

Community Engagement Process and Matrix

Community Engagement Process

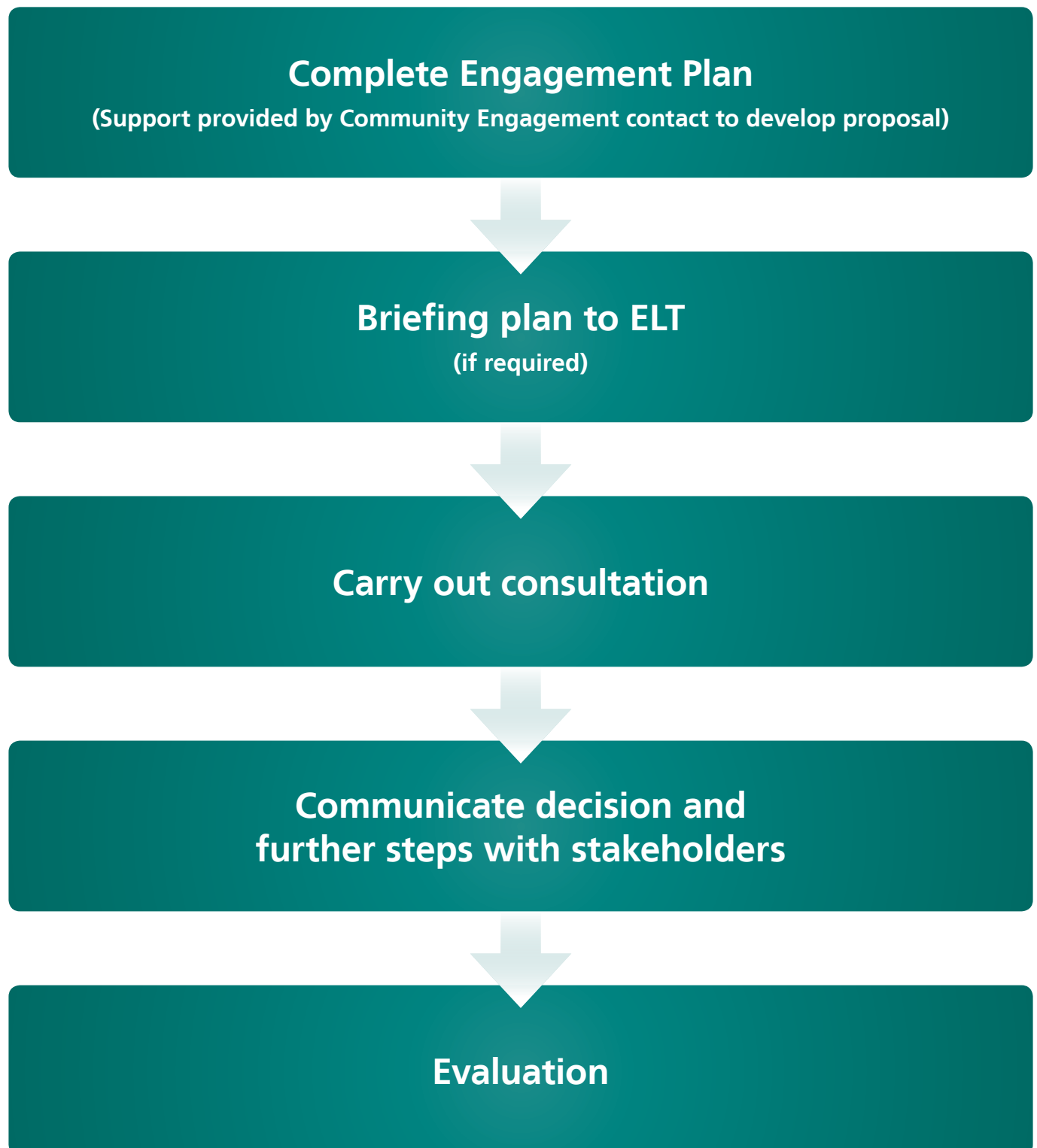
This process has been designed to guide staff when planning community engagement activities. Please note that this process should be followed for all consultations, except where legislation provides other guidelines,

such as in the case for development applications and notifications. If you have any questions about the process please contact the Community Engagement Team.



