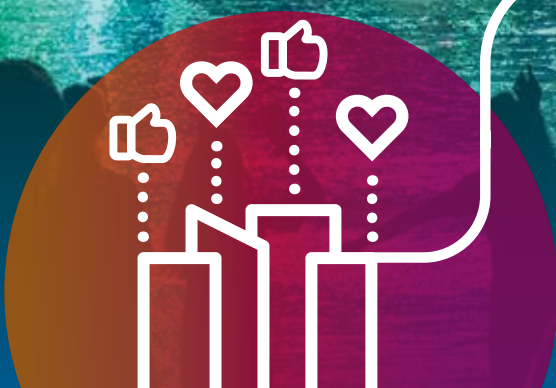
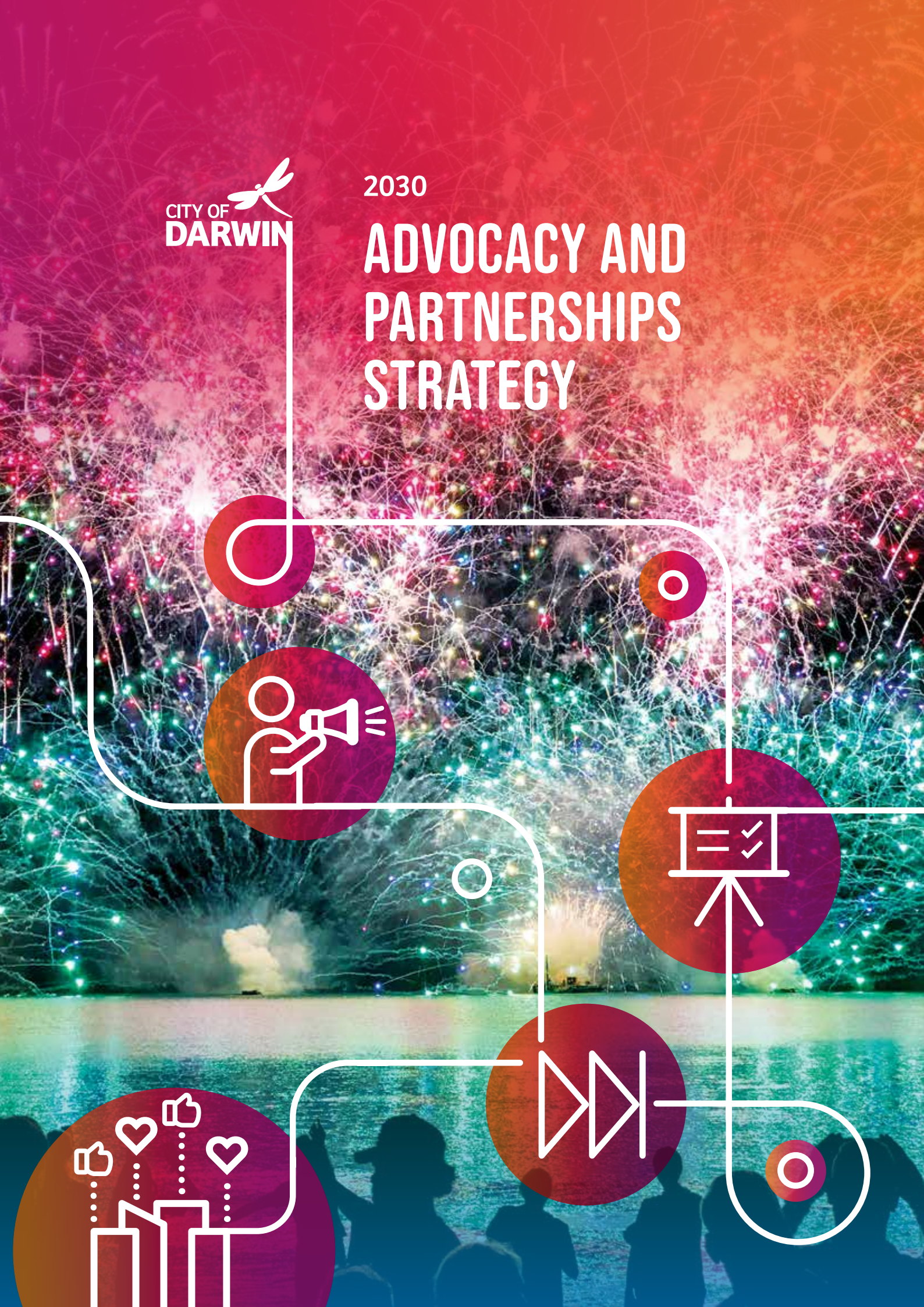




2030

ADVOCACY AND PARTNERSHIPS STRATEGY



Acknowledgement of Country

City of Darwin acknowledges the Larrakia people as the traditional owners of all the land and waters of the Greater Darwin region.

To the Larrakia, Darwin is known as Garramilla. The original language of the Larrakia is Gulumirrgin (pronounced Goo-loo-midgin).

Often referred to as “Saltwater People”, the Larrakia lived, loved, birthed, hunted and survived a life on pristine coastal and inland areas. Established ‘song lines’ connecting Larrakia people to Country penetrate throughout their land and sea, allowing stories and histories to be told and retold for future generations.

The Larrakia culture and identity is rich and vibrant. In the footsteps of the Larrakia people, City of Darwin will continue to foster this culture and identity by creating a vibrant community together.

PHOTO COURTESY OF LARRAKIA NATION





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Our Strategic Role

"A City whose council collaborates with all levels of government and public/private interests to bring planning goals to reality.

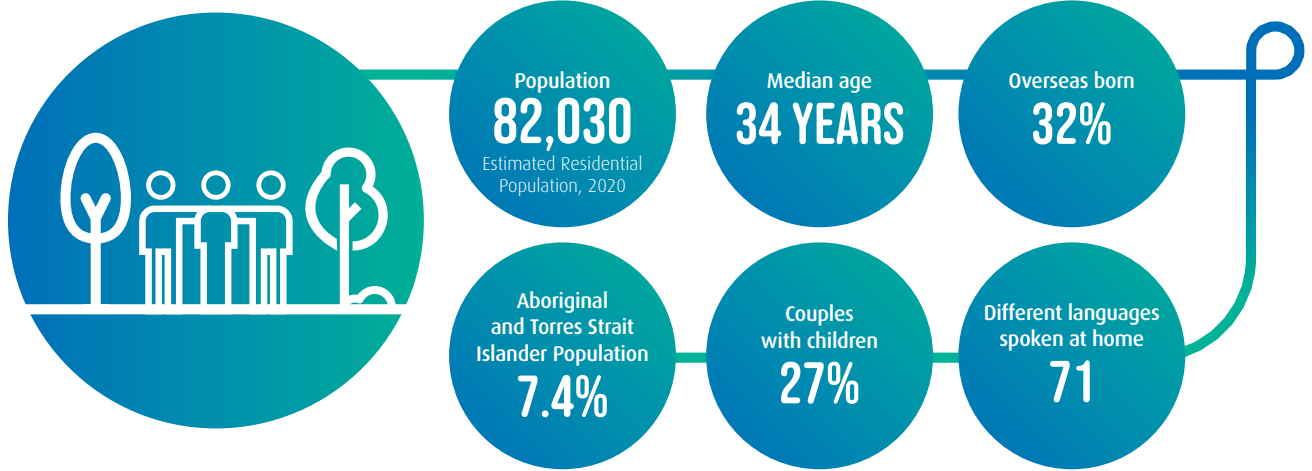
A City whose residents have confidence in the City of Darwin for being sustainable and accountable, collaborative and for being an effective communicator."

