



Rebounding better than ever

Advocacy Toolkit



Bungaree and Wallace Sewer Project

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Introduction

Message from our CEO:

Thank you for helping us create a better Moorabool. We all share a vision of a happy and healthy place to live – a place that encourages active lifestyle, green open spaces and the highest standard all-accessible recreation facilities.

We have created this toolkit to empower people who want to help us advocate to other levels of government and private enterprise to help us realise our vision.

We hope you find the toolkit valuable, with ideas and suggestions on how you can help us approach and keep conversations going with MPs, Ministers and relevant departments.

Thank you,
Derek Madden



What is Advocacy?

Advocacy is acting on behalf of a group of people to obtain a specific outcome.

In Council's case, it's generally having conversations with other levels of Government to let them know of ways in which we can improve our Shire. We have a vision of making our Shire an active, healthy community. In order to do this, and to cater for our growing population, we need investment in our recreation facilities.

Why do we need the community to support our Advocacy?

It is important we have community help and support with our advocacy because we want to project a united front. We don't want to be just Council asking for government investment, we want to be Moorabool Shire (Council, community, user groups etc) asking for investment. It's a lot more powerful. Also, with the community's help we can align our advocacy priorities with your expectations.

We're doing this for YOU!

Contacting Members of Parliament

Local Members of Parliament are great people to get on side. At the back of this document, we have a list of our State and Federal MPs. Any advocating we are doing to State and Federal Ministers and departments are always sent through to our local MPs. We want them working with us to achieve great outcomes!



Tips on writing a letter to MPs and Ministers

Be clear who you are representing if you're writing as an organisation, not an individual

Double check the correct title of the person to whom you are writing: ie do they have The Hon in their title?

Clearly state what you are after and how it will benefit the community

Make mention of any meetings you have had, or any prior correspondence you have had with relevant MPs, Ministers or departments



Example of letters

The Hon. Lisa Neville
Minister for Water
Level 17, 8 Nicholson St
East Melbourne, VIC 3002

lisa.neville@parliament.vic.gov.au

Dear Minister,

I am writing to seek your support for a project that over time will secure the long-term viability of our townships of Bungaree and Wallace.

Bungaree and Wallace, around 15kms east of Ballarat's CBD, have been earmarked for future growth in both the Central Highlands Regional Growth Plan and Moorabool Small Towns and Settlements Strategy.

They already have much of the community infrastructure needed to attract growth with good sport and recreation facilities and a primary school. Wallace is one of the few small towns in the region with natural gas.

Unfortunately, there is one key component missing. Both towns rely on septic tanks, rather than a properly constructed sewer system, and this is acting as a significant brake on growth.

Moorabool Shire Council estimates that connecting these towns to a sewer system will cost around \$10M, with Council committed to providing \$1M and Central Highlands Water \$3M. As mentioned above, the return on this \$10M investment will be up to \$50M in economic growth and some 350 jobs.

[INSERT DETAILS ON WHY THIS PROJECT IS IMPORTANT TO YOU AND THE LOCAL COMMUNITY AND WHAT'S AT RISK IF THE PROJECT IS NOT SUPPORTED.]

Our communities see this as a great opportunity for the Victorian Government to partner with Central Highlands Water and Moorabool Council in providing funding for this project to ensure that these towns and the surrounding region can grow and prosper.

We look forward to hearing back from you on how we can work together to bring this project to fruition.

Yours sincerely

[NAME]



Writing a media release tips

If you're representing an organisation (ie a sporting or community group) use your logo at top of the release

Keep the title of the release on one line

Try to keep the release to one page in length

State clearly what you're after and what problem it will be addressing

Acknowledge any funding already received from governments or other bodies

Include contact details so the media can easily follow up

Find the best contact details for each local media outlet (your Council contact person should be able to help with this)

Include relevant images when sending out a media release



Media Release

Day Month Year (ie 8 January 2021)

Local community members back Bungaree and Wallace Sewer Project

Residents from the townships of Bungaree and Wallace, 15km east of Ballarat’s CBD, are calling on local MPs to support connecting their communities to a reticulated sewer system.

Despite a history dating back to the 1880s, the townships rely on septic tanks to manage wastewater, which is putting a brake on development opportunities.

Bungaree/Wallace resident XXX said the townships would struggle to survive without a sewer system.

“[INSERT REASON FOR WANTING BUNGAREE TO GROW HERE].”

