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CITY OF  
CANADA BAY

## COMMUNITY ENGAGEMENT STRATEGY

Date of Adoption: 26 September 2017

Effective Date: 26 September 2017

## Introduction

The Council, under the Local Government Act 1993, is required to have a community engagement strategy, based upon social justice principles, for engaging the community when developing the community strategic plan and for other planning activities.

## Purpose

The purpose of this strategy is to outline the processes Council will use to engage the community in a range of planning contexts.

This strategy describes how the Council's Community Engagement Policy will be implemented and it informs how individual engagement action plans will be developed and carried out.

## Community Engagement Policy

Council's Community Engagement Policy provides Council's commitment to, and the principles of, community engagement with the community on issues or decisions for which Council is responsible. It also defines 'community engagement', 'community' and 'social justice' for the purpose of this document. The Policy should be read in conjunction with this Community Development Strategy.

## Strategies

### Strategy 1: Identify and define the scope of the issue for engagement

The following is a guide for identifying and defining the issue and the scope of the engagement process.

Component	Action
Background / Context	Describe the background to the issue that will require engagement. Describe any legislative or policy requirements.
Engagement focus	Describe the issues that will form the focus of the engagement process.
Engagement purpose and goals	Define the goals (and objectives if required) that the engagement process aims to achieve.
Community and stakeholder participants	Define community and stakeholder groups that the issue will impact upon, and whom may have a level of interest in, or whom may influence, the engagement and decision making process. Define the locality which may be the subject of the issue.
Roles and responsibilities	Define the roles of Councillors, Council officers and community and stakeholder participants in the engagement process.

## Strategy 2: Determine the potential complexity and impact of issues that require consideration or decisions



The following table is a guide for determining the potential complexity and impact of issues.

<p><b>High Impact – City Wide</b></p> <p>The issue will have a real or perceived impact across the whole city <i>or</i> on a number of different parts of the city <i>or</i> on a number of different population groups across the City.</p> <p>The issue has the potential to create controversy and/or conflict or has a high level of existing or potential community interest.</p>	<p><b>High Impact – Local</b></p> <p>The issue will have a real or perceived impact on a particular locality <i>or</i> suburb <i>or</i> on a number of different parts of the city <i>or</i> on a particular population group.</p> <p>The issue has the potential to create community controversy and/or conflict at a local level and/or there is existing or potential high level of local community or group interest.</p>
<p><b>Lower Impact – City Wide</b></p> <p>The issue is city wide, recurrent and/or large scale and will have a low potential for dispute or require relatively minor behaviour changes by residents.</p> <p>The issue has a low risk of controversy or conflict.</p>	<p><b>Lower Impact – Local</b></p> <p>The issue involves a small change or an improvement to service or facility at a local level.</p> <p>The issue has a low risk of controversy or conflict.</p>

## Strategy 3: Determine levels of community engagement

Council recognises that the level and extent of community engagement varies according to the complexity of issues to be considered, the potential level of impact upon the community, and the potential importance of the decision to be made. The greater the complexity and impact, the greater the extent of engagement required.

The following table is a guide to determining the extent of community engagement with the community.

Goals	Level of communication and/or community engagement required				
	Inform	Consult	Involve	Collaborate	Empower
<p><b>Council's goal for participation</b></p> <p style="text-align: center;"></p>	To provide the community with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain community feedback on analysis, alternatives and/or decisions.	To work directly with the community throughout the process to ensure that community concerns and aspirations are consistently understood and considered.	To partner with the community in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the community.
<p><b>Council's Approach</b></p> <p style="text-align: center;"></p>	Council will keep the community informed.	Council will keep the community informed, will listen to and acknowledge concerns and aspirations and provide feedback on how public input influenced the decision.	Council will work with the community to ensure concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	Council will work with the community to formulate solutions and incorporate advice and recommendations into decisions to the maximum extent possible.	Council will implement what the community decides.

<b>Typical actions involved</b>	Advise the community of a situation or proposal. Inform of a decision or direction. Provide advice on an issue. No response is required from the public.	Identify appropriate stakeholders, individuals and/or groups and their needs or issues. Seek comment on project. Request response, but limited opportunity for dialogue. Take account of consultation feedback in decision making.	Involve the whole community or identified segments of the community in discussion or debate. Assist the development of informed input through briefing and information dissemination. Use participatory approach in meetings and forums. Involve the community at different stages of planning and implementation.	Establish partnerships for involvement in decision making. Use participatory approach in meetings and forums. Establish mechanisms for ongoing involvement. Develop ways of keeping the community informed. Allocate clear responsibilities for achieving outcomes.	Referenda, ballots, juries or other similar tools.
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Table adapted from the International Association for Public Participation Spectrum of Public Participation

## Strategy 4: Determine mechanisms for engagement

Impact	Level of communication and/or community engagement required and mechanisms and techniques to use				
	Inform	Consult	Involve	Collaborate	Empower
<b>High impact - city wide</b>	Media information Community briefings Rates notice insert Call Centre and Front counter briefings Bayside Brief content Information displays Media advertising Website Social media	Designated telephone hotline E-newsletters and other email campaigns Printed communication collateral Computer based-polling Telephone surveys/polls Internet surveys Events Social media	Social media options Focus groups Interviews /meetings Web-based meetings Social media	Resident panel Community facilitators Task force or expert committee	Charrettes Citizen juries Deliberative dialogues Deliberative polling
<b>High impact - local</b>	Media information Information displays Media advertising Social media	E-newsletters and other email campaigns Printed communication collateral Comment forms Community info sessions	Social media options	Resident panel	Charrettes Citizen juries Deliberative dialogues

		In-person surveys Mailed surveys and questionnaires Social media			
<b>Lower impact - city wide</b>	Media information Community briefings Rates notice insert Call Centre and Front counter briefings Bayside Brief content Information displays Media advertising Social media	E-newsletters and other email campaigns Printed communication collateral Computer based-polling Telephone surveys/polls Internet surveys Events Social media	Social media options Interviews/meetings Web-based meetings	Resident panel Task force or expert committee	Deliberative polling
<b>Lower impact - local</b>	Direct mail items	E-newsletters and other email campaigns Printed communication collateral Comment forms Community info sessions In-person surveys Mailed surveys and questionnaires Social media	Workshops Public meetings Social media	Advisory groups	Charrettes Citizen juries Deliberative dialogues

## Strategy 5: Develop individual community engagement action plans for specific engagement projects.

Individual issues will require individual community engagement action plans. These action plans are to be developed with reference to the Community Engagement Policy and to this Community Engagement Strategy.

The action plans will provide in-depth details of the engagement process based upon Strategies 1 to 4. In addition, the Action Plans will:

- Provide a timeframe in which the engagement process will be carried out
- Identify how the outcomes of the process will be recorded and reported back to participants
- How Council will communicate the final decision to the participants.

## Review of the Strategy

Council will formally review this Strategy after each Council election, or as deemed required.