*Living Darwin Summit,
May 2018*

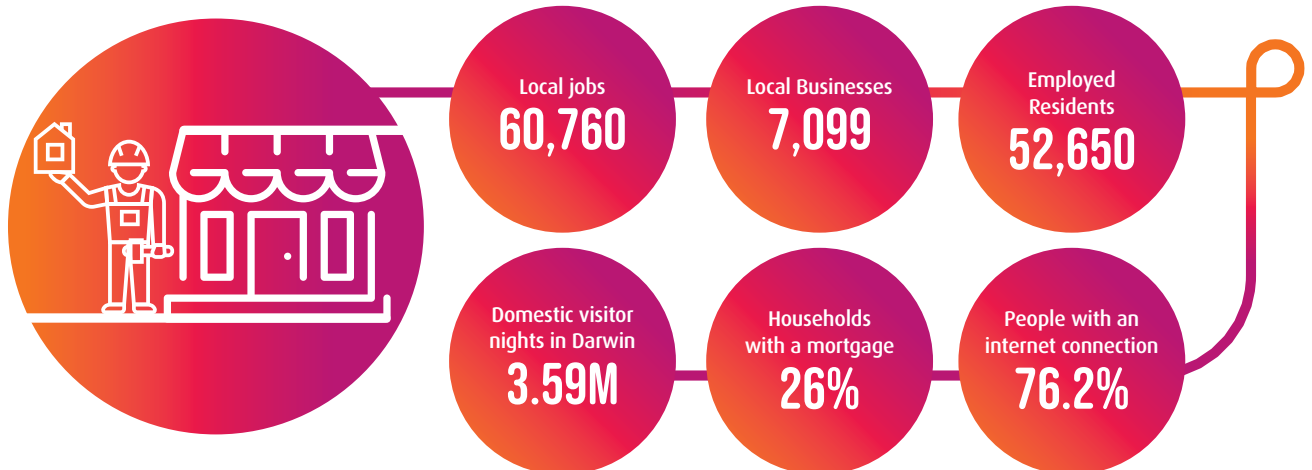


People, Economy and Environment

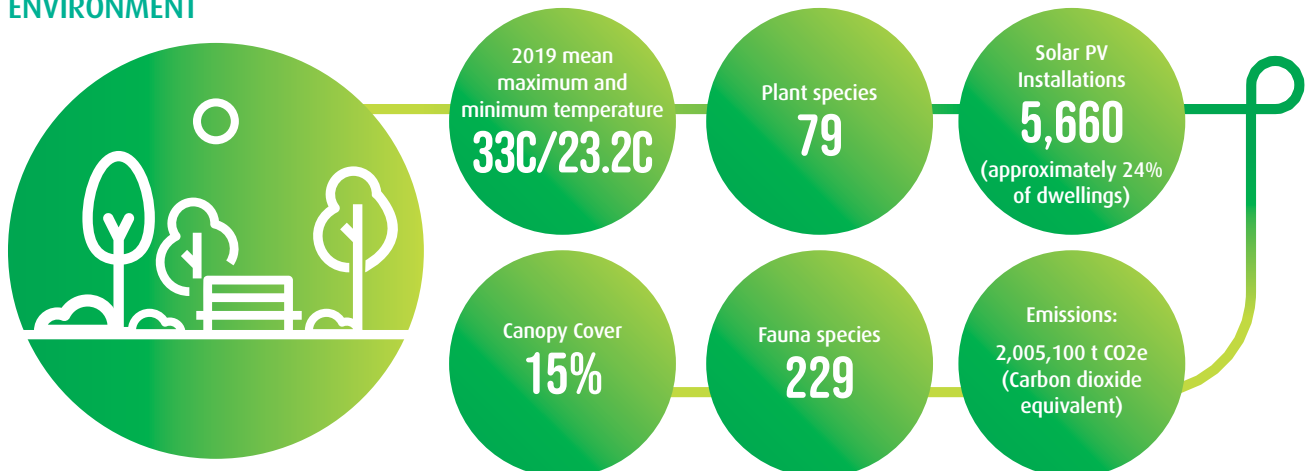
PEOPLE



ECONOMY



ENVIRONMENT



Lord Mayor's Foreword


City of Darwin, the Government for Darwin City, established its vision for Darwin in the ten-year strategic plan to 2030, *'City for People. City of Colour'*. The plan recognises Darwin as the most culturally diverse and inclusive city in Australia with a vibrant event season and significant landscape across the City. Our city and suburbs will be transformed as City of Darwin implements progressive, community-focused strategies and programs to deliver long-term economic prosperity and sustainable growth.

City of Darwin has recently invested in a range of initiatives to encourage economic growth in the City, including the #SmartDarwin initiative, providing our City with enabling infrastructure for innovation; investment in renewable energy at the Shoal Bay Waste Management Facility; and our contribution to Vibrant Darwin and the activation of our City. Many of these initiatives were fast-tracked because of successful advocacy campaigns by City of Darwin to help secure funding and strategic partnerships.

Securing external funding is an important function of City of Darwin and a key outcome of advocacy. Boosting Council's annual budget with external funds provides an opportunity for Council to deliver on community expectations by fast-tracking socially and economically beneficial projects whilst keeping rates increases to a minimum.

City of Darwin has identified a number of strategic projects that will improve the community's lifestyle, develop existing assets and create opportunities for local business. The projects are outlined in more detail in Priority Projects 2021-2023 which, in turn, works to guide delivery of Council's strategic directions to develop a cool, green and clean city; create a smart and prosperous city; promote a vibrant and creative city; support a safe, liveable and healthy city, and develop a capital city with best practice and sustainable infrastructure.

We believe the time is right for major investment in our City and City of Darwin has developed the Advocacy and Partnership Strategy as a framework to plan and deliver our advocacy and partnership agenda of building relationships, influencing policy, promoting investment and ultimately achieving our 2030 vision.



