



PUBLIC ADVOCACY POLICY

Date of Last Revision: 11 March 2014

POLICY: One of the principle roles of the National Trust of Australia (WA) is to influence decision makers on matters and issues related to cultural heritage. From time to time this action will require public advocacy. Unless directed by Council on a specific matter the Chief Executive Officer is the primary spokesperson for the National Trust of Australia (WA) in its role as a public advocate.

BACKGROUND:

Public advocacy - by definition 'the process of influencing decision makers' - has been a fundamental role of the National Trust since its inception.

In the schedule of the National Trust of Australia Act 1964, item K states "to awaken, encourage, and stimulate appreciation, enjoyment and respect by members of the public for places and things of national or local importance."

RATIONALE:

The Chief Executive Officer is the person responsible and accountable to the Council for ensuring the organization maintains positive and productive relationships with key stakeholders and the media. In this capacity it is appropriate for the CEO to be able to raise issues and make comment in areas of the Trust's heritage domain to key stakeholders and the media in accordance with the policy of the Trust.

COMPLIANCE:

The CEO is to ensure that timely and appropriate reporting to Executive and Council on all actions regarding advocacy

The CEO is to ensure any action associated with any communication agreement between the Trust and Government is adhered to.

PROCEDURES:

Although the CEO may delegate some responsibility to staff and in some cases to others, the accountability rests with the CEO.

Council, may, from time to time decide to take the lead on a matter which would generally have a major political risk to either the organization or an individual.

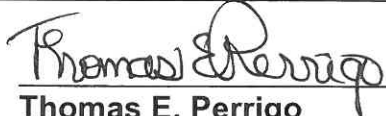
The need for the policy and a Council discussion on specific political matters minimizes the risks associated with a random, uncoordinated approach to public advocacy and clearly articulates the role of the CEO.

All media enquiries or releases are to be addressed or signed off by the CEO

RELATED POLICIES:

None identified as of the 1 December 2011

APPROVED:

 (Signature)
Thomas E. Perrigo
Chief Executive Officer
National Trust of Western Australia

CONTROL AND REVIEW SCHEDULE:

First Approved	1 December 2011
Periodic Review	Every three years
Next Review Date	2017
Intranet Web	
Page:	_____
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No:	_____

Approved in
Council March
but not
signed.