

# **ATTACHMENT TO AGENDA ITEM**

**Ordinary Meeting**

**21 April 2020**

**Agenda Item 8.3      Community Engagement Policy**

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# GREATER SHEPPARTON CITY COUNCIL

Policy Number **X.X**

## Community Engagement Policy

Version 1.0

Adopted by Council **Day Month Year**

<b>Business Unit:</b>	Community Strengthening
<b>Responsible Officer:</b>	Manager Neighbourhoods
<b>Approved By:</b>	Chief Executive Officer
<b>Next Review:</b>	February 2021

**DOCUMENT REVISIONS**

Version #	Summary of Changes	Date Adopted

DRAFT

Community Engagement Policy

**PURPOSE**

The purpose of the Community Engagement Policy is to formalise Council's commitment to engaging with the Greater Shepparton community through the use of appropriate, effective and inclusive community engagement practices.

The policy recognises the need to customise community engagement methods and processes, and community engagement can be dependent upon the topic/issue and/or any legislative requirements.

**OBJECTIVE**

1. To inform and strengthen Council's community engagement by encouraging a consistent, responsive and considered community engagement approach and methodology with the ultimate aim of strengthening our community through leadership, decision making, and advocacy.
2. To ensure community engagement is integrated into Council activities to inform decision making, foster relationships, and encourage capacity development.

**SCOPE**

This Policy outlines Council's position, role and commitment in regard to community engagement across the organisation and is applied at all levels.

This policy applies to all Council Officers, Councillors, and Council engaged consultants providing a guide for all forms of engagement with the Greater Shepparton community.

**DEFINITIONS**

Reference term	Definition
Accessibility	Undertaking community engagement in a manner that considers needs of individuals and specific groups of people – for example: Culturally and Linguistically Diverse, Aboriginal and Torres Strait Islander Peoples, vulnerable, aged and disabled.
Community	People who live, work, visit or utilise services and amenities in the Greater Shepparton local Government Area.
Community Engagement	An interactive process providing a range of opportunities for community to inform decision making, foster relationships and encourage capacity development.
IAP2 Spectrum of Public Participation	The International Association for Public Participation's Spectrum which helps define the public's role in any participation process.

**KEY TERMS**

Council	Greater Shepparton City Council
Policy	Greater Shepparton City Council Community Engagement Policy
Procedure	Greater Shepparton City Council Community Engagement Procedure
Toolkit	Greater Shepparton City Council Community Engagement Toolkit

**POLICY****1. Our Commitment**

- I. We will endeavour to ensure the purpose of our engagement is clear, relevant and the methods used are well suited to generate highly effective community engagement.
- II. We will endeavour to provide information that is easy to understand and accessible.
- III. We will seek to act transparently and use a range of methods to enable everyone to have a voice on matters of importance to them. We seek to provide engagement opportunities that are mutually respectful, undertaken in reasonable timeframes and with a shared understanding of how the input received will inform decision making processes.
- IV. We will value all participants' knowledge, expertise and experiences, acknowledging that everyone has different views and needs.
- V. We will endeavour to undertake evaluation processes to continually improve our approach to community engagement.
- VI. We seek to report back to our community in a timely manner about how their input was considered and influenced the final outcome.
- VII. Where appropriate we will use information provided by community engagement to advocate on behalf of our community to relevant parties.
- VIII. We will recognise there will be differences of opinion.
- IX. We will conduct all community engagement within legislative requirements.
- X. We will ensure our community engagement practices are in line with Council's values.

## 2. Policy Application

- I. When conducting community engagement Council will be guided by the Procedure and utilise the tools provided in the Toolkit.

## 3. Community Engagement Principles

- I. The purpose of community engagement is varied, and is modelled on the IAP2 Spectrum of Public Participation. IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The IAP2 levels of public participation are: Inform, Consult, Involve, Collaborate, and Empower<sup>1</sup>.
- II. Community engagement can be voluntary or may be a legislative requirement as per Section 208B and Section 223 of the *Local Government Act 1989* (the Act).
- III. Whilst the *Local Government Act 1989* and a range of other legislation set out minimum requirements for some specific consultations, each engagement process needs to be considered on its individual basis and merits. In many instances Council will exceed the minimum requirements to gain a strong understanding of our community's wants and needs to ensure we are achieving the best possible outcomes for our community.

