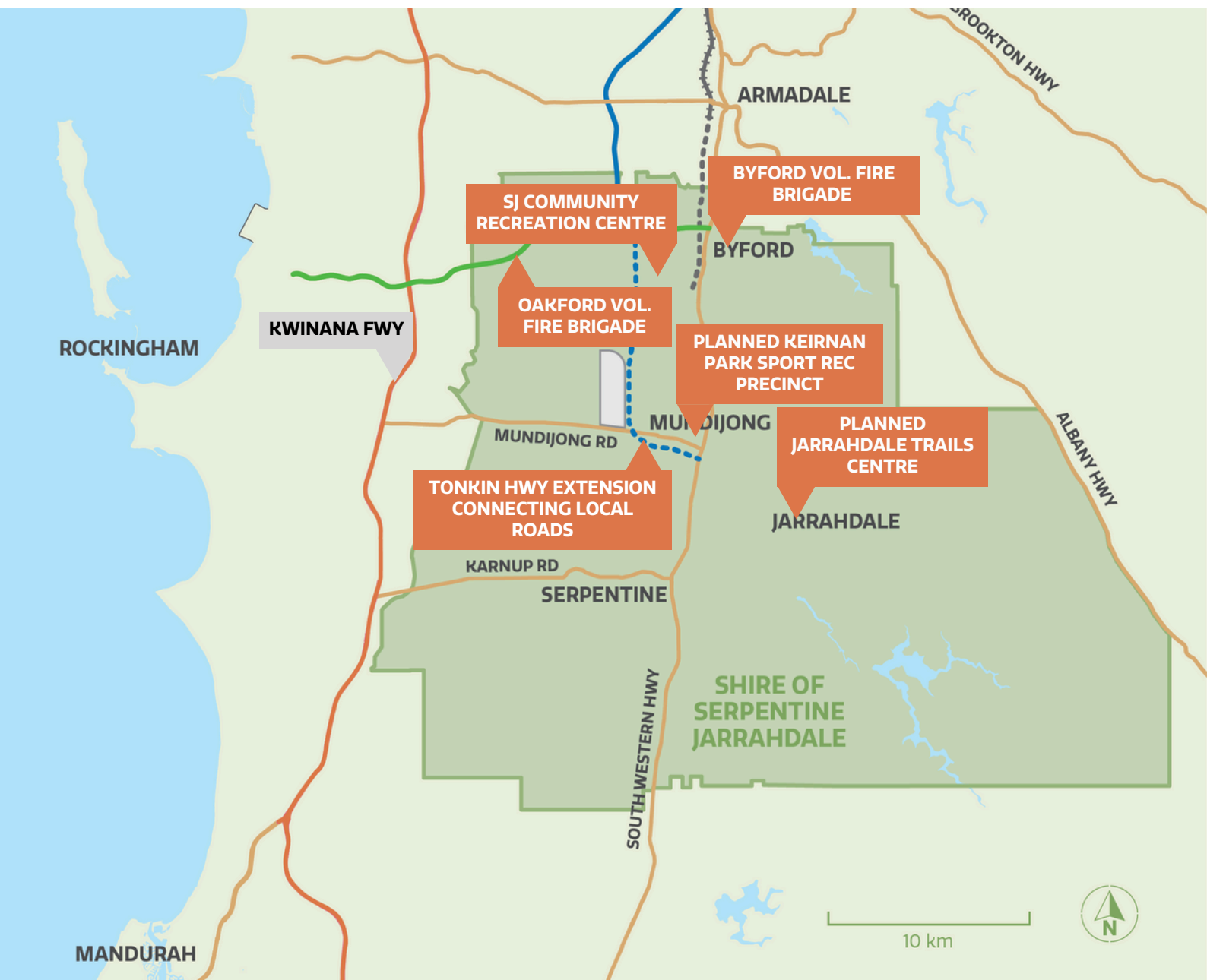
We're seeking funding to help realise our community's vision for modern, contemporary netball courts and change rooms at Keirnan Park.

A new trails centre for Jarrahdale

We're looking for funding to deliver Stage 1 of a world class trails centre, which will assist in diversifying the SJ economy.

Upgraded fire station facilities

We're seeking funding for upgrades to Byford Fire Station and Oakford Fire Station, to improve facilities for our valued volunteer fires.



Introduction to advocacy

Introduction to advocacy

As a community, we all have a role to play in ensuring that the Shire of Serpentine Jarrahdale receives the support it needs to grow and thrive. Advocacy is the process of standing up for what matters to us, and what will make our rapidly growing community liveable into the future.

When we advocate together, we amplify our voice and make sure that our needs are heard. If more of us speak, the stronger our message becomes. As a local government, we are committed to championing key projects that will benefit our residents and future generations.

