

Position Description

Position title	Advocacy Director	Reports to	Chief Executive Officer
Location	National	Employment term	Fixed term to 30 June 2027
Employment Type	Full time	Hours of work	38 hours per week
Classification	SCHADS Award level 7		

Purpose of the position

CREATE Foundation is a systems advocate and national consumer body representing children and young people with an out-of-home care experience. CREATE is an organisation that is mission driven, adaptive, and creative in responding to the emergent needs and aspirations of children and young people.

The Advocacy Director leads CREATE’s national advocacy function to influence public policy, legislation, practice and system reform across child protection, out-of-home care and related systems. This role oversees a team that strengthens CREATE’s government and sector influence and ensures the voices, rights and experiences of children and young people with a care experience are elevated to key decision makers.

This role also provides strategic leadership and guidance to the Advocacy Team and ensures CREATE’s advocacy priorities, submissions, policy positions, communication strategies and public advocacy are evidence-informed, grounded in lived experience and aligned with CREATE’s strategic directions. The role leads a dispersed advocacy team made up of Advocacy Leads, who are responsible for agreed advocacy strategies, activities, stakeholder engagement, and advocacy products within their jurisdiction.

The Advocacy Director provides strategic direction, quality assurance, escalation support and alignment across CREATE’s national advocacy agenda. The role achieves outcomes through leadership, senior stakeholder influence and effective delegation, rather than direct delivery of all advocacy activities.

Key responsibilities

Strategic Advocacy and Policy Influence

- Lead CREATE’s national advocacy framework and provide strategic oversight, direction and quality assurance for Commonwealth, state and territory advocacy strategies, priorities, projects and products developed by the Advocacy Leads.
- Drive CREATE’s priority national advocacy and policy influence, and support Advocacy Leads to progress agreed advocacy priorities with key decision makers, government and sector agencies, and other strategic partners across jurisdictions.
- Ensure CREATE has clear processes and quality standards for providing high quality policy and advocacy advice, including analysis and advocacy positions on policy, legislative reform, system reviews, inquiries, practice changes, government budgets and election commitments.

- Guide the Advocacy Team in identifying and pursuing strategic opportunities to influence reform, including emerging reviews, legislative processes, budget cycles, election platforms, government consultations, media engagement and sector reform agendas.
- Ensure the CEO, Executive, Board and relevant CREATE teams receive strategic advocacy and policy advice, and coordinate reporting processes, drawing on input from Advocacy Leads and other relevant staff.
- Ensure systems are in place to monitor relevant government commitments and reform activity, with Advocacy Leads responsible for tracking agreed jurisdictional priorities and escalating key developments.
- Calibrate advocacy advice, decisions and escalation points in line with CREATE's strategic position, delegated authority, funder requirements, and agreed organisational risk thresholds.
- Ensure effective communication strategies are in place to promote CREATE's advocacy positions and disseminate reports, submissions and position papers through appropriate channels.

Leadership of the Advocacy Team

- Provide clear, strengths-based leadership, supervision and direction to the Advocacy Team, including setting work priorities, monitoring outcomes and supporting high quality delivery of advocacy products, projects and outputs.
- Create a positive, accountable and culturally safe team environment that supports staff to work collaboratively, make sound decisions, provide strategic advice, and deliver meaningful advocacy outcomes.
- Oversee the Advocacy Team Action Plan and ensure that advocacy deliverables under CREATE's Operational Plan, funding agreements and internal priorities are appropriately planned, delegated, tracked, delivered and reported.
- Guide Advocacy Leads to develop jurisdiction-specific advocacy strategies, maintain priority stakeholder relationships, prepare briefings and submissions, and translate local intelligence into national advocacy work.
- Ensure the Advocacy Team has practical systems for regular media, sector and policy monitoring, with significant issues, reform opportunities, public debates and recommended responses escalated to the Advocacy Director, CEO and the Marketing and Communications team (MARCOMS) as appropriate.
- Guide the preparation and dissemination of short analysis and snapshots of government budgets, major reports, announcements, reviews, inquiries and reforms relevant to children and young people with an out-of-home care experience, providing quality assurance where required.
- Set quality standards for, and review or approve as required, high-quality submissions, position statements, briefings, correspondence, consultation reports and other advocacy products that are clear, evidence-informed, and grounded in lived experience.
- Strengthen the integration of CREATE's advocacy with state teams, MARCOMS, programs and executive leadership to ensure CREATE's advocacy, policy positions, stakeholder communications, and public statements are contemporary, relevant, young-person focused, and aligned.
- Ensure clear expectations and systems are in place for team members to maintain accurate records of advocacy activity, stakeholder engagement, submissions, consultation reports and other relevant deliverables.
- Provide oversight of consultation and research activities that directly support CREATE's advocacy priorities, contractual deliverables, fee-for-service projects, or agreed strategic opportunities.



