

# Policy

## Community engagement

Responsible Manager (Title)	Director Corporate and Governance		
Adopted by Council	27 October 2020	Minute Number 6c.20.154	
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Document(s) this policy Supersedes	V4.0 – 26/06/2018 – 15.105/18		
Community Plan Linkage	<b>5 Leadership</b>		
	5.1 We will have a strong, accountable and representative government		
	5.1.4 Ensures transparent accountable decision making for our community		

### 1 Purpose

The purpose of this policy is to outline Council's approach to engaging with our community.

The Community Engagement Policy, alongside the Community Engagement Strategy and Community Engagement Plan Toolkit provides the framework to enable the Clarence Valley community's active involvement in Council strategy, decision making and activities and to provide a consistent and transparent approach to our conversations with community.

### 2 Definitions

Community – includes all of the people who live, work, study, own property, visit or conduct private or government business within the Clarence Valley local government area.

Community Engagement – the range of opportunities for public input to, and involvement in, decision-making and relationship building.

Advocate – occasions where the Council speaks on behalf of, or in support of, community needs and aspirations, most commonly, to other levels of government.

### 3 Background/legislative requirements

- Local Government Act NSW 1993
- Integrated Planning and Reporting Framework

The policy provides that, Councillors: encourage community engagement that informs the decisions they make on behalf of the community.

Council officers: develop and deliver effective community engagement opportunities on matters affecting community within the local government area. Community members: are encouraged to keenly participate in the community engagement activities that interest and/or affect them.

## 4 Policy statement

In inviting the community to participate in discussing strategic outcomes and making decisions, we will:

- Make the intent of our engagement clear and relevant.
- Define the timetable and how information gathered will be used.
- Use consultation methods that are community focused.
- Provide information that is easy to understand and accessible to all people.
- Be respectful and engaging in an ethical way so everyone has a say on important matters.
- Value input and recognising that participants have different views and needs.
- Evaluate our actions to improve the process.
- Report back to our community how their input was considered, and how it influenced the final outcome.
- Advocate on behalf of the community when it is required.

## 5 Procedures

Council has developed a Community Engagement Plan Toolkit that provides guidance for planning and implementing community engagement processes, for projects and activities of any size.

The Community Engagement Toolkit identifies the following steps when planning a project:

1. Plan – Identify and analyse the issue to be addressed, gather relevant data and develop a community engagement plan.
2. Do – implement/test actions and solutions from the community engagement plan
3. Check – analyse the results against the expectations to assess whether the engagement worked. If not, repeat Step 1. If it has move to Step 4.
4. Act – document the results, inform others and make recommendations.

Where projects and activities requiring community engagement are approved by Council, the report seeking approval will be accompanied by a Community Engagement Plan.

## 6 Attachments

Community Engagement Strategy.



# THE COMMUNITY ENGAGEMENT STRATEGY

## OUR PEOPLE AND *Community*

### WHAT IS COMMUNITY ENGAGEMENT

- ▶ To provide opportunities for the community to contribute to the decision making process
- ▶ To build new relationships and/or improve relationships with the community
- ▶ To build the capacity of the community on a specific theme or issue to increase knowledge or change behaviours



### WHO ARE OUR COMMUNITY?

- General public families, people with disability, aboriginals and visitors
- Councilors, Council staff, council agencies services and committees
- Small business, large business, industry, service providers and the media
- Community organisations, committees, groups and services
- Schools, education and training institutions and facilities



### OUR ENGAGEMENT METHODS

 CVC Website and Social Media	 Discussion and Public Conversation
 Workshops and Seminars	 Surveys and Questionnaires
 Newspaper inserts and media releases	 Focus groups and forums
 Newsletters and printed materials	 Community gathering and exhibitions

### HOW WE ENGAGE - IAP2 SPECTRUM



### HOW WE REPORT BACK

In an open and transparent manner, we close the loop by providing feedback to the community