“[MENTION YOUR CONNECTION TO THE COMMUNITY HERE, SUCH AS THE TIME YOU HAVE LIVED THERE AND THE GREAT THINGS ABOUT YOUR COMMUNITY.]”

[INSERT NAME HERE] said building new homes will create hundreds of construction and local jobs over the next 10 to 20 years and these workers and the new residents will spend locally, benefiting the whole region.

[He/she] said growth in the small towns will be gradual but won’t happen at all without reticulated sewerage.

“Everything else needed for a strong and sustainable community is in place with easy rail and road access to Ballarat and Melbourne, high quality recreation facilities and a school,” [INSERT NAME HERE] said.

[INSERT NAME HERE] called on local MPs from all parties to join their cause.

“Securing a viable future for our towns is above politics and we encourage all local politicians to join us in ensuring that Bungaree and Wallace have bright futures that benefit the whole region.”

[INSERT CONTACT DETAILS HERE]



Tips for meeting an MP or Minister

Prior to the meeting

Be flexible with your times and location for the meeting.

Be organised. Prepare a one page summary on your ask and ensure you understand and are across all the information.

Find out about the politician. Look up their website to find information about their views and interests as this can inform your discussion with them.

Think big picture. Ministers want projects that will benefit a lot of people – so think about and be prepared to answer how your project will benefit the region or the state.

On the day

Be on time. Allow time to find parking, navigate the grounds and sign-in if necessary

Be patient if they are late.

Be concise. If they have allocated you a time, you will need to stick to it, so although it's important to exchange pleasantries, get to the point quickly once you start your presentation.

Introduce yourself clearly and explain what your role is and why you have met with them.

Leave the summary document you have prepared with them for them to refer to later.

If you are asked a question and do not know the answer, tell them you will follow up and get back to them.

Be prepared with suggestions on what you and your organisation can do to work towards the goal you are trying to achieve.

After the meeting

Send a thank you note and follow-up with any information promised during the meeting.

Write or send an email to the Minister/MP to update them on anything in relation to the project.



Social Media Tips

Facebook is a fantastic communications tool. It's easy to use once you get started and easy to monitor. It will enable you to communicate directly with others in your organisation and more importantly, the wider community who support your project. It can attract the interest of local media, which can help you get your story out there.

We've provided some tips to help you promote your campaign using Facebook.

Build your Facebook following. Encourage community members to find you on Facebook by including links to your Page on any campaign collateral that you create.

Assign one or two administrators for creating and managing content. You'll need committed people in this role as, along with creating and posting content, they'll have to monitor and respond to comments.

Create and share relevant content.

Create Facebook events if applicable. This a great way to provide information about events such as fundraising activities, community information sessions or other events that you will be taking part in that relate to your project.

Share stories. These could be personal stories of your supporters. The stories should demonstrate why your campaign/project is important.

Share information. Post about new information and share news articles that are relevant to your campaign.

Ask questions: Bring up problems, issues or new ideas and invite the public to make suggestions and comment.

Share photos and videos from events. Video is a great engagement tool on Facebook so use it if you can.

Engage. If someone asks a question on your page, respond to them.

If someone shares feedback, thank them and make a comment back.

Tag people who can help. Establish strong relationships with influential supporters who have many connections and tag them in your relevant Facebook posts so they can share your post.

Connect with other Facebook community groups. Cross-promote if there are other groups you could work well with and who support your campaign.

List of MPs/Ministers

Name	Title	Address	Email	Phone Number
Local State MPs				
Michaela Settle (ALP)	Member for Buninyong (Lower House)	Ground Floor, 15 Main Rd, Bakery Hill, VIC 3350	Michaela.Settle@parliament.vic.gov.au	5331 7722
Mary-Anne Thomas (ALP)	Member for Macedon (Lower House)	Shop 14, Nexus Centre, 9 Goode St, Gisborne, VIC 3437	mary-anne.thomas@parliament.vic.gov.au	5428 2138
Jaala Pulford (ALP)	Western Victoria MLC (Upper House)	211 Dana St, Ballarat, VIC 3350	jaala.pulford@parliament.vic.gov.au	5332 2405
Gayle Tierney	Western Victoria MLC (Upper House)	Ground Floor, 1 Yarra St, Geelong, VIC 3220	gayle.tierney@parliament.vic.gov.au	5224 2088
Bev McArthur (Lib)	Western Victoria MLC (Upper House)	Suite 5, 400-404 Pakington St, Geelong, VIC 3220	Beverley.McArthur@parliament.vic.gov.au	4245 4430
Stuart Grimley (Derryn Hinch's Justice Party)	Western Victoria MLC (Upper House)	Tenancy One, 15 Pearl St, Torquay, VIC 3228	Stuart.Grimley@parliament.vic.gov.au	5218 5001
Andy Meddick (Animal Justice Party)	Western Victoria MLC (Upper House)	69A Gheringhap St, Geelong, VIC 3220	Andy.Meddick@parliament.vic.gov.au	5222 1941

