

## Advocacy Action Plan

The SUS Executive Officer has been working in conjunction with Stephen Stewart to produce an advocacy action plan for SUS.

The draft plan is attached and is split into a number of sections:

- o National advocacy
- o Media advocacy
- o Professional mobilisation
- o University mobilisation
- o Advocacy from within

### **SUS Executive is asked to:**

Item
➤ Consider plan and ask any questions



## SUS Advocacy Action Plan 2010-2012

### Vision

SUS is the lead organisation for the delivery and development of 'active, competitive, innovative' sport and physical activity for the tertiary education sector.

### SUS aims to

- Embrace partnership working to develop advocacy and support local and national delivery and development of sport and physical activity.
- Be pro-active in promoting sport and physical activity and its benefits.
- Provide competitive sports at a range of levels for members in our Universities and Colleges.
- Act as the hub for professional development of people, projects and networks within the sector.
- Ensure solid business development planning and operational structures in order that SUS business is effectively delivered.

### What is Advocacy

The word advocacy has its origins in law and is defined by most dictionaries as the process of 'speaking on behalf of someone'. Today, it has evolved to include work undertaken by development agencies, civil society groups and individuals **to bring about change**.

Advocacy in this context encompasses a range of activities, all focusing on a process of change. This change may be in policies and laws themselves, in the implementation of these policies, or even in people's awareness of the policies and their own rights. It therefore encompasses working for change in any of the following areas:

**Who** makes the decisions

**What** is decided

**How** it is decided

**How** it is enforced or implemented (**source:** Veneklasen, 1997).

## **Why advocacy?**

- Raise external awareness of the organisation
- Encourage support and understanding of the objectives of the organisation
- Increase participation in sport and physical activity programme across universities in Scotland
- Have a unified voice for sector on future of sport and physical activity in Scotland portraying clear simple messages.
- Encourage partnership working to increase recognition of and investment in the sector.

## **Advocacy Strategies**

Advocacy Strategies that can be applied to Scottish Universities Sport (SUS):

- National advocacy
- Media advocacy
- Professional mobilisation
- University mobilisation
- Advocacy from within

	<b>Action</b>	<b>Output</b>	<b>Responsibility</b>	<b>KPI</b>	<b>Timeframe</b>
<b>National Advocacy:</b>	<ul style="list-style-type: none"> <li>Identify &amp; build relationships with key people / agencies as detailed in the strategy</li> </ul>	Identify Contact, continued conversation	SUS Chair & Exec	Meetings complete	Ongoing
	<ul style="list-style-type: none"> <li>Identify a political champion / clarify status of NP</li> </ul>	Discuss at 1 <sup>st</sup> Exec of 2010	Exec	Person identified and role agreed	September 2010
	<ul style="list-style-type: none"> <li>Circulate SUS Strategy</li> </ul>	Email & website	JS	Email sent	ongoing
	<ul style="list-style-type: none"> <li>Invite and involve key partners in launches, conference openings, positive publicity</li> </ul>	Email, letter & phone	JS	Successful events	ongoing
	<ul style="list-style-type: none"> <li>Develop generic high impact presentations / fact sheets</li> </ul>	Annual report, action plan and strategy, audit summary & fact sheets	JS & MG	Reports produced	AR – Sept 2010 Audit – Dec 2010 AP & Strategy – ongoing Fact sheets – Dec 2010
	<ul style="list-style-type: none"> <li>Engage &amp; support relevant NGB's</li> </ul>	Contacts and Communication	SPMgr	NGB identified and on board	Ongoing

	<b>Action</b>	<b>Output</b>	<b>Responsibility</b>	<b>KPI</b>	<b>Timeframe</b>
<b>Media Advocacy:</b>	<ul style="list-style-type: none"> <li>Identify develop &amp; strengthen links with media contacts</li> </ul>	Create contact list (media & unis), Develop ongoing positive relationships	Chair MG & SUS Office	List complete Positive Media support	September 2010
	<ul style="list-style-type: none"> <li>Endorse and develop Marketing Group</li> </ul>	Identify as priority on Action Plan, support with staff time and appropriate financial resource	Executive Officer	Marketing objectives met	Ongoing
	<ul style="list-style-type: none"> <li>Identify and use high profile media champions</li> </ul>	Engage with potential champions	MG	Champions identified and on board	October 2010
	<ul style="list-style-type: none"> <li>Develop message consistency 'sound bites'</li> </ul>	Identify and agree sound bites	MG & EO	sound bites agreed and dispersed	October 2010
	<ul style="list-style-type: none"> <li>Conduct research to gain data to support media stories</li> </ul>	Extract from audit and relevant reports	MG & EO	Information available	Ongoing
	<ul style="list-style-type: none"> <li>Identify human interest angles</li> </ul>	Sell concept & encourage unis to send regular stories to SUS and national press	MG & EO & Uni nominee	Stories on SUS web	Ongoing
	<ul style="list-style-type: none"> <li>Seek &amp; present photo opportunities and promote SUS and individual unis</li> </ul>	Sell concept & encourage unis to send regular stories to SUS and national press	MG & EO & Uni nominee	Stories on SUS web	Ongoing

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<b>Professional mobilisation:</b>	<ul style="list-style-type: none"> <li>Lead &amp; development of national &amp; regional SUS networks – to mobilise advocacy / Conduct targeted workforce development &amp; training</li> </ul>	Organise regional and national conferences, seminars and training days	EO	Activities complete	Ongoing
	<ul style="list-style-type: none"> <li>Strengthen links with professional allies</li> </ul>	Forge strong relationships with organisations such as BUCS, SFC, <b>sportscotland</b> , PAHA	Staff & Exec	Ongoing open communication	Ongoing
	<ul style="list-style-type: none"> <li>Encourage &amp; support the workforce to be advocates</li> </ul>	Leadership through DoS	DoS	Buy in from workplace through attendance at conference, training etc	ongoing

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<b>University mobilisation</b>	<ul style="list-style-type: none"> <li>Prioritise SUS in Departmental and AU strategic plans</li> </ul>	Develop strategic plans to include SUS objectives	DoS and AU pres	Plans implemented	annually
	<ul style="list-style-type: none"> <li>Mobilise participants in programmes and encourage &amp; support community members as advocates</li> </ul>	Make opportunities available to all students and staff	DoS & SUS staff	Increased participation – audit	Annual report and audit
	<ul style="list-style-type: none"> <li>Select brand ambassadors at unis to champion SUS</li> </ul>	SUS brand made more prominent in individual institutions	MG & EO	Increased awareness of SUS, use of website & attendance at events	Annually
	<ul style="list-style-type: none"> <li>Recognise &amp; reward successful individuals and programmes with SUS emphasis</li> </ul>	Institutional and SUS award schemes	DoS, EO & SPMgr	Awards presented	Annually

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<b>Advocacy from within:</b>	<ul style="list-style-type: none"> <li>Recruit enthusiastic and capable colleagues to sit on SUS committees</li> </ul>	Disseminate information on what is required for each position	DoS, EO & AUpres	Committees filled and successful	Annual
	<ul style="list-style-type: none"> <li>Advocate up</li> </ul>	Gain support of key influencers	DoS, EO & SPMgr	Increased institutional awareness (link to strategy)	Ongoing
	<ul style="list-style-type: none"> <li>Internal promotion through newsletters, e-news, email</li> </ul>	Produce documents as stated	staff	Produced, circulated and utilised	Ongoing