THE HON KON VATSKALIS
Lord Mayor

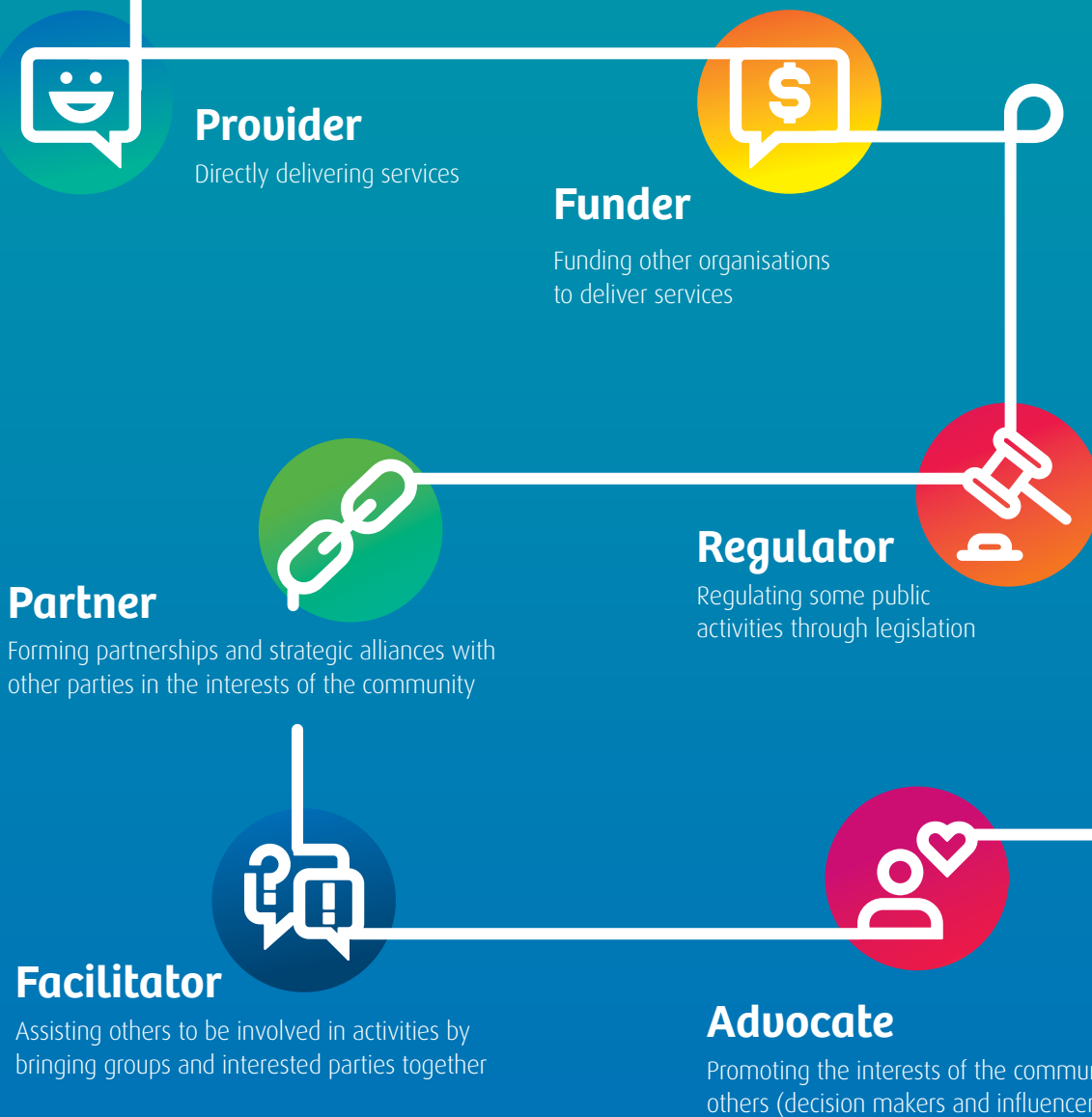




Our Strategic Role

The community have given Council a clear mandate to advocate and partner and have identified this as part of City of Darwin's role to deliver on the Darwin 2030 – *City for People. City of Colour.* Strategic Plan.

CITY OF DARWIN'S STRATEGIC ROLES ARE:



We are the Government for Darwin

The role of local government has changed considerably in recent times from a focus on delivering historically core community services such as waste management, road maintenance, playgrounds and libraries, to being increasingly focused on transformative policy and projects that will create a whole-of-city impact and drive economic development.



Our local
focus
achieves a
wide reach

As the closest level of government to local businesses and residents, City of Darwin has a strategic leadership role in responding to the needs, interests and aspirations of its community and is at the forefront of various major strategic, infrastructure, social and economic development and investment initiatives. City of Darwin can leverage connections and influence across all levels of government, industry groups, business leaders and internationally to advance the interests of the Northern Territory generally and of the City of Darwin specifically.

Within the City our primary stakeholders and customers are ratepayers and more broadly we have stakeholder groups including other residents, other levels of government, business and industry, and community groups. Our Customer First Strategy demonstrates our local focus and our ongoing commitment to providing excellence in customer service to our community.

We play an important role in enabling social, economic and environmental outcomes for our City. City of Darwin, as a representative of ratepayers and the broader community, has a responsibility along with other levels of government, to ensure that Darwin prospers and grows.

To do this, we are committed to taking a leadership role and working with key strategic partners, including the Australian and Northern Territory Governments, to promote Darwin to investors, industries and businesses that may wish to establish in Darwin.

There are several avenues in which local government can influence social, economic and environmental outcomes, such as:

- Infrastructure and asset development
- Land use planning
- Strategic planning and implementation
- Data collection and sharing
- Business and industry support
- Social cohesion and collaboration
- Social needs.



Legislative Context

The principal role of councils is outlined in the *Local Government Act 2019* and provides the legislative basis for the City of Darwin Advocacy and Partnerships Strategy. Council also complies with other relevant legislation at a Northern Territory and Australian Government level.

The principal role of local government in the Northern Territory is to:

- Represent, inform and make responsible decisions in the interests of the community
- Develop a strong and cohesive social life for residents and allocate resources in a fair, socially inclusive and sustainable way
- Provide and coordinate public facilities and services
- Encourage and develop initiatives for improving quality of life
- Represent the interests of the its area to the wider community.

To fulfil these obligations, City of Darwin advocates the interests of the local community to other communities and governments and advocates and promotes proposals which are in the best interests of the local community. In a local government context, this most often means seeking the support of Australian and Northern Territory Governments for services and infrastructure that are a high priority for our community.

Advocating and working in partnership with government, industry and the community across the City and the region is fundamental to achieving our vision.

Strategic Context

City of Darwin's Darwin 2030 – *City for People. City of Colour.* Strategic Plan leads all other plans and strategies for Council.

It informs Council's Long Term Financial Plan and Asset Management Plan which guides the formulation of the Municipal Plan including our annual delivery plan and annual budget.

All of City of Darwin's strategies and plans recognise Council's advocacy role in supporting and enhancing the social, economic and environmental health and wellbeing of the community.

Why Darwin?

Darwin is the capital of the Northern Territory and Australia's northern most capital city. Darwin is the social, cultural and economic heart of the Northern Territory.



Strategically Located

Bordering the Timor Sea, Darwin is Australia's closest connection to key trading markets in Asia made accessible through a 24/7 international airport and a large shipping port. The City is primarily a residential, commercial and military area. Host to three Defence bases within the City, Darwin holds a strategic location in Australia's defence and national security interests.

Young, Diverse, Vibrant

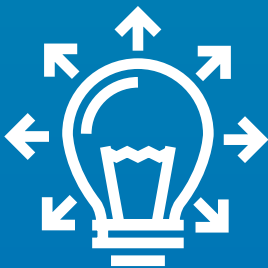
The population of Darwin is younger than other Australian capital cities and 7.4% of the population identifies as Indigenous. In addition, many residents were born overseas and speak a language other than English.