State Ministers				
Daniel Andrews (ALP)	Premier of Victoria	Level 1, 1 Treasury Place, East Melbourne, VIC 3002	daniel.andrews@parliament.vic.gov.au	9651 5000
Lisa Neville	Minister for Water	Level 17, 8 Nicholson St, East Melbourne VIC 3002	lisa.neville@parliament.vic.gov.au	9637 9554
Shaun Leane (ALP)	Minister for Local Government	Level 16, 121 Exhibition St, Melbourne, VIC 3000	OfficeMinLeane@ecodev.vic.gov.au	8392 2240
Tim Pallas (ALP)	Treasurer, Minister for Economic Development	Level 4, 1 Treasury Place, East Melbourne, VIC 3002	tim.pallas@parliament.vic.gov.au	7005 9474

State Shadow Ministers				
Michael O'Brien (Lib)	Leader of the Opposition	313-315 Waverley Rd, Malvern East, VIC 3145	michael.obrien@parliament.vic.gov.au	9576 1850
Steph Ryan (Nat)	Shadow Minister for Water	25 Bridge St East, Benalla, VIC 3672	steph.ryan@parliament.vic.gov.au	5762 1600
Peter Walsh (Nat)	Nationals Leader, Shadow Minister for Agriculture, Shadow Minister for Regional Victoria and Decentralisation	496 High St, Echuca, VIC 3564	peter.walsh@parliament.vic.gov.au	5482 2039

Local Federal MPs				
Catherine King (ALP)	MP for Ballarat	5 Lydiard St, North Ballarat, VIC 3550	Catherine.King.MP@aph.gov.au	5338 8123
Sarah Henderson (Lib)	Senator for Victoria	231-233 Moorabool St, Geelong VIC, 3220	senator.henderson@aph.gov.au	5221 5900

Department/Agency	Contact	Address	Email	Phone Number
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State Government				
Department of Environment, Land, Water and Planning	John Bradley, Secretary	8 Nicholson St, East Melbourne, VIC 3002		136 186
	Julian Lyngcoln Deputy Secretary planning			
Regional Development Victoria (RDV)	Beth Jones, CEO	SRV Head Office Level 31, 121 Exhibition St, Melbourne, VIC 3000	rdv@rdv.vic.gov.au	132215
	Anthony Shinck, Regional Director, Grampians	RDV Regional Office 11 Armstrong St North, Ballarat, VIC 3350	information.ballarat@rdv.vic.gov.au	5327 2800