Elevating the Voices of Children and Young People

- Ensure CREATE's advocacy agenda is grounded in the voices, rights and experiences of children and young people with a care experience, including those shared through Youth Advisory Groups (YAGs), consultations, the National Experience to Action Board Youth (NEABY), and other relevant programs and engagement mechanisms.
- Provide strategic oversight of NEABY, ensuring it is well governed, supported and meaningfully connected to CREATE's strategic directions, policy positions and advocacy priorities.
- Ensure mechanisms are in place to safely and meaningfully involve children and young people in advocacy, policy development, consultations, submissions, roundtables, system design opportunities, and meetings with decision makers, where appropriate.
- Ensure Advocacy Leads have clear processes for developing YAG summaries and sharing insights, so that what young people tell CREATE is accurately reflected in policy advice, submissions, stakeholder engagement and advocacy priorities.
- Champion trauma-informed, child-safe, inclusive and culturally safe practice in all advocacy activity, particularly where young people are involved in sharing lived or living experience.

Stakeholder Engagement and Internal Partnerships

- Build and maintain strong priority relationships with Commonwealth and national decision makers, oversight bodies, sector leaders and other strategic partners, while providing strategic oversight of state and territory stakeholder engagement led by Advocacy Leads.
- Advance Commonwealth relationships and national advocacy opportunities, and ensure state and territory advocacy led by Advocacy Leads remains coordinated, locally informed and strategically aligned.
- Represent CREATE's advocacy priorities in priority senior meetings, sector forums, governance groups, advisory bodies, roundtables, conferences and other relevant public or sector settings as agreed with the CEO, delegating representation to Advocacy Leads where appropriate.
- Oversee the development of high-quality meeting briefs, correspondence, policy advice, talking points and follow-up actions for strategic advocacy meetings, including meetings involving the CEO and young people.
- Ensure the Advocacy Team demonstrates strong allyship, effective partnerships with the Aboriginal and Torres Strait Islander community-controlled sector, respect for cultural authority, and culturally safe advocacy that advances Aboriginal self-determination.
- Work closely with MARCOMS to guide advocacy campaigns and public messaging, ensuring advocacy content is accurate, aligned with CREATE's policy positions, and is approved through appropriate channels.
- Ensure the Advocacy Team provides timely and strategic policy and advocacy advice and content for media opportunities, and ensure that media engagement follows CREATE's approval and authorisation processes, in collaboration with the CEO and MARCOMS.
- Ensure that CREATE's advocacy priorities, policy positions, and key updates and developments are shared in timely ways with both internal staff and external stakeholders.
- Provide strategic input into projects, research, consultations or other opportunities where agreed with the CEO, ensuring any opportunities are appropriately resourced and aligned with CREATE's advocacy priorities.
- Ensure CREATE's advocacy positions are informed by lived experience, relevant data, policy developments, sector intelligence, research literature and CREATE's programs and consultation findings.

Organisational Citizenship and Compliance

- Contribute to CREATE's strategic and operational planning processes, with particular responsibility for advocacy priorities, outcomes, deliverables and reporting.
- Ensure accurate and timely advocacy reporting for the CEO, Executive, Board and relevant funders, drawing on data, stakeholder intelligence and advocacy activity records to monitor impact and inform future priorities.
- Support internal governance by ensuring significant advocacy decisions, products, reports and external positions are appropriately documented, reviewed and approved.
- Demonstrate a strong commitment to CREATE's Mission, Vision and Core Principles.
- Operate in line with organisational policies, procedures and practice guides.
- Adhere to National Principles for Child Safe Organisations.
- Apply a trauma-informed approach at all times.
- Actively seek to understand, represent and support CREATE's vision, strategic directions and organisational position to all stakeholders, internally and externally.
- Maintain confidentiality, professionalism and integrity in all interactions.
- Contribute positively to team culture and a safe working environment.
- Participate in national CREATE initiatives, projects and events.
- Undertake other reasonable duties consistent with the scope and responsibilities of the role.