## 4. Strategic Link

Community engagement is a core process that needs to underpin the Council Plan and Integrated Planning Framework and ensures that community needs and aspirations are considered in developing and implementing Council's strategic directions and priorities.

## 5. Procedure

*Greater Shepparton City Council Community Engagement Procedure* outlines the process and procedure for conducting community engagement.

## 6. Toolkit

*Greater Shepparton City Council Community Engagement Toolkit* provides Council Officers with the tools to conduct community engagement.

### RELATED POLICIES AND CORPORATE PROCEDURES

- Greater Shepparton City Council Community Engagement Procedure (if adopted)
- Community Planning Policy 55.POL1
- Council Plan 2017-2021
- Emergency Communications Plan, Greater Shepparton Municipal Emergency Management Plan
- Greater Shepparton City Council Code of Conduct
- Language Services Corporate Procedure 02.PRO2
- Privacy Policy 37.POL12

- Right to Make a Submission Corporate Procedure

#### RELATED LEGISLATION

- Local Government Act 1989
- Privacy and Data Protection Act 2014
- Public Health and Wellbeing Act 2008

#### REVIEW

The Manager Neighbourhoods Department will be responsible for reviewing this Policy every two years, and within six months of a general election.

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**Peter Harriott**  
**Chief Executive Officer**

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**Date**

<sup>i</sup> [https://cdn.ymaws.com/www.iap2.org/resource/resmgr/pillars/Spectrum\\_8.5x11\\_Print.pdf](https://cdn.ymaws.com/www.iap2.org/resource/resmgr/pillars/Spectrum_8.5x11_Print.pdf).



**GREATER SHEPPARTON CITY COUNCIL**

# COMMUNITY ENGAGEMENT CONVERSATION REPORT

March 2020

[www.greatershepparton.com.au](http://www.greatershepparton.com.au)



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Acknowledgment to Traditional Owners.

We, Greater Shepparton City Council, acknowledge the Traditional Owners of the land which now comprises Greater Shepparton. We pay respect to their tribal Elders, we celebrate their continuing culture and we acknowledge the memory of their ancestors.

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## BACKGROUND

Council recognises it needs to adapt, revisit, and strengthen its commitment to effective community engagement.

An internal Community Engagement Working Group was established and has been working on revising and strengthening Council's Community Engagement practices.

Council consulted with the community in broad terms about community engagement from 23 September to 14 October 2019.

The results of this consultation informed a draft Greater Shepparton City Council Community Engagement Policy.

The draft Policy was then placed on public exhibition and open for consultation from 18 December 2019 until 14 February 2020.

The feedback from both consultation periods has been considered.

Changes to the draft Policy were made, and it will now be taken to an Ordinary Council Meeting.

Once the draft Policy is adopted, Council will then work on a Community Engagement Procedure and investigate training and tools to guide Council Officers on how to conduct effective community engagement.

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## WHAT DID WE ASK?

Council asked:

- How should Council engage with you?
- What should Council engage with you on?
- When do you need to hear from us?
- What information is important to you?

## HOW DID WE ASK IT?

Council used a variety of methods to consult with the community, including:



Survey



Radio



Social media



Engagement with committees



Print media

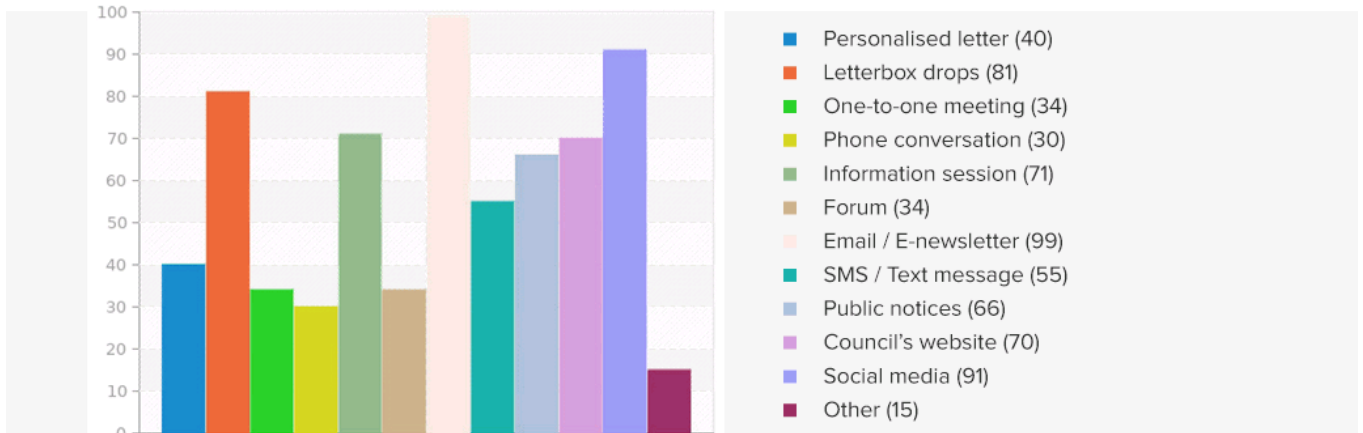
## WHO DID WE HEAR FROM?

**211** people responded to the broad community engagement consultation.

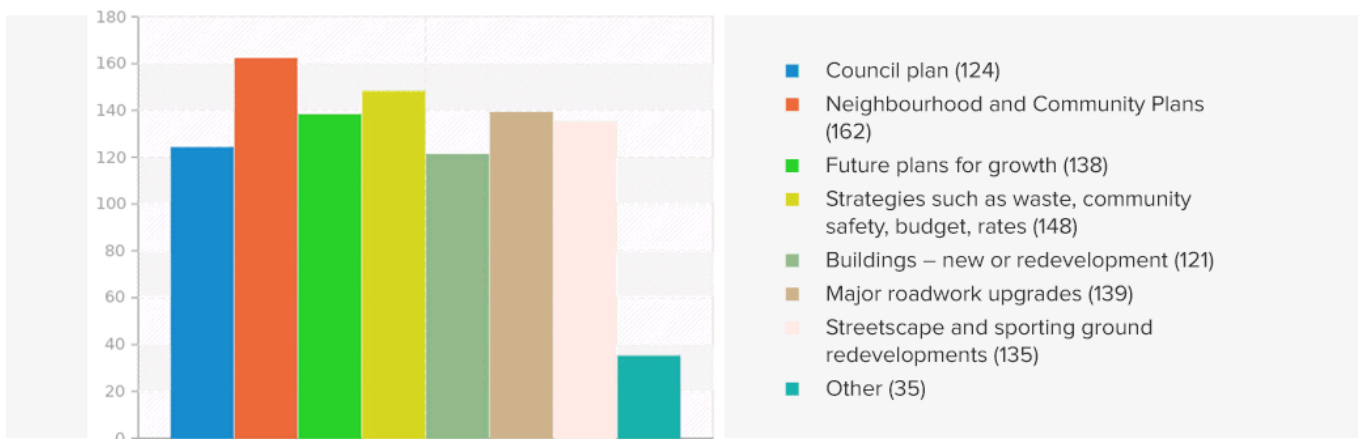
**5** people responded regarding the draft Community Engagement Policy.