Consultation required for Council Resolution

This process is only for consultations which have been initiated solely by council resolution. If you have any questions about the process please contact the Community Engagement Team.



Why do we engage?

Quality engagement provides an opportunity for a diverse range of voices to be considered on relevant issues, promotes a higher level of community trust and partnership and a greater understanding of the community impact for decision making frameworks.

When do we engage?

- Community engagement can take place at any time of the year depending on Council's program of work.
- Any Council related project or a decision is an opportunity for a community engagement process.
- Dialogue with our community regarding emerging issues puts Council in an informed position to respond in a mutually beneficial way.
- Consideration must be given to the complexity of the decision and the time constraints during the planning process.
- To guarantee an effective community consultation, careful appraisal of the appropriate tools and timing required for the project or decision should be documented in the briefing plan.

Who we engage?

- Willoughby City Council will engage a variety of people who make up the city and who have diverse experiences, interests and roles to inform decisions affecting the city.
- Stakeholders are organised groups, who utilise our LGA, have an interest in Council's decision making and are affected by Council's decisions.
- Community, businesses, not for profit and governments organisations are considered stakeholders. Stakeholders may also be groups or organisations who have a role to play in policy development, program or service delivery.
- The community includes individuals or groups who use the city; who have an interest in Council's decision-making and who are affected by Council's decisions. Individuals or groups may be identified as residents and voters, ratepayers, business owners, customers, contractors or suppliers, community interest groups, agencies and hard to reach populations.

How we engage

The Community Engagement Framework applies to all Council officials, members of staff, individuals under contract and delegates of council. The Community Engagement Framework consists of;

- In any decision-making process, the level of engagement will vary depending on the nature and complexity of the project or decision. The Community Engagement Matrix can be used as a guide to set the level or required engagement.
- Consideration is given to community interest, political implications, partnerships opportunities, community, economic and environmental impact, legislative requirements, and timing and resource limitations.
- Quality engagement is well planned and executed, inclusive and available to the relevant individual and community groups.
- Council will be required to engage on issues that are of importance or interest to a specific part of the community. Engagement will be tailored for the needs of these groups.
- Council officers will utilise the Community Engagement Resource to gain approval and plan for community engagement activities

Community Engagement Matrix

WHAT WE DO		WHEN WE DO IT					
A: Always		Local matters and events	Improvement Projects	Program and Service Planning	Policy Development	Strategic Issues, Major Projects or Resourcing	City Wide Plans
U: Usually – if not conducted provide rationale in plan.							
O: Occasionally – conducted as required.							
R: Rarely – in specific circumstances only.							
Informing our Community	Direct contact with community members via email, letter or SMS.	O	U	U	O	U	A
	Letterbox drop, Rates Notice insert	O	U	R	R	O	O
	Newsletter / e-news	O	O	R	O	O	A
	Media Release / Newspaper notice / Mayoral Release	O	R	R	O	A	A
	Promotional material, Noticeboards / Banners	O	R	U	R	O	O
	Report	O	O	O	A	A	A
	Website / Social Media	U	A	A	A	A	A
Requesting Information	Information Session	O	O	O	O	R	R
	Expo / Event	R	R	O	O	O	O
	Public exhibition and submission	A	U	O	A	A	A
	Public meeting	O	U	R	R	U	U
	Website online forum or survey - Have Your Say	R	O	O	R	U	U
	Survey	R	R	O	O	O	O
Involving Individuals and Community Groups	Focus groups or Workshops	R	R	O	O	A	A
	Large scale community consultation	R	R	R	R	U	U
	Meeting with invited individuals	O	O	U	U	A	A
	Meetings with specific groups or committee's	O	U	U	A	A	A
	Briefings	R	R	R	O	U	U
	Seminars / Conferences	R	R	R	R	R	O
	Site Tour	O	A	O	O	O	O
	Website Consultation	R	O	O	U	U	U