

## INTRODUCTION ●●●

UFBA was established expressly to represent and promote the interests of member fire brigades. Advocacy is the key to fulfilling this objective. This Charter sets out the enduring high level principles we will follow to deliver effective advocacy. We will develop a three-year Advocacy Strategy and, where relevant, annual Advocacy Action Plans for specific projects.

## WHAT IS ADVOCACY? ●●●

In this context advocacy means we will **take action** to:

- Secure brigades' rights and privileges at law and under other contractual arrangements
- Defend brigades against unwarranted criticism, pressure, threats and litigation
- Support brigades in the performance of their functions in fire districts
- Represent volunteer firefighters in disputes and grievances
- Assist brigades obtain the resources needed to meet the reasonable expectations of their communities
- Generally promote and advance the cause of volunteerism in New Zealand's fire services

## TARGET AUDIENCES ●●●

We will proactively advocate the interests of our members and promote the cause of volunteerism in New Zealand's fire services to:

- Government and the Minister responsible for the New Zealand Fire Service
- The New Zealand Fire Service Commission and the National Rural Fire Authority
- The New Zealand Fire Service at national region, area and district level
- Local government and the insurance, transport, health and allied sectors
- Communities served by volunteers including employers of volunteers
- The general public of New Zealand

## ETHICAL PRINCIPLES ●●●

We will deliver effective advocacy by adhering to the following standards:

- Our representational and promotional material will be honest, factually accurate, fair and balanced, non party-political and free of prejudice or intolerance of diversity
- Our advocacy services will be accessible and available to member brigades free of charge
- Where brigades wish to advocate on their own behalf we will support them to do so
- Where brigades entrust confidential information to us to represent their interests we will take all steps to safeguard that information
- We will keep member brigades informed of our advocacy programme and activities at all times

## MEMBER CONSULTATION ●●●

When we propose developing new promotional material or advocating specific policy positions to Government or the New Zealand Fire Service Commission, we will consult a representative sample of brigades to ensure we accurately portray the position of a majority of brigades.

## EFFECTIVENESS ●●●

We will periodically engage an independent professional services firm to survey our target audiences to assess the effectiveness of our advocacy programme and advise us on opportunities for improvement.