Community and Stakeholder Engagement Procedures

The City has developed a suite of procedures and resources to support each stage of engagement and embed best practice community engagement principles into projects across the organisation. One of the key features of this approach is a new *e-Tool* for use by staff when planning their engagement approach.

1. Decide and analyse

The beginning of planning phase, this step identifies projects and categorises them as:

a. **Strategic**
Place planning / social planning

b. **Partnership**
State Government / community led

c. **Legislative**
Local laws / town planning

d. **Operational**
Bin tagging / tree planting

e. **Infrastructure and Facilities**
Playgrounds / Recycling Centre.

Engagement requirements may change depending on the classification.

2. Plan and design

Scope of the engagement is agreed with the project team. In this step the context is built by:

a. Knowing where the project has come from
b. Setting success criteria for the engagement
c. Identifying the relevant stakeholders
d. Assessing the impact of the project on:
   1. Community
   2. Elected Members
   3. Administration.

We ask ourselves questions like:

What will happen if the community isn't involved in this project?

Will this project damage the City's reputation?

Is the project likely to be polarising? i.e. 50/50?

3. Develop and prepare

When the project impact is established, activities can be planned to reflect the level of engagement required.

There are separate activities and communication methods used for community, members, Elected Members and internal stakeholders to be delivered both before and after a decision is made.

The greater the impact, the more responsive the approach becomes.

Inform
Consult
Involve
Collaborate
Empower

The engagement plan becomes a living document.

4. Implement and engage

Everything comes together to deliver the engagement:

- Planning is done
- Impact established
- Stakeholders identified
- Engagement activities selected.

Marketing

Communications

Engagement outcome

Project team

Digital

5. Close off and evaluate

After a decision has been made and the engagement is complete it is necessary to assess and evaluate the engagement aspect of the project.

Success criteria

Formal reporting

Digital analytics

Evaluation

Survey:
Participant, Project Officer, Elected Members

The findings help us improve our approach and allow us to report on engagement KPI's.

Engagement Planner E-Tool

Town planning approvals

Standard
- Public Consultation Procedure

Complex*
- Public Consultation Procedure
- Engagement procedures

**subject to criteria*

Strategic town planning

Scheme Amendments
- Legislation requirements
- Public Consultation Procedure
- Engagement procedures

Strategic projects
- Public Consultation Procedure
- Engagement procedures

Keep up-to-date

To support the engagement plan, the City's *Your Say* webpage continues to be the central hub of information where the public, Elected Members, media and staff can access up-to-date information about projects that may affect them.