



Australian Institute of  
Landscape Architects

# Terms of Reference

## Advocacy Committee

**Advocacy** is an activity by an individual or group that aims to influence decisions within political, economic, and social institutions. Advocacy includes activities and publications to influence public policy, laws and budgets by using facts, their relationships, the media, and messaging to educate government officials and the public.

**Advocacy** can include many activities that a person or organization undertakes including media campaigns, public speaking, commissioning and publishing research.<sup>1</sup>

### Strategic Linkage

#### Advocacy Strategic Pillar

- The role of landscape architecture is understood and respected by all levels of Australian Government

### Background

The Australian Institute of Landscape Architects (AILA) and its membership are key leaders in shaping the development of sustainable places in Australia. It must have sound policy and a robust evidence base to support its agenda.

AILA's Strategic Plan 2021, highlights the importance of advocacy as a standalone strategic pillar. The strategic objective for advocacy is that the role of landscape architecture is understood and respected by governments at all levels in Australia.

This Terms of Reference (ToR) for the Advocacy Committee (Committee) defines the role of the Committee in developing and promoting AILA's policies, position statements, submissions to government and other industry bodies and other advocacy initiatives as advised by the AILA CEO and Board.

### Purpose of the Advocacy Committee

To advise the AILA Board on matters of Advocacy policy and their implementation to advance AILA as the leader in sustaining people and places through improved design, planning, policy, and management as it relates to Urban Green Infrastructure.

### Objectives of the Advocacy Committee

1. To establish AILA in a leadership role on matters of relevance to the organisation and its members.
2. To provide the intellectual base for advocacy to AILA's target audiences.
3. To address members' needs to support advancement of shared ideals as landscape architects.

### Roles & Responsibilities of the Committee

To advise AILA Board on matters of advocacy policy and their implementation to advance AILA as leaders in sustaining people and places through design, planning, research, policy, and management.

*Strategy 1. Annually review the existing 'Position Statements' for their alignment with membership views and organisational priorities.*

**Develop an Annual Advocacy Plan.**

*Strategy 2. Develop and revise annually an Advocacy Plan for AILA, highlighting the top three policy priorities for the organisation.*

**Proactively identify and coordinate advocacy responses to changes or threats in the landscape architecture operating environment.**

<sup>1</sup><https://en.wikipedia.org/wiki/Advocacy>, accessed 11<sup>th</sup> October 2021



*Strategy 3. Respond to matters of priority policy interest as they arise (i.e. address calls for public comment, government or industry reports).*

*Strategy 4. Monitor current events to determine relevance to organisation and the potential need to adjust priorities.*

*Strategy 5. Provide advice and recommend support, where appropriate, to State groups in their advocacy around state and local government issues.*

## Advocacy Committee Membership

AILA Board will appoint the committee members following the receipt of expressions of interest from members. The committee will comprise:

- A minimum of one AILA Board member.
- AILA CEO.
- Up to 7 appointed members term of appointment of two years, with a suggested maximum service of two (2) consecutive terms to allow other AILA members to participate. However, members may participate for longer to ensure continuity of the committee's activities where appropriate.
- Ideally, all AILA membership categories will be represented on the Committee.
- The Chair(s) to be elected by the Committee and ratified by AILA Board.
- The committee secretariat is to be provided by an AILA staff member.
- A quorum for every meeting of the Committee is two thirds of the current appointed membership.

The Committee can co-opt AILA members with expertise to participate in working groups on an 'as needs' basis to focus on specific activities. All working groups to report back quarterly to the Committee.

Committee members are expected to participate in quarterly meetings, actively volunteer for assignments, and contribute to the tasks agreed upon.

Where consistent non-attendance (i.e. more than two consecutive meetings missed) is recorded, a Committee member may be asked to vacate their position.

## Accountability

The following is the quality control approach for the work of the Committee:

- All Committee work is to be reviewed and adopted by AILA Board prior to any public release.
- When adopted as an AILA policy or plan, the AILA Board may delegate delivery and/or implementation to the Committee.

- The Committee members must seek AILA Board approval (through the CEO) prior to issuing or releasing policy or position statements.
- The Committee members are to provide to AILA Secretariat documentation of the activities undertaken on behalf of the Committee, within one week of the activity, to contribute to the Committee member reports for each Committee meeting.
- Committee to provide a written report to AILA Board (via the secretariat) on work undertaken, at least two weeks prior to quarterly AILA Board Meetings (3-4 times per year).

## Meetings and Records

To facilitate its work the Committee will,

- Hold quarterly meetings in an online setting as set by the Committee chair with secretariat; and
- Each member must attend at least three meetings per annum to remain on the Committee and other meetings as and when required, unless otherwise negotiated.
- The Committee will be provided with a cloud-based workspace, to be advised by AILA.
- The records of all meetings are to contain only decisions, recommendations, and actions.
- The outcomes of the Committee's work are to be collated and circulated by the secretariat for each meeting.
- Drafts of documents produced will be circulated to Committee members prior to being finalised, issued, and stored on the AILA server.

## Review of Terms of Reference

CEO to conduct annual review of ToR with the Chair and Committee members.

## Relevant AILA Policies

- Social Media Policy
- Advocacy, Submissions, and Representations Policy
- Conflict of Interest Policy
- Delegation Policy
- Members Representing AILA on External Forums
- Committee Code of Conduct

## Key Committee Collaboration

- Gender Equity Working Group
- Climate Positive Design Working Group
- Connection to Country Committee