

# Advocacy Guide 2026

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REVISION STATUS								
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V0	9/06/2023	Original draft	KK		Board Directors			
V1	12/09/2023	Final – Approved by Board	KK		Board Directors		Board Directors	
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## Transport Professionals Association Advocacy Guide

Advocacy can take many forms, and in the context of Transport Professionals Association (TPA), we are seeking to raise the profile of the transport community and us in a manner that is not divisive and is within our means and resources.

While they relate to advocacy, this Guide does not generally apply to national policy position statements by TPA. These are addressed separately, by the Policy Development Guide.

### Advocacy principles

This approach can adapt over time, but there are some key principles to guide TPA advocacy:

1. Any submissions or statements made must be in alignment with the adopted Policy Platform and position statements, or in the absence of those, consistent with the TPA vision, mission, and purpose.
2. TPA does not make comment (either through position statements, submissions or media statements – written or verbal) on specific projects.
3. Submissions or statements should seek to present a collective view of the membership, or those who have expressed a view. Where there is a difference of opinion and there is not a clear majority position, either: the differing positions should be described; or no TPA view should be expressed on that aspect.
4. Advocacy related to Government should generally be undertaken in a positive and cooperative manner and be focused on offering support to create solutions.
5. Advocacy should provide reference to an evidence base and/or research, where possible, to provide justification for the position taken.
6. Engagement in consultation processes on key industry and policy issues through workshops and submissions is generally appropriate, including providing submissions of support where appropriate.
7. Participating in alliances, coalitions, and collaborations, either through formal or informal mechanisms is an effective way to engage in advocacy to pool resources and influence.

### Advocacy policy

#### National advocacy

TPA will participate in key transport policy processes of the Federal Government.

TPA may also contribute to development of standards and guidance at a national level, by agencies such as Austroads.

National advocacy will generally be led by TPA staff and/or Board members, but other members may be co-opted to be involved in particular processes. Branch office holders or members wishing to contribute to national advocacy should contact the Policy & Advocacy Manager in the first instance.

## State and territory advocacy – branches

Branch advocacy should generally focus on state government policy, procedures and practice that are most relevant to transport.

State government advocacy could include:

- Direct engagement and meetings with politicians, senior decision makers, or officials involved in policy processes of interest.
- Participation in advisory groups or working groups.
- Formal submissions in response to government consultation processes, in accordance with the procedure set out in this Guide.
- Aligning policy advocacy and other branch activities, such as events. This may include inviting state government representatives to participate in branch events related to advocacy and policy.
- Raising policy issues in branch communications or the personal social media of office holders (in accordance with TPA's Social Media Guidelines).
- Collective advocacy in collaboration with other organisations with similar perspectives. Any proposed collaboration should be discussed with National Office.

The Policy & Advocacy Manager is available to support or advise branch representatives on advocacy issues. If a branch is seeking a meeting with a Minister or Premier, they should liaise with the Policy & Advocacy Manager to discuss the potential for the CEO to attend.

Due to capacity constraints, the role of TPA staff in state government processes will generally be limited to supporting branch activity.

## Local government

TPA will seek to support good transport policy and practice in local councils generally through the Local Government Network; collaboration with the Australian Local Government Association (ALGA); and other mechanisms as appropriate.

Branches should consider collaborating with the local government association in their state(s) to support improved transport practice in local government and inform their advocacy to state government. Branches might best assist improved practice in local government by seeking to address barriers at a state government level.

Direct advocacy to specific councils is unlikely to be an efficient use of limited TPA resources (either staff or volunteer time). Possible exceptions include:

- Capital city councils encompassing metropolitan CBDs (eg City of Perth, City of Adelaide).
- Very large metropolitan councils (eg 300,000+ population) with high growth rates or large growth areas.

- Large regional centres (eg 100,000+ population)
- Collaborative policy or planning processes that extend across a number of councils.

## Media

Only the CEO has delegated authority to represent TPA in the media, including podcasts. Branches and office holders can post on social media in accordance with the TPA Social Media Guidelines.

If a branch office holder is contacted by a journalist, they should be referred to the CEO for public comment on behalf of TPA.

## Procedures for policy submissions

Branches are encouraged to make submissions on key policy processes. They should seek to be on mailing lists for key agencies or other mechanisms for notifying stakeholders of state transport policy processes.

The CEO is ultimately accountable for all TPA statements of policy, including potentially representing them in the media. Therefore, all policy submissions, including those prepared by branches, require CEO approval.

The standard procedure for submissions is:

- Upon becoming aware of a process where it is considered desirable to prepare a submission, the national office and branch should liaise with each other to co-ordinate activities.
- Available branch office holders should assign a person or people to lead the development of a submission; and discuss a suitable process to co-ordinate branch input. This may need to be done quickly and does not necessarily require a committee resolution.
- As early as possible, the Policy & Advocacy Manager and the assigned branch representative should agree on:
  - Whether a submission should be made; and
  - A general direction for the submission.
- If requested by the branch, TPA staff will alert all members in the branch to the process, including any opportunity to feed into a submission, via email communication. A notice may also be included in the national newsletter.
- At least three business days prior to the closing of submissions, the assigned branch member should provide a proposed submission to the Policy & Advocacy Manager. The Policy & Advocacy Manager will then review the submission; make any changes considered necessary (in consultation with the branch if time allows); and provide to the CEO for final review and approval.

Aspects of this procedure may be varied by agreement between the branch and the Policy & Advocacy Manager, subject to approval by the CEO.

In the event that the CEO (including any acting CEO) is on leave or otherwise unavailable, then the Policy & Advocacy Manager will also play the CEO role in this process, in consultation with the Board Chair.

This guidance document is a living document and should be regularly reviewed and updated.

Approved: 28 May 2026

### Submission flow chart