Key Relationships

Internal

- Reports to Chief Executive Officer
- Provides leadership and supervision to the CREATE Advocacy Team
- Collaborates with CREATE Executive and Leadership team
- Collaborates with CREATE's national teams

External

- Children and young people with lived experience of out-of-home care
- CREATE Young Consultants, including NEABY members
- Commonwealth, state and territory government Ministers, departments and senior officials
- Children's Commissioners, Aboriginal and Torres Strait Islander Children's Commissioners, Advocates, Guardians and other oversight bodies
- Peak body CEOs, including Aboriginal led, OOHC, child protection, youth justice and family services sector peak bodies
- National and jurisdictional governance groups, advisory bodies and sector forums where relevant
- Research, policy and academic partners, where relevant.



Key Result Areas

- CREATE has clear, current and actionable national advocacy priorities, with Commonwealth, state and territory strategies developed by Advocacy Leads and aligned through Director oversight.
- CREATE's advocacy work influences policy, legislation, practice and system reform through direct advocacy, consultations, submissions, stakeholder engagement, budget and election related advocacy, media engagement, and public positioning.
- The Advocacy Team provides high quality advocacy advice and products, including analysis and advocacy positions on policy, legislative reform, system reviews, inquiries, practice changes, government budgets and election commitments.
- CREATE maintains strong and constructive relationships with priority Commonwealth and national stakeholders, and coordinated state and territory relationships through Advocacy Leads.
- NEABY is well governed, appropriately supported and meaningfully connected to CREATE's advocacy priorities, strategic directions and policy positions.
- Advocacy products, including submissions, position statements, consultation reports, briefings, media content and correspondence, are accurate, timely, evidence-informed, grounded in lived experience and suitable for their intended audience.
- The Advocacy Team is cohesive, organised, culturally safe, well supported and delivering against agreed priorities, Action Plans and funder commitments.
- Advocacy activity, products and impact are monitored and reported accurately through agreed team systems.
- CREATE's advocacy work is child-safe, trauma-informed, culturally responsive, and consistent with CREATE's values, policies and obligations.

Skills and Knowledge

- High level knowledge of systems advocacy, public policy, legislative reform and government decision-making processes.
- Strong understanding of out-of-home care, child protection and related systems, including the policy, practice and social justice issues affecting children and young people with a care experience.
- Strong policy analysis and policy writing skills, including the ability to develop, review and approve submissions, position papers, briefings, correspondence, media content and strategic advice.
- Highly developed stakeholder engagement, negotiation and influencing skills, including the ability to engage credibly with Ministers, senior government officials, Commissioners, sector leaders and community organisations.
- Strong leadership and people management skills, including the ability to lead a dispersed team, set priorities, monitor outcomes and support high performance.
- Demonstrated ability to translate lived experience, data, consultation findings, sector intelligence, research literature and other evidence into practical advocacy strategies, policy positions and strategic advice.
- Demonstrated cultural capability and commitment to Aboriginal and Torres Strait Islander self-determination and culturally safe practice.
- Strong conceptual, written and verbal communication skills, with the ability to tailor complex information for a range of audiences, including young people, government, sector stakeholders, media, staff and leaders.

- Sound judgement, discretion and ability to make decisions within delegated authority, funder requirements and organisational risk thresholds.

Qualifications, Licences and Experience

Essential

- Minimum of a tertiary qualification in an applicable discipline such as social policy, public policy, social science, advocacy, law, social work, community development or a related field, or lesser formal qualifications with considerable skills and extensive relevant experience to an equivalent standard.
- Extensive experience in policy, advocacy, system reform, government relations or a related leadership role.
- Demonstrated experience leading teams, setting work priorities, supervising staff and delivering outcomes through others.
- Demonstrated experience developing or overseeing high quality policy products, submissions, briefings, reports, correspondence and strategic advice.
- Demonstrated experience engaging with government, sector leaders, oversight bodies and community stakeholders to influence change.
- Current employment-level Working with Children Check relevant to the state or territory of residence, plus Queensland Blue Card, regardless of location.
- Ability to undertake occasional interstate and intrastate travel, including overnight travel, as required.
- Full working rights within Australia.

Desirable

- Cultural knowledge, expertise and authority, including knowledge gained through Aboriginal and Torres Strait Islander community connection, cultural leadership or lived experience, is highly regarded.
- Experience in the out-of-home care, child protection, youth justice, family services or broader child and youth sector.
- Experience working with children and young people with a care experience, including through youth advisory, lived experience or co-design mechanisms.
- Postgraduate qualifications in a relevant discipline.
- Experience supporting media engagement, advocacy campaigns or public communications in a sensitive policy environment.