Residents enjoy a temperate climate with two European named seasons; the Wet which sees high temperatures and humidity and the Dry which offers cooler temperatures and beautiful sea breezes.



Full of Potential

Darwin is strategically positioned to support the Australian Government's Northern Australia and Asia Pacific agenda. Darwin also has an important role to play in alleviating the pressures being experienced in some of the nation's metropolitan cities as a result of population growth and migration. To enable Darwin and the surrounding regions enormous potential to be realised, investment in infrastructure and projects will be essential. The Australian Government, Northern Territory Government and domestic and international investment in the Darwin region will not only support the local community but will deliver benefits for Australia.





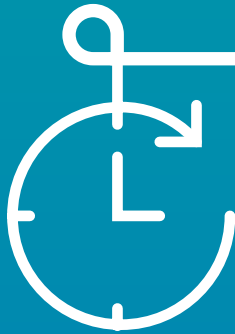
Growth Ready

The combination of superior COVID-19 management, economic potential, renewable energy advantages and inclusive society means Darwin is ideally positioned as a growth centre of strategic significance in Northern Australia. However, in order to realise this potential, the City of Darwin requires investment in the infrastructure, innovation and community that will provide the foundations for future growth.



Investment Destination

City of Darwin is seeking to create opportunities to enhance the economic, cultural and environmental sustainability of Darwin. The Council will work with the community and partners, provide leadership and deliver services to achieve these outcomes and is seeking funding partners to achieve these goals.

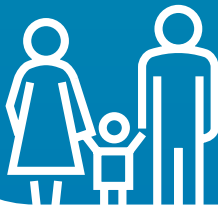


Exciting Future

The development of this Priority Projects Advocacy Plan from 2021 to 2023 allows all stakeholders and investors to understand the opportunities and future project plans for the City of Darwin as it realises its vision as *City of Colour. City for People.*

Strong History

Darwin's strong history, built from its original inhabitants, the Larrakia, the historical Bombing of Darwin in 1942 and Cyclone Tracy in 1974, have shaped our city. This is why, in the face of natural disasters and historic events such as the 2019 global pandemic, we are able to demonstrate resilience and strength from a social, economic and environmental perspective. City of Darwin will utilise our strong history to advocate for an even better future.



Valued Cultural Heritage

As one of the most multicultural cities in Australia, Darwin people value the benefits that cultural heritage brings to the community to create connections, build relationships and celebrate diversity.

Darwin's traditional owners, the Larrakia, are landowners and custodians of the City and are valued stakeholders in Council's advocacy agenda. City of Darwin aims to both respect and celebrate its first nations people and other cultures for the City's future.

Our Strategic Planning Framework

Darwin 2030 *City for People. City of Colour.*

DELIVERED THROUGH FIVE KEY STRATEGIC DIRECTIONS AND TARGETS:



A capital city with best practice and sustainable infrastructure

TARGET: By 2030, a number of strategic infrastructure projects will be developed and delivered



A safe, liveable and healthy city

TARGET: By 2030, Darwin will be a safer place to live and visit

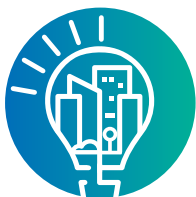
TARGET: By 2030, Darwin will be increasingly recognised as a liveable city

TARGET: By 2030, Darwin residents will be more active and healthy



A cool, clean and green city

TARGET: By 2030, Darwin will be recognised as a clean and environmentally responsible city



A smart and prosperous city

TARGET: By 2030, Darwin will be recognised globally as a Smart City

TARGET: By 2030, Darwin will have attracted and retained more residents and will offer sustainable investment opportunities



A vibrant and creative city

TARGET: By 2030, Darwin will be recognised as an iconic destination

TARGET: By 2030, Darwin will be a more connected community and have pride in our cultural identity

Underpinned by City of Darwin's Governance Framework

Vision and Culture

Roles and Relationships

Decision Making and Management

Accountability



Funding our Plans

Local government has limited capacity to generate revenue for major capital works projects. The majority of City of Darwin's operating income is raised through rates and fees and charges with only 4% coming from Australian Government operational grants.

To ensure City of Darwin has the capacity to responsibly and sustainably fund day-to-day operations as well as strategic projects Council maintains a Long Term Financial Plan ("LTFP"). The LTFP forecasts and aligns long term financial viability over a 10-year period against the targets and objectives set through the Strategic Planning Framework.

Our asset management strategy places a significant emphasis on costs associated with replacing and refurbishing existing infrastructure and in addition, plans for a range of new capital expenditure to meet the needs of our rapidly growing population.

The 10-year Capital Works Plan includes various road, path, waste, recreational and storm water initiatives to inform the funding models contained in the Long Term Financial Plan.

Although City of Darwin is provided with capital grants to fund or subsidise capital works projects, these grants have typically been uneven regarding amount, timing and frequency over past periods. Consequently, the LTFP makes no provision for projects which rely on full-funding from unconfirmed capital grants (i.e. where City of Darwin has a role other than "Provider" or "Funder").

In order to activate high-capital strategic projects in support of the strategic direction targets, City of Darwin must either draw funds from the historical cash reserves and/or source additional external funding through loans, donations, grants and partnered funding.

Boosting Council's annual budget with external funds provides an opportunity for Council to fast-track key projects and deliver on community expectations whilst keeping rates increases to a minimum.

Securing external funding is an important function of City of Darwin and will continue to be a key outcome of its advocacy agenda.

Advocacy and Partnership Framework

Implementing a Strategic Advocacy and Partnership Framework builds credibility and improves Council's reputation as an effective representative of the community.





Developing a strategic approach is essential to effective advocacy by creating a deliberate effort to determine priorities, actions and activities. Planning for advocacy also helps us to understand the stakeholders involved for an issue and how the organisation can work together with partners and the community to achieve desired outcomes.

The Advocacy and Partnership Framework strives to achieve these outcomes by:

- Establishing an agreed approach to determining which community issues or needs are advocacy priorities for Council
- Identifying key timing for reviewing and determining priorities
- Gaining agreement on the priorities and clarity about roles and communication when advocating on behalf of the community
- Building effective and reciprocating relationships with key partners and stakeholders.

The end goal of developing an Advocacy and Partnerships Framework is to prioritise and gain support in addressing issues and achieving aspirations important to our community.



Principles

Our advocacy and partnerships principles guide our approach to delivering on our Darwin 2030 vision, strategies and plans within our broader strategic planning framework. These principles shape our response to unforeseen or emerging issues.

Government for Darwin

We are focussed on advocating for the City of Darwin but will consider supporting broader advocacy causes based on their merit and importance to the community. We recognise the influence that we can bring to campaigns by virtue of representing a capital city and diverse community and by being the most populous City in the Northern Territory.

We will work with other advocacy organisations and local community groups where our interest aligns, to build support for our priorities.



Engaging our community

We want to strengthen relationships and build a better understanding of community needs, views and aspirations. We will keep our community informed of our advocacy priorities and welcome community ideas, input and feedback.

Our priorities will demonstrate a clear community need and benefit, backed up by evidence, and will enjoy broad community support.





