

Rockingham Advocacy

Our Strategic Context

Rockingham is one of 10 designated Strategic Metropolitan Centres (SMC) in the Perth metropolitan region, located 40 kilometres south-west of the Perth CBD. As the designated SMC of the South West region, Rockingham's role is not only to provide services and amenities to its diverse population, but also provide a full range of economic and community services as the capital of the surrounding region.

We are managing this rapid growth to make sure our community and local economy are diverse, vibrant, resilient and sustainable, and to make sure our regional economy is strong for years to come.

We cannot do this on our own. We need support from both the State and Federal Governments to create jobs and deliver important services and infrastructure such as:



**Employment
generating land**



**Community based
infrastructure**



**Regional transport
infrastructure**



**Sport and recreation
infrastructure**



**Tourism
infrastructure**



rockingham.wa.gov.au

Why we advocate

The City of Rockingham is experiencing substantial change, growing in both population and economic activity. This change brings with it a range of complex issues that impact on our community including job creation, planning and construction, protecting heritage, sustainability, parking, traffic, sustainable transport, affordable housing and adequate community and government services.

Our population is forecast to increase by a staggering 64% over the next 23 years, increasing from 148,822 in 2023 to 231,559 by 2046.

To put that into perspective, that is an average of:

- 10 new residents each day
- or 68 new residents each week
- or 3,597 new residents each year

moving into the City of Rockingham for the next 23 years.

This anticipated growth brings challenges, but also a multitude of opportunities. We are committed to working hard to make the most of these opportunities for a better City of Rockingham, both now and into the future.

Our role in influencing key decision makers to support policy change and positive outcomes in each of these areas, as well as investment in our city is crucial. To enable this we need to be clear about what our advocacy priorities are and have a planned, coordinated, evidence-based and resourced approach to advocacy that facilitates action and results.

Raising the profile of the City of Rockingham with key decision makers in order to have the greatest level of impact, Council needs to clearly articulate the infrastructure required and the benefits of investment.

By advocating to both the State and Federal Governments, the needs of the City of Rockingham are brought to the foreground of the decision making process. Ongoing advocacy and intergovernmental relationship building will pave the way for Council to have a greater voice in the political landscape, leading to the realisation of our ambitions and vision for the City of Rockingham.

As our region transforms, we will continue to speak on behalf of our growing community, and advocate for the key strategic catalytic projects we know our community needs and wants, as well as advocating for the funding to turn these projects into a reality.

How we advocate

Development of a City of Rockingham Advocacy Plan was identified as a key action of the City's Economic Development Strategy 2020-2025.

This document will guide the advocacy efforts of the united City of Rockingham team, both Council and staff, and is intended to be used as a resource to advocate our prioritised list of projects over the next two years.

The City of Rockingham will:

- make representations to both State and Australian Government Ministers
- regularly meet with and make representations to local Members of Parliament
- actively engage with and make representations to all candidates participating in State and/or federal election processes
- actively engage with local and state media
- broker partnerships and strategic alliances with other local and regional organisations (Perth South West Metropolitan Alliance and Growth Areas Perth and Peel)
- actively participate in peak governing organisations and their advocacy efforts, including Western Australian Local Government Association
- work and partner with State Government authorities to influence policy, legislation and standards, including the Department of Planning, Lands and Heritage, Main Roads, Department of Jobs, Tourism, Science and Innovation, Department of Education WA, and the Department of Biodiversity, Conservation and Attractions, and
- submit grant applications to secure funding to deliver priority projects and program delivery.