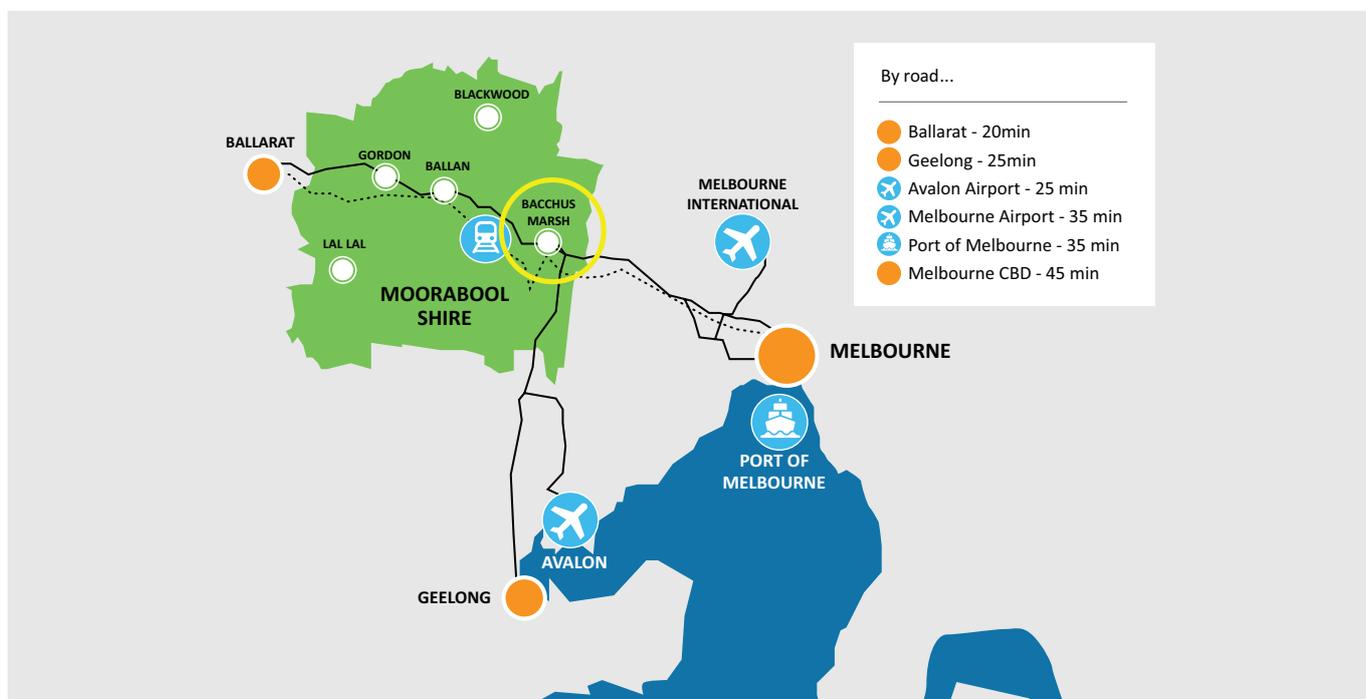
Growing our small towns

Bungaree and Wallace
Sewer Project



Moorabool Shire

Step into the Central Highlands



Nestled at the foot of the Central Highlands between Melbourne and Ballarat, sits the picturesque rolling hills and heritage townships of Moorabool Shire.

A stepping stone from rural to urban living

As one of six municipalities in the Central Highlands region, Moorabool Shire provides a welcome change of pace to the hustle and bustle of the city and is just 45km away from Melbourne. Situated at the eastern step of the region, it strikes the perfect balance between enchanting terrain and a vibrant community.

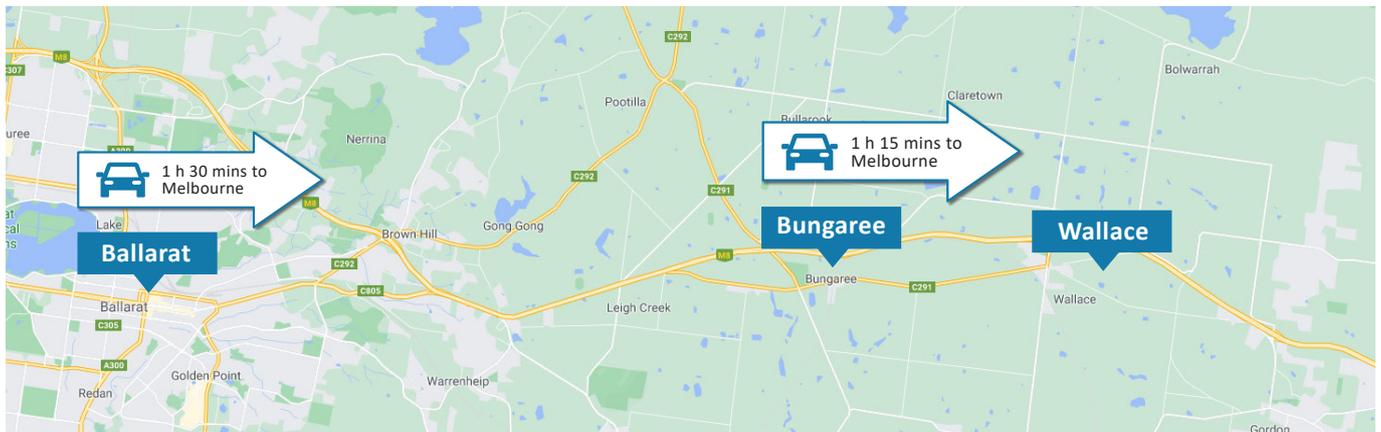
Moorabool Shire acknowledge the Indigenous history of Moorabool Shire. The land was traditionally occupied by and connected to a number of Aboriginal communities, most notably the Wathaurung Tribe, Wurundjeri Tribe, and the Dja Dja Wurrung Tribe. In the 1850s, European settlers discovered gold in the region, giving rise to the beautiful gold rush towns across the Shire.