Open and transparent

Our advocacy objectives and priorities will have a rational and sound basis and our approach to advocacy and our reporting to the community will be open and transparent, based on our ability to legitimately speak on behalf of issues and priorities.

Our advocacy priorities will directly support the objectives of our Strategic Plan and will be reflected in other relevant policies, plans and strategies adopted by City of Darwin.



Innovative and agile

Our advocacy agenda will be agile with priorities responsive to the community's needs and changing political and social landscape. We will be recognised as a leader in the local government space for developing innovative solutions to contemporary issues.

Our priorities will be realistic and attainable, in the short to medium term, and we will progress larger and longer-term priority projects in manageable stages.



Leveraging our role

We will maintain beneficial networks and alliances and use our strategic role when partnering with the Australian and Northern Territory Governments to achieve our advocacy objective or seek the best possible outcomes for the community.

When our priorities align, we will work in partnership with the Australian and Northern Territory Governments and utilise events such as elections to advocate for these priorities.

Advocacy

As the only capital city in Northern Australia, it is imperative that City of Darwin demonstrates leadership and advocacy in the Northern Territory and nationally.



Advocacy Process

Advocacy is a process of collaboratively and actively working with communities and key stakeholders to bring about change in policy, process, practice, attitudes and funding in order to better meet the communities needs and aspirations.

Advocacy can take many forms, from private conversations to public rallies, but all are intended to sway opinion and engender support for a cause (usually something needing to change—or not) and ultimately influence decision-makers to act in support of that cause.

Advocacy activities can involve:

- Writing to government departments and political leaders
- Making submissions and meeting with decision-makers
- Participating and leading networking activities
- Community engagement and increasing local awareness with communication.

Advocacy is also about working in partnership with other government authorities, community organisations, peak bodies and philanthropists in order to empower our communities.

Advocacy priorities can change over time and by adopting a regular prioritisation review process City of Darwin will be ready to engage on any new or emerging issues that impact our community and the wider region.

Our Advocacy Role

City of Darwin has been fulfilling its role as advocate for the community in a range of ways over many years. Projects, policies and priorities have been identified and supported by City of Darwin to influence outcomes for the community, and many achievements have been realised through a significant number of funding grants and projects including the flagship 10-year \$200M Darwin City Deal in 2018.

City of Darwin adopts proven strategies for progressing its advocacy agenda through building relationships, influencing policy and promoting investment to unlock the full potential of the City. Our advocacy programs are more likely to achieve successful outcomes where:

- Council commits to building strong relationships with key political, industry and community representatives that foster positive collaborations between all stakeholders
- Council develops partnerships with peak industry bodies and community groups who are aligned with our advocacy agenda
- Council's advocacy activities are action-orientated and mobilise both the public and the policy influencers to advocate to decision makers for commitments in support of the agenda
- Council adopts an evidence-based framework by collecting facts and relevant information on each advocacy priority from a range of sources to present a well-researched and articulated advocacy ask that keeps data and evidence at the core of decision making
- Council raises the profile of Darwin with key decision makers at the Australian and Northern Territory Government level and clearly articulating the priority need, advocacy ask, and the benefits of investment.

By advocating to Australian and Northern Territory Governments, the needs of Darwin are brought to the foreground of the decision making process. Ongoing advocacy and relationship building will pave the way for City of Darwin to have a greater voice in the political landscape, leading to the realisation of our vision for Darwin.

Partnerships

All levels of government rely on partnerships to get things done so we need to be proactive in building and maintaining key relationships with partners.





Partner Relationships

Identifying new strategic partnerships and supporting our existing networks enables City of Darwin to best position the City for future challenges and opportunities. We focus on developing mutually beneficial relationships with decision makers and key influencers, making them aware of joint opportunities for project delivery, community projects or initiatives and investment opportunities.

Due to City of Darwin's location and economic strengths, we are well positioned to collaborate and connect with local industry and businesses, universities, subject matter NGOs, experts, peak community groups and government agencies/departments. Often each sector works in silo, rarely integrating efforts. Where it can, City of Darwin will connect community leaders and organisations, NGOs or philanthropic groups and service providers to achieve positive and effective long-term change.

By representing the interests of the community in a range of forums, we can increase our capacity to attract additional resources to the City and aim to resolve complex issues that affect liveability. City of Darwin is committed to advocating to the Australian and Northern Territory Governments on key issues, and supporting proposals that best serve the interests of the City as a whole.

As a capital city council, City of Darwin is well placed to ensure opportunities are realised through co-operation with the Australian and Northern Territory Governments. Membership on various strategic council and external committees, strengthen local government collaboration and ensure Council can advocate locally, regionally and nationally for our community.

As the only capital city in Northern Australia, it is critical that City of Darwin demonstrates leadership and advocacy in the Northern Territory and nationally. Council does this through its representation on external committees and by promoting strategic opportunities for external funding. Participation with external partners included the Council of Capital City Lord Mayors (CCCLM), Northern Australia Capital City Committee (NACCC) and Top End Regional Organisation of Councils (TOPROC), as valued partner relationships.

City of Darwin will continue to lead policy debate in the local government sector on areas of strategic interest and importance to the City, our local community and the Greater Darwin local government areas.

City of Darwin as an innovative, creative and solutions-focused Council works with its partners to harness opportunities and manage the challenges presented by population growth (or decline), provide support to vulnerable people in our City, protect and enhance Darwin's heritage and culture whilst reducing the City's environmental footprint.

PARTNERSHIP CONNECTIONS AND STAKEHOLDERS

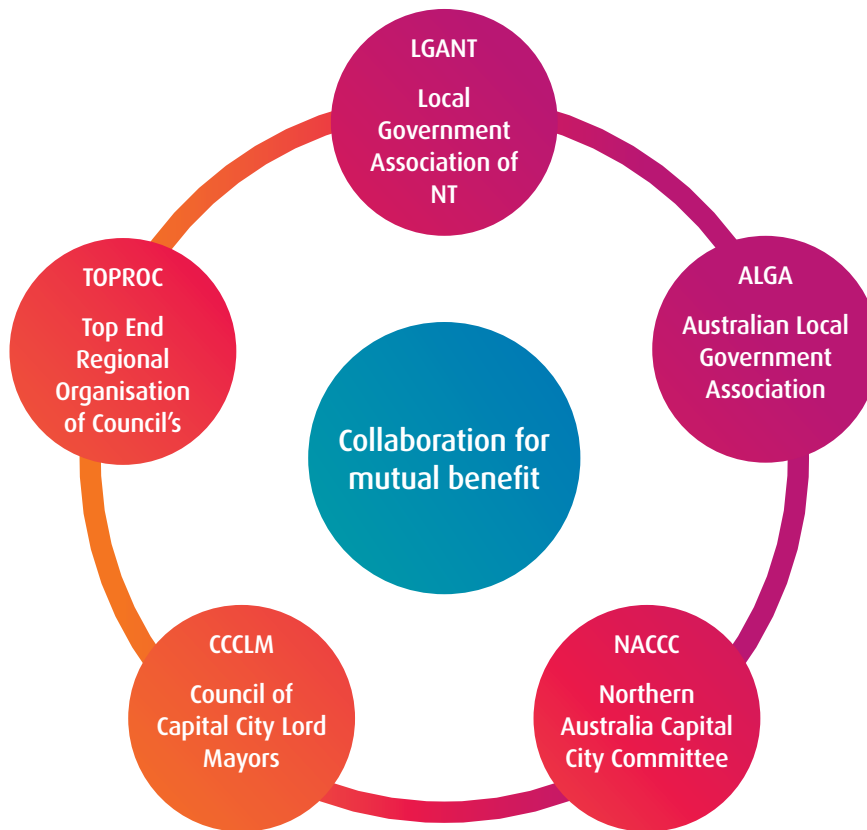


Figure 1 City of Darwin Key Partners, Stakeholders and Connections.



