

Terms of Reference Advocacy Working Group

Approved by

Senior Manager Learning and Innovation

Purpose

- Support the key activities to deliver Strategic Area 5 (Advocacy) of the ABA Strategic Plan
- Develop and review advocacy tools aligned with the Strategic Plan and Advocacy Strategy for volunteer use
- Work with key stakeholders within the Association to support the implementation of the Advocacy Strategy
- Scope Advocacy activities as identified in the Strategic Plan and Advocacy Strategy. Campaigns can occur at national, branch, regional and local group levels of the Association.

Qualifications and skills

- ABA voting members
- Completion of ABA's Volunteer Induction
- A strong interest in the promotion of ABA and protection of breastfeeding through advocacy.
- Effective communication and writing skills
- Have the capacity to develop resources for use across ABA platforms.
- Ability to prioritise tasks, manage workload and meet deadlines.
- Ability to work effectively as part of a team.

It is also desirable that working group members have:

- Experience in advocacy, lobbying or working with government, funding bodies, health promotion organisations or similar

Ineligibility

Members may be approached by the coordinator about their eligibility to continue to be in the Advocacy Working Group if they:

- Do not contribute to the work of the group for a period of 6 months or more
- Do not attend 3 consecutive meetings without prior apology or equivalent given to the coordinator or noted at a previous meeting
- Breach the ABA *Code of Ethics* or ABA *Code of Conduct* or other ABA policies or guidelines.
- Have conflict/s of interest that fully precludes you from advocating with ABA's viewpoint as the primary consideration. NOTE: This will be at the discretion of the AWG coordinator/s

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Appointment

- Each Branch Advocacy Representative will be appointed in accordance with the Australian Breastfeeding Association Delegations Manual by the Manager Learning and Breastfeeding Information. Each branch coordinator is appointed for a period of 2 years and may be reappointed on review.
- Expressions of interest in joining the working group will be open to all eligible voting members and members will be appointed by the Manager Learning and Breastfeeding Information
- The relevant Senior manager or their delegate will attend meetings in a guidance and support role.
- Internal or external persons may be invited to attend meetings at the request of the coordinator to provide advice and assistance where necessary.

Term of office

Working group members are appointed for 2 years or until the person chooses to resign, is no longer able to meet the essential requirements and skills or becomes ineligible. Members may be reappointed on review.

Authority to act

The Advocacy Working Group has authority to act within the guidelines of this Terms of Reference (TOR) document, the Australian Breastfeeding Association *Constitution*, the *Code of Ethics*, the Code of Conduct policies and procedures and the Delegations Manual.

Accountable to

Manager Learning and Breastfeeding Information

Roles and responsibilities

- Work together as a team to develop resources and activity ideas in alignment with ABA's Strategic Plan.
- Assist with the identification of key stakeholders for potential advocacy relationships.
- Assist with planning and development of advocacy activities.
- Work with the Learning and Innovation team and other relevant teams within ABA in the creation of advocacy tools.
- Provide mentoring and support to volunteers and staff undertaking advocacy activities and in optimising utilisation of available advocacy tools.

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- Provide regular updates to branch volunteers via relevant communication channels.
- Declare perceived, potential or actual conflicts of interest and withdraw from discussions or decision making where applicable.
- Support the implementation of ABA's Advocacy Strategy aligned with the ABA's Strategic Plan
- Work towards outcomes aligned with the Strategic Plan
- Support active local engagement with representatives of relevant organisations including government and non-government organisations including not-for-profit, peak bodies, professional organisations and other relevant groups.

Reporting

Quarterly by the Working Group Coordinator to the Senior Manager Learning and Innovation/Executive Officer or their delegate including risks and opportunities identified.

Finances

On request and as per current ABA procedures

Training

- All members must complete ABA's Volunteer Induction module prior to appointment
- Those who do not hold ABA's Certificate IV in Breastfeeding Education or are currently undertaking training will be given access to complete the learning modules from units with content on promoting ABA and breastfeeding
- Volunteers who have resigned more than 2 years previously should also undertake the induction module as a refresher.
- Where needed, induction from senior ABA volunteers will be provided.

Methods

- Working group discussions and decision-making is expected to be open, collaborative and respectful. Decisions will be made to align with the strategic plan and the capacity of the organisation.
- Working group meetings will be held a minimum frequency of once per quarter, unless otherwise agreed.
- Working group members are expected to provide apologies to the coordinator if unable to attend.
- Agenda will be prepared prior to the meeting.

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- Minutes will be recorded and distributed in a timely fashion by the coordinator or a delegated attendee
- Minutes are to be checked and approved by the working group at the commencement of the next meeting and kept in the relevant SharePoint folders as approved minutes.
- Working group meetings will be held online (ie Teams or Zoom etc) unless otherwise agreed. Where the group cannot reach consensus a majority vote will be the deciding factor or will be referred to the Manager Learning and Breastfeeding Information, in the first instance, and referred to the Senior Manager, Learning and Innovation, if needed.

Review Period

- The terms of reference shall be reviewed every two years from the date of approval and updated as required. They shall be adjusted to meet the current needs of the organisation and be agreed on by the majority. The final say is with the Senior Manager Learning and Innovation/Executive Officer.

Revision history

Revision	Date	Description of modifications
V4	September 2025	TOR updated and revised
V3	November 2023	TOR updated and standardised
V2	August 2022	Revised and updated by AWG
V1	November 2020	Terms of reference created