Competencies

- Able to lead through others by setting clear direction, delegating work appropriately, reviewing quality and ensuring outcomes are delivered through agreed team systems.
- Ability to develop, improve and embed work practices, procedures and team systems that strengthen advocacy outcomes and contribute to CREATE's strategic objectives.
- Ability to develop and implement significant operational procedures, and review operations to determine their effectiveness.
- Ability to coordinate and oversee significant advocacy initiatives, ensuring work is planned, delegated, monitored and delivered in line with organisational priorities.
- Strong understanding of the long-term goals of the organisation.

- Commitment to CREATE's values, child safety, ethical practice and positive team culture.
- Highly developed leadership and management skills, with the ability to develop work practices and procedures for various projects, and establish work area outcomes.
- Ability to contribute to budget planning, funding submissions or resource proposals relevant to the advocacy function, in consultation with the CEO and relevant internal stakeholders.

Extent of Authority

- Operates under limited direction and exercises managerial responsibility for other employees, including establishing and monitoring work outcomes.
- Responsible for decision-making and the provision of expert advice to other areas of the organisation.
- Able to apply complex problem-solving and policy judgement to sensitive advocacy, system reform and stakeholder issues, including providing expert advice and contributing to policy development.
- Able to exercise sound judgement and select appropriate approaches in complex or emerging situations where precedent, guidance or direction may not be readily available.
- Decisions and actions taken at this level may have significant effect on program/project/work areas being managed.

Selection Criteria

1. **Tertiary Qualification** or higher in social policy, public policy, social science, advocacy, law, social work, community development or a related discipline, or lesser formal qualifications with considerable skills and extensive relevant experience to an equivalent standard.
2. **Demonstrated experience** in systems advocacy, public policy, legislative reform, government relations or sector reform, including the ability to influence policy, practice or system outcomes. Knowledge of out-of-home care, child protection and related systems is highly regarded.
3. **Highly developed leadership skills**, including experience leading through others, setting priorities, supervising staff, delegating effectively and supporting a positive, accountable and culturally safe team culture.
4. **High level written communication skills**, including the ability to develop, review or approve submissions, position statements, policy briefings, correspondence, consultation reports, media content and strategic advice on complex and sensitive issues.
5. **Highly developed stakeholder engagement skills**, including the ability to build trusted relationships with senior government officials, Commissioners, sector leaders and community-controlled organisations. Demonstrated skill in negotiation and influence highly regarded.
6. **Strong judgement, organisation and decision-making skills**, including the ability to manage competing priorities, respond to emerging opportunities, delegate appropriately, calibrate decisions to risk and funding requirements, and work effectively under limited direction.

CREATE recognises that the relevant skills, knowledge and capability for this role may be gained through lived experience, cultural knowledge, community involvement and non-formal pathways, and encourages applicants to outline these against the selection criteria where relevant.

Commitment to inclusion and cultural knowledge

CREATE Foundation strongly encourages applications from Aboriginal and Torres Strait Islander peoples.

We recognise the deep value of cultural knowledge, lived experience and community connection, particularly in roles that support children and young people with a care experience. Cultural knowledge and lived experience are highly valued by CREATE and will be considered alongside formal qualifications and work experience.

If you believe you can contribute to this role through your cultural knowledge, lived experience or community connection, we encourage you to apply, even if you do not meet every qualification or experience requirement listed.

Why work with us?

We don't just talk about making a difference - we live it. Our team is:

- purpose-driven
- passionate
- and we value collaboration.

We know that great work happens when people feel supported, included, and inspired. That's why we invest in our people and strive to create a workplace where everyone can thrive.

For more information on joining the CREATE team, including salary packaging, additional leave and other perks, visit [Join Our Team | CREATE Foundation](#)

About us

CREATE Foundation is the national consumer body for children and young people with an out-of-home care experience. We support children and young people from 0-25 who are currently in, or have experience in foster care, kinship care, permanent care or residential care.

Our Vision: That all children and young people with a care experience reach their full potential.

Our Mission: To create a better life for children and young people in care.

To do this we

Connect children and young people to each other, CREATE and their community

Empower children and young people to build self-confidence, self-esteem, and skills that enable them to have a voice and be heard

Change the systems impacting children and young people, in consultation with them, through advocacy to improve policies, practices and services and increase community awareness.

If you have questions about this role or the application process, please email hr@create.org.au, or call our People and Culture Manager on 0484 911 009