Key Partners

COUNCIL OF CAPITAL CITY LORD MAYORS (CCCLM)

Provides a national corporate entity for the effective co-ordination and representation of the special interests of the Capital Cities of the Australian States and the Northern Territory in their relations with other spheres of government.

The key activities of CCCLM are to input into the Australian Government's Smart Cities and City Deals programs, contribute to national policy priorities for economic development, infrastructure, climate action and city resilience, and facilitate political and stakeholder engagement activities with Federal Members.

NORTHERN AUSTRALIA CAPITAL CITY COMMITTEE (NACCC)

Provides a mechanism for co-ordination, planning and co-operation between the Northern Territory Government and City of Darwin.

Council works with the Chief Minister of the Northern Territory through the NACCC to enhance the attraction, productivity, resilience and liveability of Darwin. Primary objectives of the committee are revitalisation of the City Centre and progressing the City Deal with the Australian Government.

TOP END REGIONAL ORGANISATION OF COUNCILS (TOPROC)

TOPROC comprises six (6) Top End Council's; Belyuen Community Government Council, City of Darwin, City of Palmerston, Coomalie Community Government Council, Litchfield Council and Wagait Shire Council. It is committed to the sustainable development of our Greater Darwin Region and meets on a regular basis to progress common issues.

City of Darwin contributes to this important Advocacy Forum which represents more than 57% of the Northern Territory's population. TOPROC is a valuable forum for collaborating on regional issues and provides a united voice for Top End Council's. City of Darwin is the secretariat for TOPROC.

LOCAL GOVERNMENT ASSOCIATION OF THE NT (LGANT)

The peak body representing local government in the Northern Territory to initiate, promote and foster the development of strong, effective local government throughout the Territory. The Lord Mayor is the current President of LGANT.

Local Partnerships

Supporting City of Darwin's community or local regional groups to build capacity in advocating for change, is an important component in influencing decision makers.

It is also the basis for enabling grassroots community advocacy which improves the lives of those involved and builds trust and confidence in Council.

City of Darwin recognises that when addressing advocacy issues, success will more likely be achieved by collaborating and leveraging the collective capability with our community and other local organisations with similar aims.

This will be achieved through ongoing dedicated resourcing and contribution to the advocacy objectives (where aligned with City of Darwin) of the LGANT, TOPROC and NACCC.

National Partnerships

City of Darwin has membership on various national councils and external committees which strengthen local government collaboration and ensure Council can advocate nationally for our community.

City of Darwin, as an Australian capital city, is an active member of CCCLM. The CCCLM work together to develop effective advocacy and leadership to influence policy on issues affecting their capital cities and surrounding regions.

City of Darwin is also a member of the ALGA which is the national voice of local government representing 537 councils across Australia. ALGA provides a local government perspective on national affairs, as well as providing submissions and representation to government and parliamentary inquiries and national bodies. The Lord Mayor of the City of Darwin is an ex-officio board member of ALGA.



Australian and Northern Territory Government Partnerships

Relationship and reputation management are critical in advocacy. How well we work with other tiers of government shapes how government engages with us. Working in partnership with other tiers of government results in greater community benefits and we take a proactive approach to ensure we have strong relationships with our key partners.

City of Darwin seeks to enhance and build long term politically strategic partnerships by identifying opportunities for governments to participate, showcase, pilot or partner with City of Darwin to deliver critical projects or policies.

City of Darwin dedicates significant effort advocating to the Australian and Northern Territory members of Parliament.

The Northern Territory Government is responsible for legislation and policies for the sustainability and growth of the Northern Territory. The legislation and policy affects areas such as planning, education, major projects, housing, police and emergency services, health, infrastructure, environment and aboriginal affairs.

The Australian Government plays a major role in legislation and policy that impacts City of Darwin in areas like economic and jobs growth, infrastructure funding, health, aged care, children, defence and climate change.

Regional Development Australia (RDA) is an Australian Government initiative that brings together all levels of government to enhance the development of Australia's regions. City of Darwin works closely with RDA NT.

International Relationships

City of Darwin has six Sister Cities around the globe that share historic, social, cultural and geographical similarities to Darwin. Through the educational, cultural, professional, economic and humanitarian exchange, it aims to enhance cross-cultural understanding and build vibrant and connected communities and generating mutual benefits for both cities. The cities are Ambon, Indonesia; Anchorage, USA; Dili, Timor Leste; Haikou, China; Kalymnos, Greece and Milikapiti, NT.

City of Darwin has established Friendship City Relationships with five cities based on historical, cultural, and economic ties as well as strategic partnerships to build connections and understanding between these communities for the benefit of the Darwin as a city. The five Friendship Cities are Qingdao, China; Honolulu, USA; Santa Cruz-Galapagos, Ecuador; Guangzhou, China and Shenzhen, China.