Step into nature with us

This thriving agricultural region is abundant with a diverse range of produce. It is home to 64 localities and towns including Bacchus Marsh, Ballan, Gordon and Blackwood, to name a few. Moorabool Shire is one of the fastest growing areas in Victoria. There is a rising number of enterprises and services such as retail, manufacturing, health, community services, education, property and a growing arts & culture corridor.

The beauty of Moorabool Shire lies in its inspiring landscape and native wildlife. Residents and visitors can enjoy numerous hiking, camping, and recreation opportunities across its state, regional, and national parks. Werribee Gorge, the Avenue of Honour, Blackwood mineral springs, Lal Lal waterfalls, forests and more; all what you will come to find when you step into the Central Highlands of Moorabool Shire.

Bungaree & Wallace



About Bungaree and Wallace

While Ballarat grows rapidly to its west, there are also good opportunities to develop to the city's east, which has excellent access to road and rail infrastructure and is closer to Melbourne.

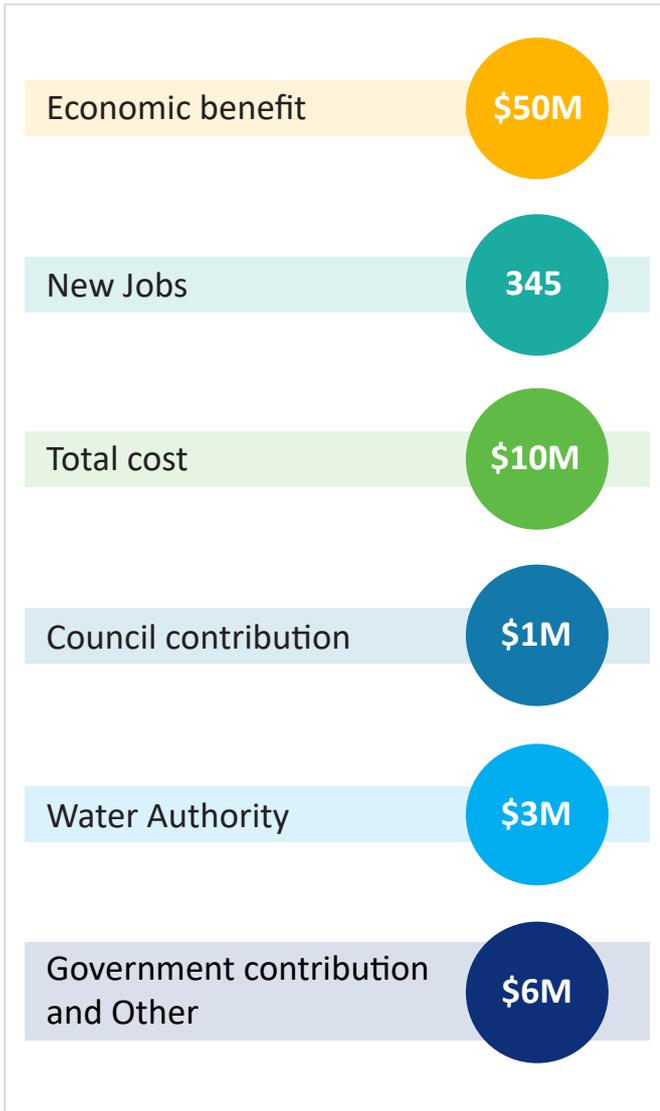
The townships of Bungaree and Wallace, around 15kms east of Ballarat's CBD, already have many of the basics needed to attract growth with good sport and recreation facilities and a primary school. Wallace is one of the few small towns in the region with natural gas.

Bungaree and Wallace are well located to provide opportunities for increased housing choice and the affordability that comes with living in a regional/peri urban area.

Shorter travel times to and from the area also make these towns an attractive place to live. There is a half-hour time saving for a return trip to Melbourne and the train station at Ballarat is just 15 minutes away.