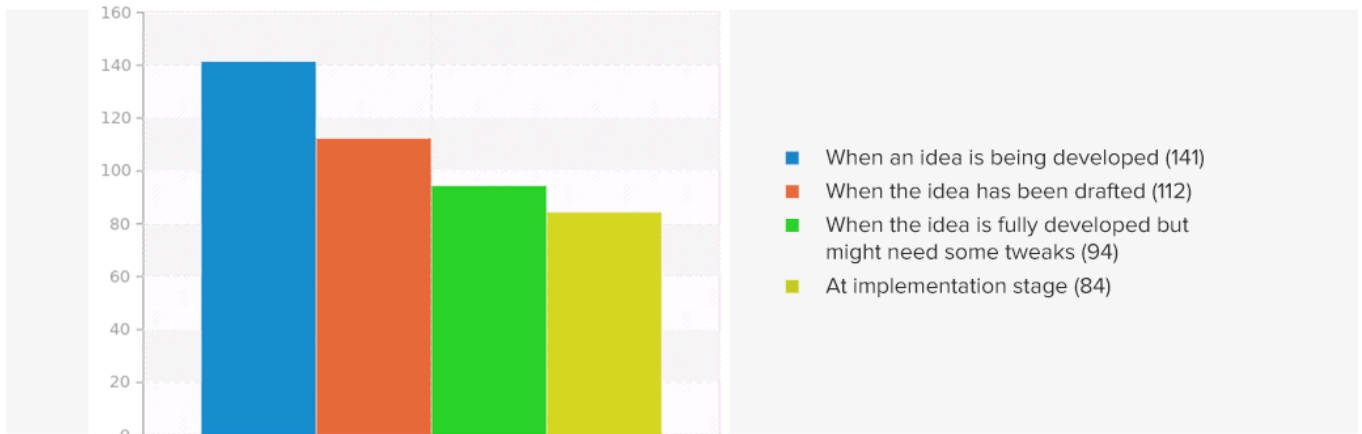
## What did the community say? How should Council engage with you?



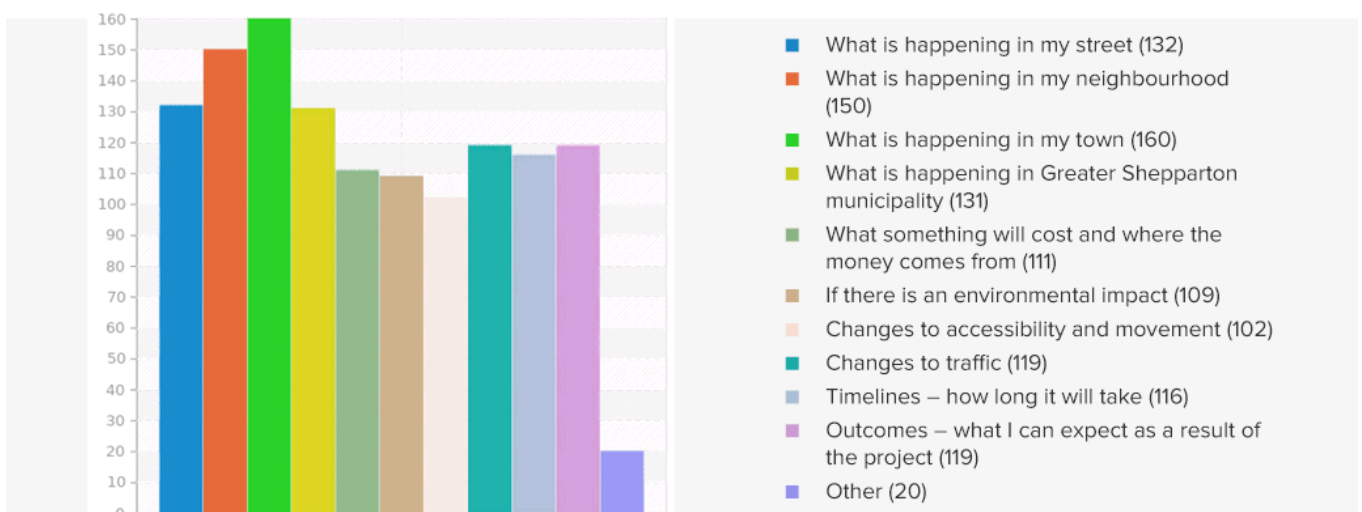
## What should Council engage with you on?



## When do you need to hear from us?



## What information is important to you?



# HOW DID COUNCIL UTILISE YOUR FEEDBACK?



Council considered the feedback provided and drafted a Community Engagement Policy. This draft Policy was then revised after being on public consultation and after feedback was considered again.

## WHAT COMES NEXT?

The Greater Shepparton City Council Community Engagement Policy will be taken to an Ordinary Council Meeting for adoption.

The feedback from the consultation will also be used to create a Community Engagement procedure to guide Council Officers on how to conduct effective community engagement. The feedback will also guide the provision of tools and training for Council Officers.