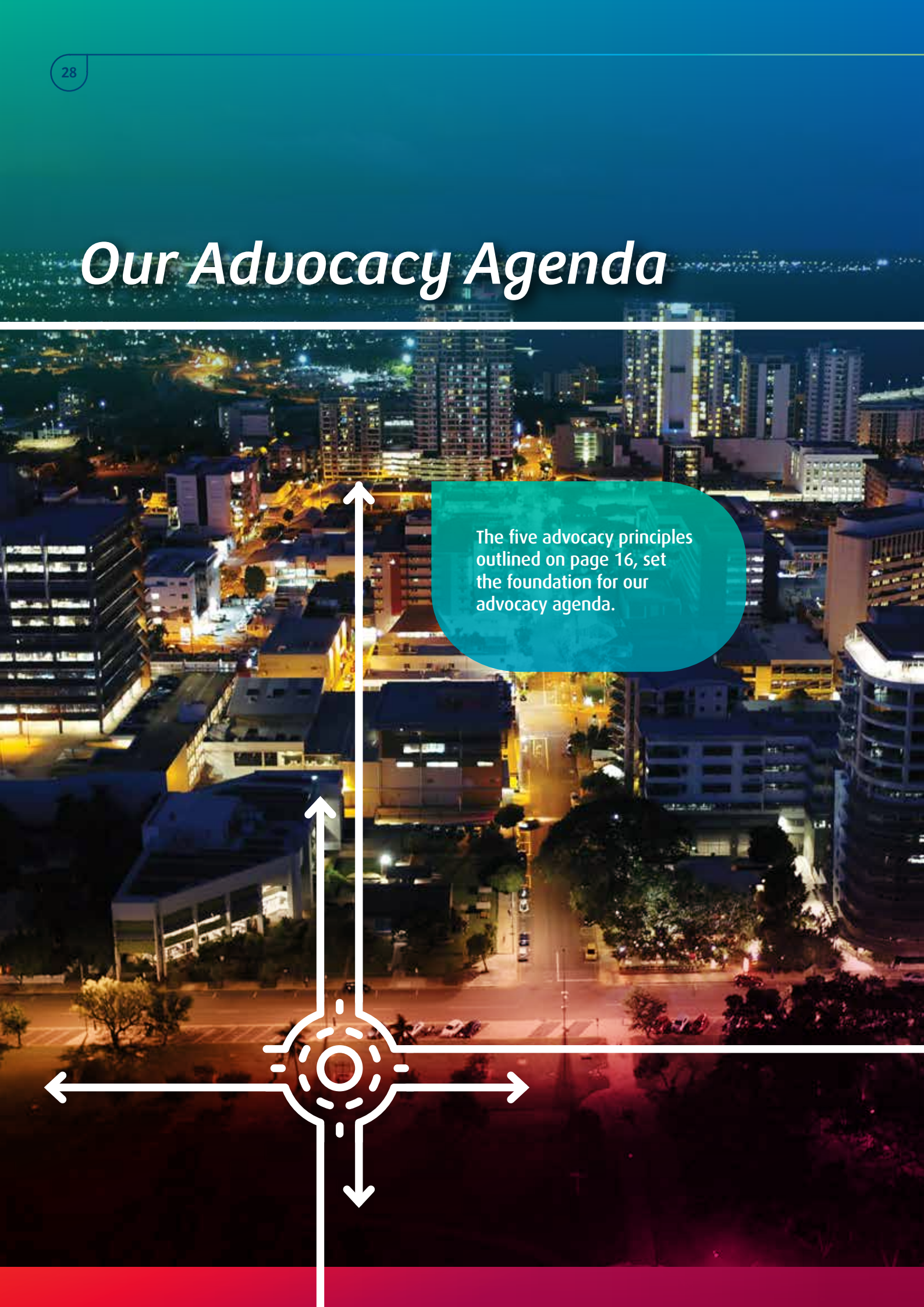
City of Darwin also actively participates in the World Cities Summit (WCS). WCS is an exclusive platform for government leaders and industry experts to address liveable and sustainable city challenges, share integrated urban solutions and forge new partnerships. The WCS is anchored by the World Cities Summit Mayors Forum for mayors to discuss pressing urban challenges and share best practices. There is a Smart Cities Workshop as part of the program, which provides a valuable global interface for City of Darwin.

Key Stakeholders

Local	Northern Territory
Ratepayers	All Northern Territory Government Departments
Residents	Members of the Northern Territory Parliament
Visitors	Members of Opposition
Retailers and traders (including market traders)	Tourism Top End
Businesses and industry	Property Council NT
Not for profit organisations	Development Consent Authority
Charles Darwin University	Local divisions of industry and advocacy bodies (for example Planning Institute of Australia, Australian Hotels Association)
Community groups	
Larrakia Nation Aboriginal Corporation	
Bagot Community	
Multicultural and diversity groups and organisations	
Defence Force bases located at Berrimah, Larrakeyah and RAAF Base Darwin	
Defence Community Organisation	
	National
	Australian Prime Minister
	National Cabinet
	Department of Defence
	All Australian Government Departments
	CSIRO
	Regional Development Australia



Our Advocacy Agenda



The five advocacy principles outlined on page 16, set the foundation for our advocacy agenda.



OUR ADVOCACY AGENDA IS TO:

Deliver our Darwin 2030 vision

Deliver our Darwin 2030 vision and strategic directions for our community and stakeholders



Influence Darwin's economy

Positively influence the Darwin economy and create jobs and outcomes for the community



Increase grant and funding from other sources

Increase funding for infrastructure and services from other levels of government and stakeholders to benefit the community and meet their needs and aspirations



Influence legislation and policy

Influence Australian and Northern Territory Government legislation policy to improve our city outcomes



Inform our community

Keep our community informed about our advocacy activities through Council reporting



Deliver our Darwin 2030 vision

Deliver our Darwin 2030 vision and strategic directions for our community and stakeholders.

ACTIONS

Priority	Actions	Outcome
Set the advocacy agenda and priorities	Identify the issue, need or aspiration. Understand our community.	Agreed priority advocacy issues and projects
	Refer community submissions, consultation, Council Plan / strategies, policy gaps, Council resolutions	
	Understand the policy landscape	Development of an advocacy priorities document
	Identify connection between Council and Government priorities	Advocacy plans support each activity
	Refer Strategic Project Selection Matrix and Place Score	
	Workshop with Strategic Directions Group and Members to determine priorities	
Advancement of agreed priority projects	Share priorities within the organisation and with the community	Engagement communications plan supports each priority
	Define roles and form individual action plans for each priority	
	Develop communications plan for each priority including produce collateral	

STRATEGIC PARTNERSHIPS

Strategic Partners	Responsibility	Frequency
Community members	Council	NTG Priorities agenda
Government (Australian and Northern Territory)	Chief Executive Officer	Review twice annually
Regional Partners	Government Relations and External Affairs	with consideration given to known events
Media	General Manager Innovation, Growth and Development Services	

SUPPORTING PRINCIPLES



Engaging our Community



Open and Transparent



Innovative and Agile



Leveraging our Role



Influence Darwin's economy

Positively influence the Darwin economy and create jobs and outcomes for the community

ACTIONS

Priority	Actions	Outcome
Agreed messaging and imagery that describes our place and people	Identify and build strong strategic relationships	High level messaging and collateral developed
	Express the City of Darwin's identity and advocacy story in partnership with the community	Local and regional media positively engaged
	Share the City of Darwin story to strengthen understanding and partnerships	
Agreed advocacy partner matrix and relationship plan for relevant key partners	Identify key partners based on importance and quality of relationship	Partnership / stakeholder matrix developed
	Map out a relationship action plan for key partners	Plans in place to effectively manage relationships
	Identify key third parties who may be able to assist, and assign a relationship manager	

STRATEGIC PARTNERSHIPS

Strategic Partners	Responsibility	Frequency
Government (Australian and Northern Territory)	Strategic Directions Group	Review annually
Community members	General Manager Government Relations and External Affairs	
LGANT	General Manager Innovation, Growth and Development	
Regional Planning Groups	Services	
Media		
Business and Industry		
Service Providers		

SUPPORTING PRINCIPLES



**Government
for Darwin**



**Engaging our
Community**



**Innovative
and Agile**



**Leveraging
our Role**



Increase grant and funding from other sources

Increase funding for infrastructure and services from other levels of government and stakeholders to benefit the community and meet their needs and aspirations

ACTIONS

Priority	Actions	Outcome
City of Darwin projects funded	Identify Territory / Australian Government funding sources and other funding partners	Government funding register developed
	Consider timing in relation to Government budget and policy cycles, policy announcements, election cycles	Grant submission calendar developed
	Assign project manager for each priority	Action plan and communications plan implemented for each priority
	Implement action plan and communications plan for each priority.	Funding secured
	Complete grant applications as required	
	Sign funding agreement	