Importantly, Bungaree and Wallace have been earmarked for future growth in both the Central Highlands Regional Growth Plan and Moorabool Small Towns and Settlements Strategy.





The project

Despite a history dating back to the 1880s, the townships of Bungaree and Wallace are still reliant on septic tanks that limit development opportunities.

Moorabool Shire Council has long advocated for the towns to be connected to a sewer system. We have been actively working with Central Highlands Water to make this a priority in the next 5 years.

There are several ways for sewer projects to be funded, including contributions from landowners, developers, local and state government, and water authorities.

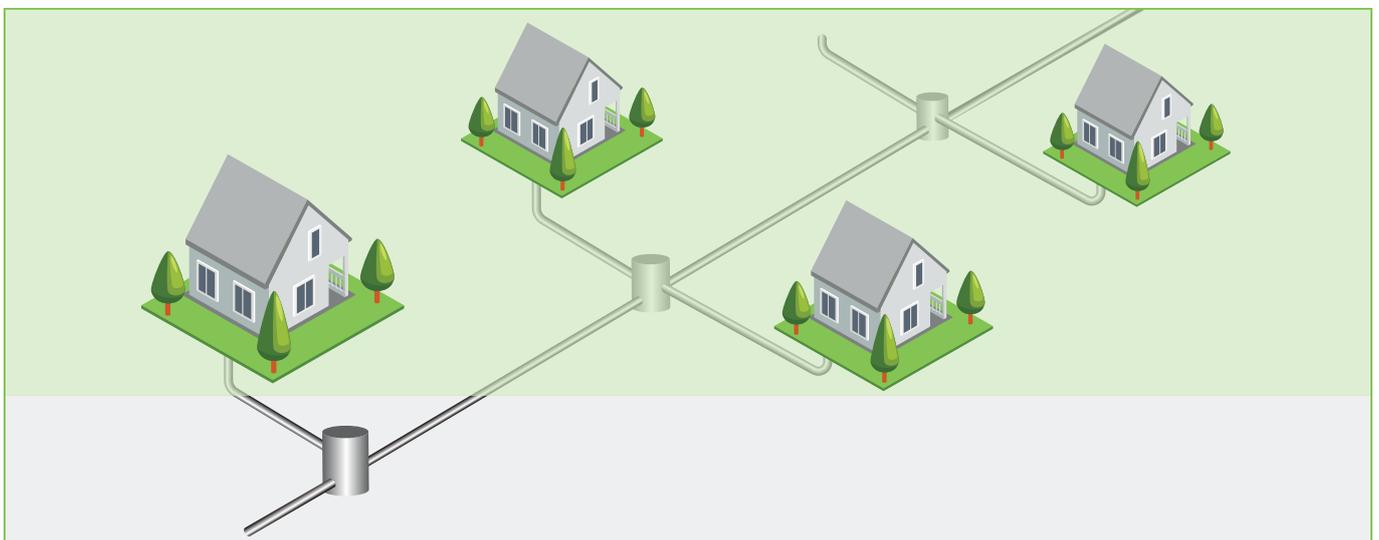
Moorabool Shire Council has agreed to provide \$1M towards this project, which has an estimated cost of up to \$10M.

Council is asking the Victorian Government to look at the role it can play in ensuring these townships grow and prosper into the future.

There is, now more than ever, a strong economic argument for funding community building infrastructure such as reticulated sewer, with the construction and residential development creating jobs and increased spending.

In Wallace and Bungaree, we predict that the sewer project could allow for up to 3,500 new residents, who will live and spend locally.

The project provides an excellent opportunity for government, water authorities, councils and the community to work constructively together to grow these small towns.



Here's what the locals are saying



Phil: “You look at small towns across Australia, they have died a slow death. And you can see that slowly will happen in our town if we don't get growth happening.”



Anne: “Let us grow like other the surrounding towns.”



Jo: “Wallace and Bungaree rely on septic tanks, we aren't thriving with that system so we desperately need a sewer.”



Craig: “It's 2021 - it's not 1921, and it's [sewer system] really an essential part of what people want in their life style.”

Bungaree and Wallace are almost ready to grow



Rural living



15mins from
Ballarat



Easy rail access



Easy freeway access
to Melbourne



Sport and recreation
facilities

To achieve



Homes for 3,500
new residents



More \$\$\$
spent locally



Housing
construction jobs

We just need



Reticulated
sewerage



Thank you.

MOORABOOL Shire Council

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