

**AUSTRALIAN RESPIRATORY COUNCIL
POLICY STATEMENT ON ADVOCACY**

Meeting 02/12

4 June 2012

This Policy Statement on Advocacy outlines the Australian Respiratory Council's (ARC's) commitment to advocacy as a tool in advancing ARC's mission to prevent and reduce vulnerability through improved lung health. In the context of ARC's mission, vulnerability pertains to physical, social or economic disadvantage.

Advocacy consists of activities undertaken to change the systematic and structural causes of poverty and disadvantage which may include popular campaigning, lobbying, research, policy positions, alliances and use of the media. It may occur both in Australia and globally. It includes the application of a set of strategies conducted as part of an agency's overall predominant purpose.¹

The ARC's advocacy role is aimed at persuading and influencing decision makers and opinion leaders to act at all times in the interests of vulnerable people, and with full respect for fundamental humanitarian principles.

The core objectives that ARC seeks to achieve in undertaking advocacy include:

- gaining public policy change and better outcomes for vulnerable and marginalised people
- achieving greater visibility and understanding of ARC's values and activities among decision makers and opinion leaders
- increasing public support for the mission of ARC

In persuading and influencing decision makers and opinion leaders, ARC will:

- focus on the needs and perspectives of vulnerable and marginalised people

¹ Australian Tax Office

- use a range of tools and actions including engaging at times with partners, and ensuring that the rights of affected local people are protected during advocacy campaigns ²
- leverage ARC's role

ARC advocacy will at all times be characterised by the following:

- persuading decision makers and opinion leaders to act at all times in the interests of vulnerable and marginalised people
- employing appropriate tools and actions. Strong advocacy includes trust building and confidential representations as well as advice to and liaison with decision makers
- implementing public forms of advocacy, through information and education campaigns, where they complement ARC's mission
- avoiding advocacy that brings direct public conflict with the public authorities in order to avoid where possible, negative impact on ARC's work. Public advocacy will aim to empower those most affected by the issue in local communities to advocate for themselves³
- ensuring that advocacy is based on evidence and draws on organisational knowledge, experience and expertise, utilising rigorous research methodologies and processes ⁴
- leverage ARC's status to enhance its advocacy activities, influence policy decisions, direct resource allocation and generate positive social change for vulnerable and marginalised people

² ACFID Code of Conduct 8.4.4 and 8.4.6

³ ACFID Code of Conduct 8.4.5

⁴ ACFID Code of Conduct 8.4