But for these projects to become a reality, we need the support of the State and Federal Governments. This toolkit is designed to help you, the community, get involved and make a real difference. By working together, we can ensure that our voices are heard at all levels of government, and that our projects receive the funding and attention they deserve.

How We Can Advocate Together: Key Steps

1. Understand the Projects and Why They Matter

Before we reach out to decision-makers, it's important that we fully understand the projects we are advocating for. You can find out more about our key projects on our website: <https://www.shireofsj.wa.gov.au/advocacy-2025>

2. Know Who We Need to Talk To

To have an impact, we need to know who to contact. The more we can engage with those who have the power to allocate funding and make decisions, the more likely we are to succeed.

State MPs and Ministers: The State Government is responsible for many of the resources and funding that we need to make these projects happen. There is a list of State Government Ministers here: <https://www.wa.gov.au/government/premier-and-cabinet-ministers>

Federal MPs and Senators: The Federal Government can help with larger-scale projects that have national implications or require significant investment. The Federal Government Ministry is here: <https://www.pm.gov.au/your-ministry>

3. Mobilise and Show Our Collective Support

When we advocate together, we send a stronger message. Gathering support from across the community shows that these projects are not just a priority for a few, but for everyone. Every action counts.

4. Communicate Clearly and Effectively

When we contact politicians, we need to be clear, concise, and respectful. It's important that we explain why these projects matter to us, and how they will benefit the community. Politicians are more likely to respond when they understand the direct impact these projects will have on the community.



Advocacy campaigns

An advocacy campaign is an organised movement that refers to a set of activities designed to get support for a cause or idea, with the intent to make positive change.

Letter writing

One of the easiest and most effective ways you or your organisation can get involved in supporting key projects in the Shire is by writing to politicians and candidates—and encouraging your supporters to do the same.

When multiple people send letters, it sends a powerful message to decision-makers that there's strong community support for a cause.

You can keep it simple by addressing an open letter to "Politicians and candidates standing in the upcoming [State/Federal] election," or you can personalise it by addressing the individual politician or candidate you're writing to.

Keep in mind that there are certain protocols to follow when writing to Members of Parliament. You can find detailed guidelines on how to address Senators and Members here: <https://www.aph.gov.au/>

To help get you started, we've included a draft letter template below.

Template letter

Dear [Politician or Candidate's Correct Title]

Re: Support for [Insert Project Name] in the Shire of Serpentine Jarrahdale

Dear **[name of politician/candidate]**,

I am writing to you to pledge your support for **[cause, and explanation of what's being asked for]**.

[Insert reference to a comparison between what other people in a similar situation have and what your target audience has]. I hope that you can make a similar contribution towards the **[cause]**.

It is essential that **[cause]** is addressed as a matter of priority for the following reasons: **[insert reasons- be specific and emotive- consider what will motivate them to act. If possible, insert short case study that demonstrates why the cause is so important]**.

I wholeheartedly support the **[organisation's]** call for **[cause]**. This will **[summarise impact]**.

Further information relating to the [cause] can be found at <https://shireofsj.wa.gov.au/advocacy>

Yours faithfully,

[Name]



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Social media

Social media is a great tool to use to reach others with both words and visuals.

To share your support for Shire projects you could:

Make a post on the social media channels of your organisation.
Ask members to share the post on their own channels.
Ask people who see the post to re-post it on their own social media platforms.
Share it with any relevant community pages, or closed groups that you are part of.

To help, we've drafted a template social media post below. Be sure to customise it and make it relevant to the project you're supporting and where the support is coming from.

With this post you can also share this advocacy toolkit.

🌟 We need your help! 🌟

We're calling on YOU to help make a difference in our community! The Shire of Serpentine Jarrahdale is pushing for some amazing projects, like [insert project here], and we need your support voice to make it happen!

Here's how you can help us out:

- 1 Send a letter – It's super easy! Let your local politicians and candidates know how much [insert project name] matters to the community.
- 2 Share your story – Why does this project matter to YOU? Share your thoughts on social media and tag the relevant State and Federal leaders to get their attention!
- 3 Spread the word – The more people involved, the better! Share this post with your friends and family and encourage them to do the same.

Together, we can show that we stand united for projects that will ensure SJ stays liveable into the future!

📧 Need help? We've got an advocacy toolkit, just message us, and we'll send it your way. 📧

#Advocacy2025 #AdvocacySJ #LoveSJ



Advocacy 2025



Contact us

If you have a really good story to tell we'd be interested in hearing from you.

For example, if your sports club doesn't have adequate facilities, if you regularly have to travel out of the Shire to play sport, or if you have firsthand experience of some of SJ's worst local roads, we may be able to use your story for our website or socials.

This will help with our advocacy efforts.

You can get in touch with us via email at **communications@sjshire.wa.gov.au**

if you would like to find out more about our advocacy projects go to **<https://sjshire.wa.gov.au/advocacy-2025>**

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