

PRINCIPLES OF ADVOCACY

What is Advocacy?

Advocacy is the process of standing beside an individual or group and speaking out on their behalf to protect and promote their rights and interests.

Client Directed

Advocates work at the direction of clients. Advocates may advise clients as to options so that the client makes an informed choice.

Conflict Management

Advocates endeavour to avoid confrontational approaches as much as possible.

Confidentiality

Confidentiality builds trust between client and advocate. Clients have the right to expect that information will be dealt with confidentially unless they give their express permission for it to be disclosed. Advocates will inform clients of any obligations they have to report issues such as alleged abuse.

Culturally Sensitive

Advocates must take into consideration the cultural, linguistic and communication needs of clients.

Duty of Care

The advocate has a duty of care to not advocate in ways that are illegal or that will cause significant harm to the client.

Empowerment

Advocacy works to increase the power and control clients have over their lives.

Independent

Advocacy must be independent, with no conflicts of interest. It must focus solely on the rights and interests of the client.

Needs Based

Service is provided to people in the client group according to need. The service is free and equitable.

Partisan

Advocacy is on the side of the disadvantaged party. It exists to assist clients. Advocates are not neutral umpires or mediators.

Contact ERA

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Empowering older Victorians

Elder Rights Advocacy is the registered business name of Residential Care Rights Inc. (ABN 63 367 539 827) which is part of the National Aged Care Advocacy Program - an Australian Government Initiative.

Note: The information in this fact sheet is general information about the law in Victoria—it is not legal advice.

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