

Eastern Transport Coalition

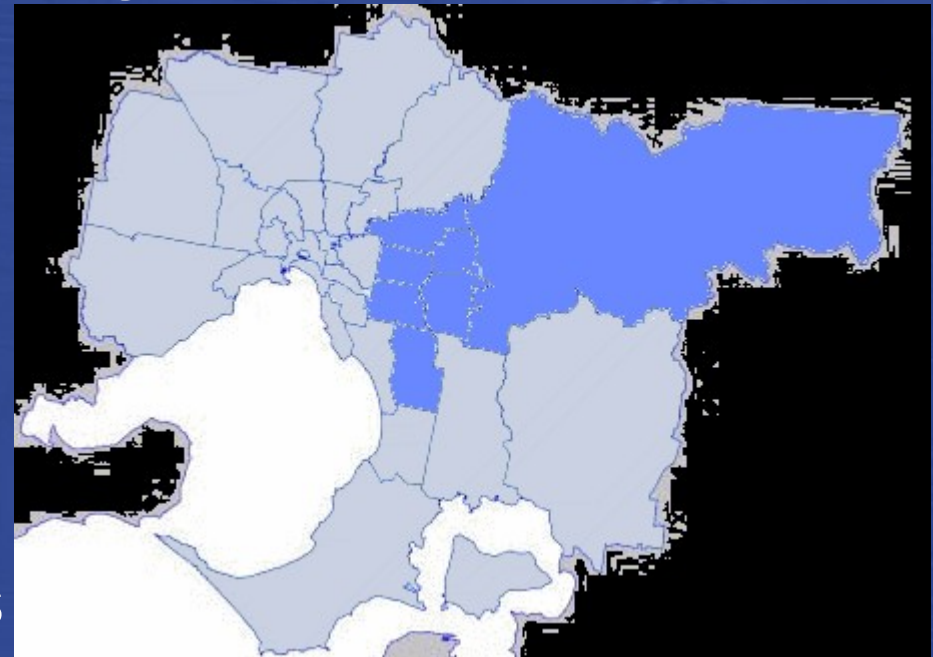
Advocacy and Power
VLGA – Friday 23rd January



What is the Eastern Transport Coalition

- 7 Councils in the eastern suburbs of Melbourne:

- City of Greater Dandenong
- City of Knox
- City of Manningham
- City of Maroondah
- City of Monash
- City of Whitehorse
- Shire of Yarra Ranges



- Collectively the group represents one million people across eastern Melbourne

Why do we need the ETC?

- To provide advocacy for better public transport
 - Our communities expect better public transport
 - Local government must advocate on behalf of these communities
- Every municipality has its own public transport needs
 - A regional approach provides one voice and a stronger and more consistent message
 - Otherwise State Government can 'divide and conquer' (ie Maroondah's needs versus Knox)

The challenges

- Ensure a consistent approach
 - Agreement between members council is critical
 - All members need to be an active part of the ETC
 - Outline agreed aims and objectives each year
- Utilising our capabilities
 - Maintaining a media presence without saturation
 - Collaboration through learning from others
- Do not be weakened by minor disagreements
- Develop procedures to set expectations

The power of advocacy

- Case study: removal of zone three fares
 - Melbourne's metropolitan public transport system used to have three zones
 - All member councils were united in seeking the removal of zone three
 - Leveraged the 2006 State election campaign to seek support for the removal of zone three
 - Strong presence in the local media
 - Political lobbying of MPs and candidates
 - Delegations to Minister and Shadow Ministers
- **Result: zone three removed in March 2007**

Further information

- ETC website: www.etc.org.au
- Email: alex.makin@maroondah.vic.gov.au
- Phone: 0408 311 645