STRATEGIC PARTNERSHIPS

Strategic Partners	Responsibility	Frequency
Government (Australian and Northern Territory)	Chief Executive Officer Chief Financial Officer	Ongoing
Community groups	General Manager Government Relations and External Affairs	
Media		

SUPPORTING PRINCIPLES



Government for Darwin



Engaging our Community



Open and Transparent



Innovative and Agile



Leveraging our Role



Influence legislation and policy

Influence Australian and Northern Territory Government legislation, policy to improve our community wellbeing

ACTIONS

Priority	Actions	Outcome
Structured meetings with key advocacy partners and decision makers	Share the City of Darwin story and vision with key decision makers to confirm City of Darwin's aspirations	Minimum of bi-monthly meetings with local Members of Parliament
	• Invite key partners / decision makers to meet regularly with our senior representatives	Representation at regional planning level
	• Prepare notes for meetings with relevant decision makers to provide up to date message to influence their decisions	Strengthened relationships with key decision makers
	• Adopt carefully planned and resourced advocacy campaigns/ actions which could include for example, correspondence, delegations, council resolutions, strategic partnerships, marketing and promotion.	

STRATEGIC PARTNERSHIPS

Strategic Partners	Responsibility	Frequency
Government (Australian and Northern Territory)	Council Chief Executive Officer	Monthly
Community lobby groups	General Manager Government Relations and External Affairs	
Regional Planning Groups	General Manager Innovation, Growth and Development Services	
Business and Industry		

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Inform our community

Keep our community informed about our advocacy activities through Council reporting

ACTIONS

Priority	Actions	Outcome
Measurable improvement in community view of Council's advocacy effort and reputation	Build community trust and confidence in Council	Increased media coverage of advocacy effort
	Share appropriate information of Council's advocacy program with the community	Community involvement when celebrating advocacy success
	Share and celebrate successes with community members	Improved Customer Satisfaction Survey results
	Continue the conversation with community about need and aspirations	
	Produce quarterly advocacy report for SDG and Council	
	Measure results in customer satisfaction survey	

STRATEGIC PARTNERSHIPS

Strategic Partners	Responsibility	Frequency
Media	CEO	Review annually
Community	General Manager Government Relations & External Affairs	

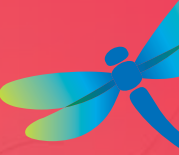
SUPPORTING PRINCIPLES



**Government
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Our Advocacy Priorities

It is important that the advocacy agenda remains flexible and fluid, enabling Council to be responsive to changing community needs and changes in political and economic environments.



Strategic Priority Projects

It is important that the advocacy agenda remains flexible and fluid, enabling Council to be responsive to changing community needs and changes in political and economic environments.

The Northern Territory's growth rate is expected to be one of the highest in the country over the next several years and this—coupled with the opportunities presented by the Australian Government's economic stimulus funding for infrastructure development—presents a very positive outlook for Darwin. City of Darwin will use this opportunity to bid for funding to fast-track its long-term capital and strategic projects identified in this plan.

As a result, City of Darwin is seeking to create opportunities to enhance the economic, cultural and environmental sustainability of Darwin. The City will work with the community and partners, provide leadership, and deliver services to achieve these outcomes. As part of this endeavour, the City is seeking investors and funding partners to support the delivery of a number of major projects for the City.

City of Darwin has drawn on the outputs of previous infrastructure planning programs, community consultations and the knowledge of its Council Members—and taken into consideration the Darwin City Deal—to put forward six priority projects that will excite the community, be transformative and draw investment into Darwin to boost its economy and appeal.

Further detail is provided in the City of Darwin 2021-2023 Priority Projects Plan.



CASUARINA AQUATIC AND LEISURE CENTRE

Redevelop the Casuarina pool into an all-seasons aquatic, exercise and leisure community precinct.



LAMEROO BEACH SEASCAPE

A transformation of the underutilised and largely inaccessible lower Esplanade and Lameroo Beach area into a vibrant logical extension of the iconic Waterfront tourism precinct.



BUNDILLA/VESTHEY'S RESERVE

Opportunity for government-private partnerships to develop a substantial and innovative recreational mixed-use facility to attract tourists, provide economic opportunities and retain residents.



SMART NORTHERN SUBURBS

Establishing technology enabled infrastructure across Darwin's northern suburbs enhancing amenities and enabling data-driven decision making in the management of public assets.



SERVICE COMMERCIALISATION

A project by City of Darwin to establish a commercialisation framework to guide decision making when considering non-rate revenue generation alongside service provision and community need.



RENEWABLE ENERGY HUBS

Invoking transformative renewable energy generation projects and consumption, emission and waste reduction initiatives across the City of Darwin.



Our short term advocacy outlook





Major Projects



DICK WARD DRIVE REHABILITATION

The biggest single road project by the City of Darwin involves full pavement rehabilitation, road safety improvements, intersection and storm water upgrades, landscaping and beautification.


\$24.0M
Budget



LEE POINT ROAD DUPLICATION

Lee Point Road lane duplication and footpath upgrades to deliver greater safety and capacity for users of this major commuter route to the expanding far-northern suburbs.


\$10.0M
Budget



MINDIL MARKETS UPGRADE

Modernisation of this iconic tourist attraction with upgrades to public amenities, lighting, road pavements, all-ability beach accessways and the installation of a new playground.


\$8.0M
Budget



NIGHTCLIFF BEACH REDEVELOPMENT

Redevelopment to improve this popular residential destination with upgrades to public amenities and community facilities, including all-ability beach accessways, plus improved lighting and security.


\$8.0M
Budget



LAKE ALEXANDER UPGRADE

Upgrades will enable greater use of this recreational area by providing improved public lighting and security, all-ability access to East Point beach, upgrades to road pavement, public amenities, playgrounds and community facilities.

\$7.0M
Budget



COASTAL EROSION PROTECTION

Development of a masterplan for climate adaption and the subsequent ongoing coastal erosion mitigation and protection measures required at multiple foreshore locations around Darwin.

\$10.0M
Budget



GARDENS OVAL UPGRADES

Upgrades to deliver long-overdue modernising of all facilities and playing surfaces at these much-used ovals as called for by multiple impacted sporting bodies.

\$7.0M
Budget



NIGHTCLIFF OVAL UPGRADES

Deliver necessary improvements and upgrades at the oval in support of the increasing use of the facility, particularly into the evening/night once the oval-lights project is complete.

\$5.0M
Budget



SHOAL BAY WASTE MANAGEMENT FACILITY UPGRADES

Innovative and sustainable upgrades are critical to the ongoing operation of the facility as it enables diversion and commercialisation of green-waste and metals from landfill.


\$10.0M
Budget



DARWIN CITY CENTRE MASTERPLAN UPDATE

Secure tripartite funding to update the Darwin City Centre Master Plan so it continues to be a roadmap positioning Darwin as a vibrant and liveable tropical capital city, supported by a growing population and diversified economy.


\$1.0
Budget



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